Welcome

Workshop Agenda

- Introductions
- UNICON: Your Professional Resource
- The Executive Education Marketplace
- The Executive Education Business
- Expectations
Introductions

- Devin Bigoness, Executive Director for Executive Education, Samuel Curtis Johnson Graduate School of Management Cornell College of Business

- Denise Douglas, Associate Dean, Executive Education Weatherhead School of Management Case Western Reserve University
Introductions

Hello

- Name
- School
- Current position
- Years in Executive Education
What is UNICON?

Values
- Collaboration
- Knowledge
- Service

Vision
- An international leader in knowledge and service

A global consortium of business-school-based executive education organizations. Its community of member organizations is engaged in accelerating the development of leaders and managers, thereby enhancing performance in public and private organizations globally, through executive development initiatives.
UNICON Structure

Board of Directors

12 members
- Chairman
- Vice Chair
- Former Chair

Committees (7)
- Benchmarking
- Board Continuity
- Communications
- Conference
- Finance
- Membership
- Research

Executive Director
UNICON Services

- Conferences & Networking
  - Peer counsel, “what are you doing about MOOCs?”
  - UNICON group on LinkedIn
- Leadership development programs
- Benchmarking and Research
  - Annual benchmarking survey now conducted by a third party
  - Increased investment in research
- Webinars: routinely scheduled
- Advocacy: ‘voice of the industry’

https://www.uniconexed.org
UNICON Membership

- 112 Full & Associate member schools
- Member schools in 31 countries from six continents
UNICON-Get Involved

- Participate in conferences
  - Intellectual stimulation and learning
  - Build network
  - Benchmarking
  - Actionable takeaways

- Join a committee — exercise influence
- Regularly consult UNICON Website for conference proceedings, industry articles, webinars and updates
- Recently, UNICON developed an extensive antitrust policy that satisfies United States legal rulings on the subject. Every member school should be aware of these new guidelines for interaction with other UNICON members
The Executive Education Marketplace

What Do We Offer to the Market?

- A vision on talent development from our industry
- Broad research-based content: true and tested
- Purpose-built learning environment: “recreate the sense of the possible”
- Professional educators: build capability rather than dependence
- Access to a full university: the right expertise
Changing Landscape of Competition

- Business Schools
- Professional Service Firms
- Consulting Firms
- L&D Companies
- Online providers
- Internal development functions
Executive Education Capabilities and Choices

Where Does Your School Fit?

- Open Enrollment
- Program Types Offered
- Custom

- Research
- Institution Orientation
- Teaching

- Low
- Exec Ed Degree of Independence
- from rest of B-School
- High

- Senior Tenured
- Teaching Faculty
- Adjunct

- Part of Normal Teaching Requirement
- Faculty Compensation
- For Exec Ed Teaching
- All Above Contract

(Product)

UCLA Anderson
Executive Education
Executive Education Capabilities and Choices

Where Does Your School Fit?

- Executive Education Capabilities and Choices
- Where Does Your School Fit?
- Company Mix: Global, Large, Public, Wide Industry Range
- Company Mix: Regional, Mid Mkt/Small Cap, Private, Targeted Industry Focus
- Participant Mix: Senior Exec, Participant Mix, Junior Exec/Middle Manager, Participant Mix
- Faculty Involvement: High Involvement, Faculty Involvement (program design, administration, etc.), Low Involvement
- New Program Development: Faculty Driven, New Program Development, Market Driven
- Residential and Teaching Facilities: EE Operated, Residential and Teaching Facilities, Not Provided
- Market Driven: Faculty Driven, New Program Development, Market Driven
- Not Provided: Residential and Teaching Facilities, Not Provided
What are your Expectations?
Discussion...

- What would you say is your school’s main challenge or opportunity in executive education and how do the answers to these questions relate to your immediate job challenges?
- How do you want to engage with the UNICON network?
- What would you like to learn here?
Thank you and
Welcome to UNICON!