

**Steve Ludlow, Director of Custom Programs, Oxford Said Business School**  
**Keith Leslie, Partner, Deloitte LLP**  
**Session Summary: Business Schools & Consultants –**  
**Sleeping with the Enemy or a New Model in Executive Education**

The session started with the question “how many in the room have partnered with a major consulting firm on delivering a custom program?” Over half of the participants raised their hands.

It is clear that the paradigm in executive education is shifting towards:

- Developing solutions (not programs)
- Developing responses driven by client needs not faculty expertise/interest
- Transformation at both the individual and organizational level; roll-out of content to multiple levels
- Responding to a C-suite strategic agenda - not just HR/L&D implementation
- Development becoming a significant part of the project

Steve Ludlow and Keith Leslie discussed a successful partnership between Oxford and Deloitte on a 30-day custom program. There is strong value in a multi-dimensional relationship with a consulting firm. There is no simple solution about how to make this relationship work. It varies based on the goals and needs of the organization. A working relationship relies on trust, clear communication, transparency, and clarification of roles.

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