

Bringing the Future to the Present

Challenging Our Ideas, Managing the
Uncertainty, Creating a Plan



Agenda

- Dean's Welcome
- The Lay of the Land
 - Chris Howard, Bersin & Associates
- Challenging Our Ideas
 - Kelly Bean, UCLA Anderson
- Managing the Uncertainty
 - Iris Firstenberg, UCLA Anderson
- Creating a Plan
 - UNICON members

Workshop Objectives

- To receive a briefing on corporate training trends for 2009
- To determine what's missing in the market and how UNICON member schools can meet those needs
- To challenge our current thinking of the way we do business
- To generate new ideas to tackle industry challenges
- With colleagues, to scope out a plan for some of the ideas generated from the brainwriting sessions
- To leave with a list of ideas that could be implemented in your operation, or to inspire new ideas for your business

Brainwriting

- Using the three Post-it notes (attached to the index cards), each person writes down three ideas (one idea per Post-it) to help solve a challenge facing the group, and then places those cards in the center of the table
 - Each person starts with three empty cards and produces three unique ideas
- After you've finished writing your three ideas, you can pull out one or more of the ideas submitted by others for inspiration. Use the idea on the card you pull to trigger a new idea or a variation of an idea
 - If your idea is a variation of an existing idea, write it on the card with the original inspiration
 - If you pull a card and you aren't inspired, then start a new card and write a new idea
- Each round is 15 minutes
- The task is done independently
- The goal is to really push your thinking. Be creative. Don't worry about the resources needed, constraints in your system, etc.

Brainwriting

- At the end of each 15 minute session, your brainwriting team should organize your output in themes that emerge from the ideas
- Count your total number of ideas, and report to the flipchart
- Repeat for two more challenges....

Challenging Our Ideas....

Challenge 1

Expectations from customers are high. Our clients' needs are changing. The industry continues to shift. What business model will support these changes? Provide ideas that consider organizational structure, faculty capacity, facilities, staffing, level of talent needed, margins to the school, etc

Challenging Our Ideas....

Challenge 2

In Marie Eiter's most recent UNICON research study, she cited clients' expectations of moving away from delivering "a program" to delivering our services using an "integrated learning platform." What are ideas for new program design methodologies?

Challenging Our Ideas....

Challenge 3

Most executive education providers are experiencing a downturn in both open enrollment and custom program offerings. Organizations hold a strong perception of what a university-based executive education provider can deliver to their management population. This perception is not always accurate, or aligned with the competitive advantage that UNICON members hold. How do we prevent our competitive advantage from eroding? And how do we grow our business in a downturn?

Theme / Idea Selection/Report Out

- The ideas generated to address each challenge will be arranged on a wall by theme
- Review each idea (or group of ideas) and select one that interests you
- Form a team with others who are interested in that idea and begin working through implementing the idea, considering:
 - Why did you select this idea?
 - What impact do you think this idea could have on your business?
 - What resources do you need?
 - Will there need to be changes to your budget?
 - Can it be readily implemented?
 - What buy-in do you need from the Dean/Faculty/University?
- Please prepare a 5 minute report-out on the idea that your group selected.
 - Be sure to include questions to ask the audience to test your assumptions