

# Careers in Executive Education: Possibilities, Paths and Pitfalls

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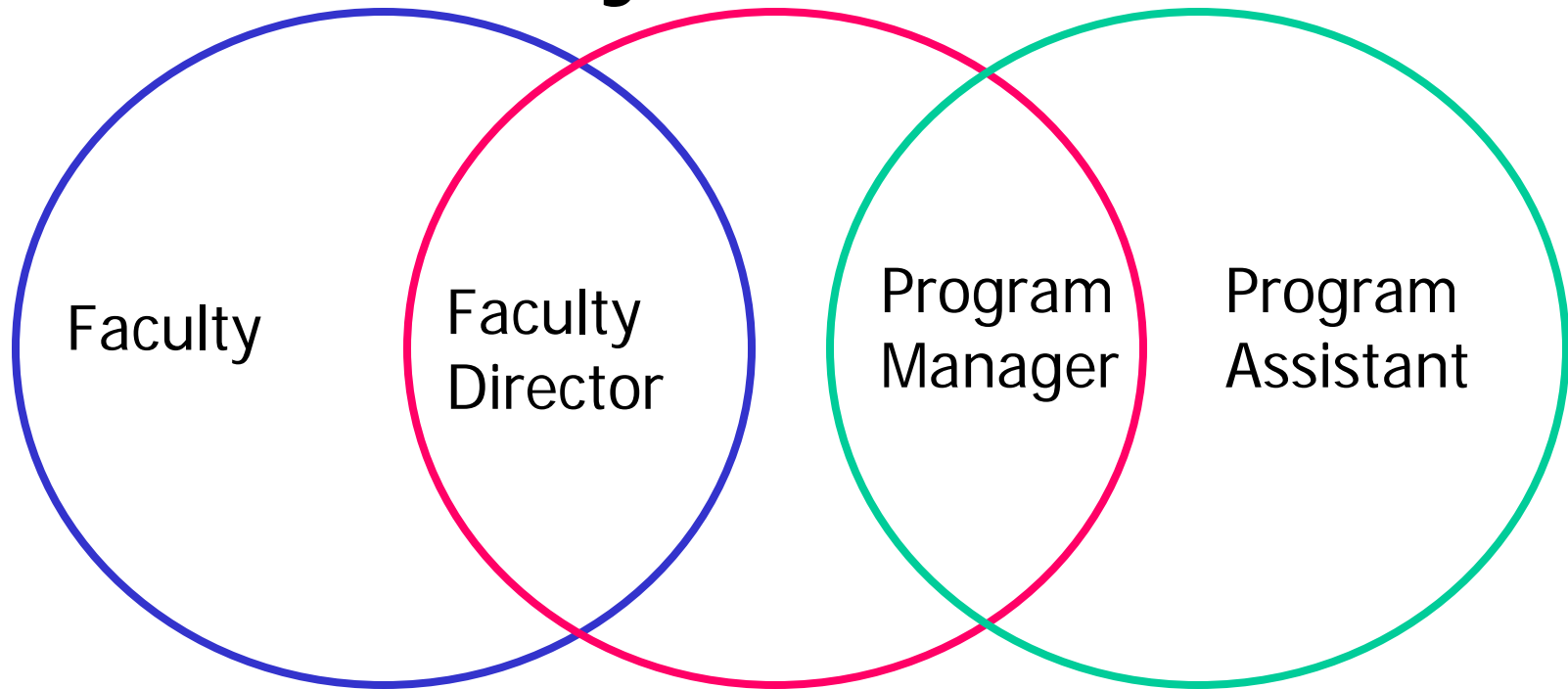
# Agenda

- The Case for (a career in) Executive Education
- Three career lenses
- Career enhancing moves
- Career limiting moves
- Other issues

# The Case for a Career in Executive Education

- Mission driven
- Value education as a force for change
- Connect business ideas to business people
- Work in a university environment
- Enjoy being “for-profit” in a non-profit organization
- See the world
- Have fun

