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Session Summary: Future Models of Executive Education –
Trends, Data and Opinion

Steve and Roddy began the session by having participants select a photo that best represents a trend, theme or weak signal in the industry. A few key themes emerged in the debrief session: we are uncertain how people will learn in the future; it is hard to say what people will be paying for when a lot will be free (MOOCs, etc.); we need to learn how to effectively engage emerging markets.

A rich dialogue ensued about the need for executive education providers to become skilled at designing learning experiences. The argument was made that it is not about business schools figuring out how to develop new knowledge, it's about becoming better executors. The consensus in the room was that perhaps consultancies tend to be better executors and implementers of programs and content. An example was shared where an executive education department was called upon to develop the content, while McKinsey is tasked with implementing the program. The question was raised whether or not there is value in UNICON researching why companies choose to work with consultants versus executive education departments.

The session wrapped with a group exercise of developing “The Program of the Future – Executive Education in 2023.” Following bullets summarize the results:

Diagnostic:

- Use technology more effectively, meet with more people, etc., more data
- Improved hypothesis testing
- Map systems, understand detractors
- If there are new kinds of partnerships in the future – we outsource the diagnostic piece, do more of the critical analysis – but what are the finances?

Design:

- Broader range of influence
- Danger in thinking things will be largely different 10 years from now
- More people involved in the process

Delivery:

- Assume people will not be co-located, put people in the room together via holographs – how do you deal with time zones?
- Synchronous, asynchronous portion
- Sense making, not knowledge transfer
- Co-location still a requirement
- Greater personalization of learning process

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