

UNICON TEAM DEVELOPMENT CONFERENCE

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Marketing Round Table:

“The Exec Ed Competitive Space: B-Schools vs. Consulting Firms”


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Exec Ed Competitive Space

- Intact faculty unit which works together in ExecPgms as a team
- Intact support staff whose only focus is ExecPgms
- In many cases, Executive Program Centers, which unlike hotels and non-university convention centers, are designed and devoted exclusively to ExecPgms


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Competitive Advantage for Universities

- Faculty who push the frontiers of New Knowledge: After all, that's often why clients attend University-based ExecPgms: that is, New Knowledge; Competitive Ed
- In addition to faculty who team, Schools often have star faculty who become "the franchise" and magnets for program enrollments
- School Reputation: seriousness, credentials, prestige -- assured quality product:
 - Low Risk; High Prestige
 - Certificate of Program Completion
- Turnkey Operation: One-stop shopping
- *Access to a full University*


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Competitive Advantage for Consulting Firms

- Content is highly customized to specific client need...nothing "off the shelf"
- Designed and taught by faculty with "best of both worlds" experience base...mix of academics and applied industry experience
- Focused on building client capabilities...ensuring the knowledge is applied, not just acquired
- Focused on the system, as well as the individual
 - Curriculum designed to address how the individual applies the knowledge – inside and outside of the company
 - Curriculum tailored and delivered to different organizational levels/roles


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Competitive Advantage for Consulting Firms

- Follow-through. On-the-job support and enablement, before and after the formal education session
 - Often tied to a new organizational process, or way of doing business in the company
- Flexibility. Consulting firms can go to the client, or host offsite

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Potential Advantages of a Collaborative Approach

- “Best of breed” faculty...world-class academics partnered with business advisors with real-world experience
- Unique approach to building individual and organizational capabilities
 - Universities excel at elevating individual skills
 - Consulting firms excel at elevating organizational capabilities

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Potential Advantages of a Collaborative Approach

- Competencies are complementary and address each others' gaps
 - Universities: address gaps in new knowledge, prestige/credibility, curriculum design and teaching competence
 - Consulting firms: address gaps in real-world experience, application, on-the-job support and enablement, and after-market follow-through
- Unique positioning...and incremental revenue opportunity for both universities and consulting firms

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