# Lens I: A perspective on faculty/staff roles

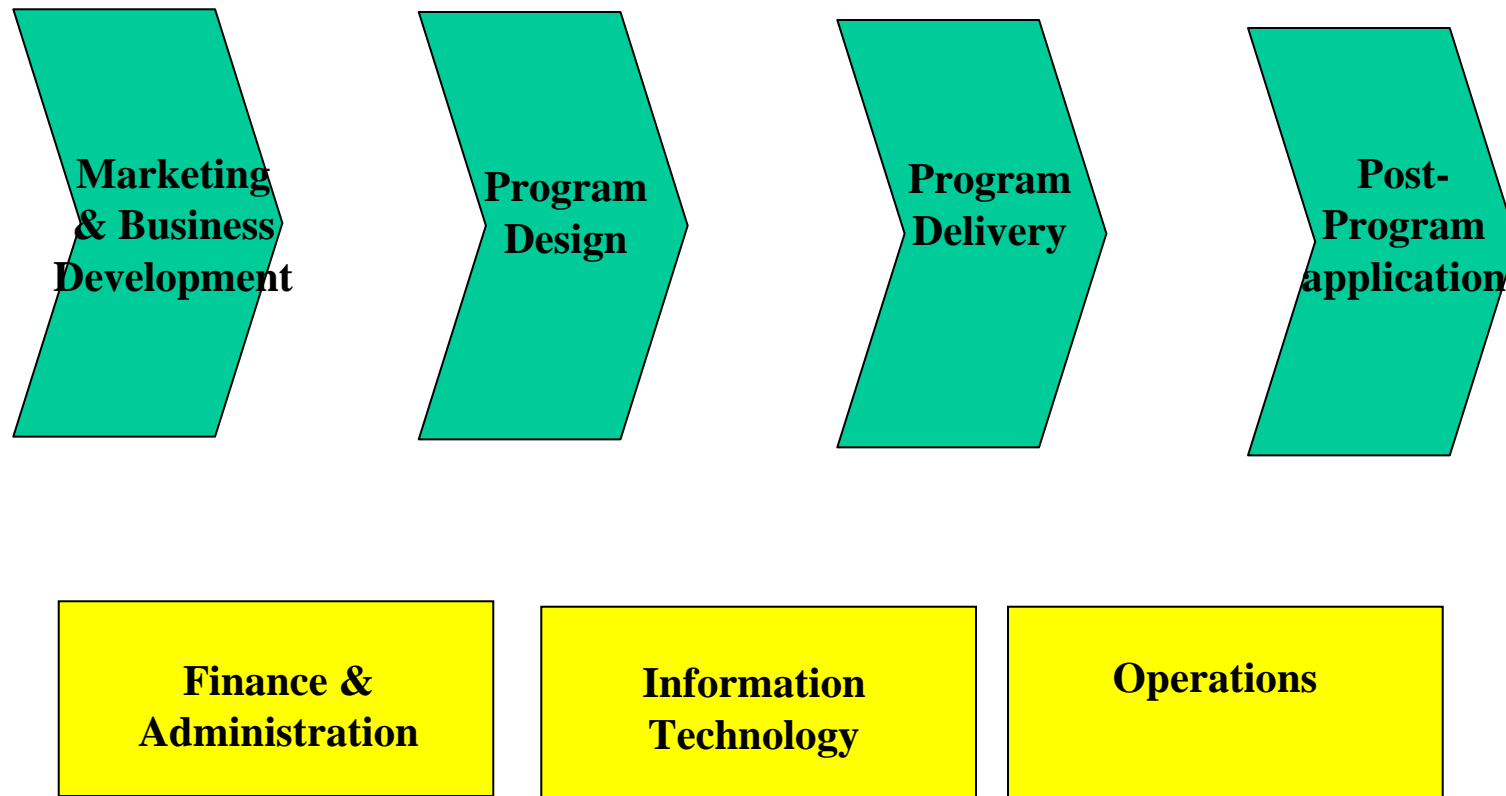


**Program  
delivery**

**Client relation  
management**

**Finance/logistics/  
administration**

# Lens II: A value chain perspective



# Lens III: A managerial perspective

<b>Level</b>	<b>Focus</b>
Senior	Strategy, enterprise management, external/client relations, business development, program design
Mid-level	Unit management, operations & delivery, marketing
Entry-level	Logistics, applicant/participant support, faculty support

# Top 10 career enhancing moves

## (with apologies to David Letterman)

1. Build good relations at all levels in all departments
2. Nail the details
3. Understand faculty alliances, pressures, and priorities
4. Understand how executive education contributes financially to your school
5. Be an effective advocate for the faculty (with participants and clients)
6. Be an effective advocate for participants and clients (with the faculty)
7. Be willing to help faculty whether the request is in your job description or not
8. Understand how technology can and cannot support your programs
9. Be active in UNICON
10. Read voraciously about business news, trends, and ideas

# Top 10 career limiting moves

## (with apologies to David Letterman)

1. Not knowing the person you just said “no” to is the school’s biggest donor
2. Failing to meet revenue goals
3. Shutting down a faculty member’s favorite program
4. Acting like a faculty “wannabe”
5. Telling a faculty member to show up in your office
6. Becoming out of touch with market needs
7. Distributing the “B” case too early
8. Over promising to make a sale
9. Not knowing the specific likes and dislikes of individual faculty
10. Prefer reading *People Magazine* to *Business Week*



# Other issues

- Moving to/from the corporate sector
- Moving from junior/coordinator/BA level to senior/director/MBA level roles
- Your issues?