



UNICON 2008 – TEAM DEVELOPMENT CONFERENCE



DAY 1 - Wednesday, December 3 Concurrent Session Key Take-Aways

Session 1: Globalization, Integration and Making a Difference in the World

Presenter(s): Ken Bardach (Olin at Washington Univ.) and Tish Schilling (Sloan at MIT)

- Business challenges are increasingly complex, unstructured, and require solutions that often cross functions and cross sectors
- The core building blocks to deal with “Complexity” are:
 - Critical thinking: to define ‘the right’ problem
 - Innovation: to find ‘the best’ solution (for creating and capturing value)
 - Leadership: to execute effectively and collaboratively
- An underdeveloped emerging market exists for those business schools (Exec Ed) that can provide top executives the knowledge and skills necessary to address complex, cross-functional, unstructured business themes
- Dealing with “Complexity” is not easy. It requires a different mindset by all stakeholders. In particular, it requires significantly more collaboration among the faculty and between the faculty and other stakeholders.

Session 2: Going Global: Build Your Business with Foreign Partnerships

Presenter(s): Ellie Weldon (Cheung Kong)

- Working with a foreign partner, you can design and deliver executive education programs that 1) help companies develop global leaders; 2) help managers learn how to do business in other parts of the world; and 3) help managers assess their capacity for global leadership.
- An international learning expedition is a key element of each of these programs.
- Before choosing a partner, you must set key criteria. Then check references and visit potential partners to assess their qualifications.

Session 3: UNICON Benchmark (State of the Industry)

Presenter(s): Carlos Arruda (Fundação Dom Cabral)

Session 4: Developing and Living the Foster Brand

Presenter(s): Pamela McCoy and Eric Nobis (Foster at University of Washington)

- Build a brand team that contains skeptics and true believers alike
- Make sure your dean is bought into, and fully understands, the process
- Clearly set expectations, and keep communicating them: this is a marathon, not a sprint
- Network early and often



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DAY 2 - Thursday, December 4 Concurrent Session Key Take-Aways

Session 1: Structure and Innovation in Program Management

Presenter(s): Carlos Arruda (Fundação Dom Cabral), Susan Popa (Chicago Booth), Tish Schilling (Sloan at MIT), Marily Schonthal (Kellogg at Northwestern)

- An awareness of diverse organizational structures for the program management function and the benefits and challenges of each.
- An understanding of the similarities and differences of roles within these diverse structures.
- An opportunity to think differently about your own delivery of Executive Education programs and the possibility for job enhancements.
- A view of program management roles as dynamic, changing and adaptable.

Session 2: Global Products; Global Mindset; Global Delivery

Presenter(s): Bill Shedden (Cranfield University)

Relatively small businesses can still prosper in a global marketplace made up of large businesses, but it's important to pose and discuss questions like:

- Have we the right products?
- Are we, in reality, able to deliver nationally and globally at the quality levels required by our clients?
- Are we developing the capabilities within our Schools to meet these challenges?
- Can we offer the large, international clients the professional client management design and delivery capabilities and are we able to sustain a high level of quality over a long period of time?
- How should we develop our products and delivery mechanisms to satisfy the growing sophistication of the marketplace?
- Is there a role for more sophisticated international partnerships?
- Has the business school the capability and the mindset to sustain a position in this marketplace?

Session 3: Customization – Meeting the Client's Needs

Presenter(s): Ross Anderson and Cameron Houston (Mt. Eliza at University of Melbourne)

- Customisation as an essential approach to the delivery of precise learning interventions.
- Blended and multilayered interventions to compliment or replace traditional classroom teaching.
- Discovery-Design-Delivery as the essential sequence in truly meeting the client's needs.

Session 4: Rising Demand in Emerging Market Business Knowledge and its Implications for Exec Ed Programs

Presenter(s): Cascade Huan (Guanghua at Peking University)

- Understand the changing world of executive education in emerging market and how programs respond to these new challenges.
- Learn about best practices in content, curriculum integration, experiential learning models.
- Analyze different corporate decision making layers and identify the most effective mix of program selling/recruiting strategies.



UNICON 2008 – TEAM DEVELOPMENT CONFERENCE



DAY 3 - Friday, December 5 Concurrent Session Key Take-Aways

Session 1: Strategies to Maintaining a Steady Growth Despite Economic Ups and Downs

Presenter(s): Jean Choy and Paul Frogley (Foster at University of Washington)

- Diversity your portfolio....BUT be sure to have a deliberate and systematic approach to diversification.
- Strengthen your bench strength....BUT, have a comprehensive process plan in place to track, measure, and follow up.
- Build your advisory board....BUT, be aware of all the different subtleties and be prepared for a long-term commitment.

Session 2: Understanding and Managing the Gen Y

Presenter(s): Laura Schildkraut (Onboarding Gen Y and former Faculty of Foster at UW)

- Gen Y's (ages 9 - 27) primary influences are Technology, World Events (9/11, Global Warming etc.), and The Home (how they were raised)
- Influences create a profile of Tech-Savvy, Impatient, Multi-Taskers who resist boundaries and are delaying their acceptance of adulthood
- They can be challenging to manage because they know what they want from the workplace and will leave quickly if dissatisfied
- Approaches to a successful working relationship include assigning work that "matters" and demonstrating why it matters, caring about them as people not just employees, and creating a culture of balance and patience

Session 3: From Engagement to Execution... and Beyond: A Case Study About Creating a New Generation of Corporate Leaders

Presenter(s): Bill Joiner (Cox at SMU) and Michael Landrum (Spectra Energy)

- It's important to know how to create a
 - Non-traditional executive education approach and why it works.
 - Successful collaborative partnership between client and school that guarantees the engagement of executive management and participants throughout the learning process.
- It's important to know how to use metrics to determine the success of a learning experience for participants and the organization. (creating ROI for both the client and the school).

Session 4: UNICON Benchmark (Structure of Executive Education Centers)

Presenter(s): Mike Malefakis (Chicago Booth at University of Chicago)