



UNICON

The Newcomers Workshop

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Welcome and Introductions

Outline of Presentation

- The Executive Education Business
- The Executive Education Marketplace
- Strategic Framework and How We Compete
- UNICON: Your Professional Resource
- Group Discussion/Questions
 - Why am I attending the conference?
 - What do I want to learn?
 - How do the answers to those questions relate to my job challenges?



The Executive Education “Business” Typical School Objectives

- To meet the needs of corporate customers.
- To enhance the school’s general awareness and expand its corporate relationships.
- To provide a vehicle for enhancing the school’s reputation.
- To provide a forum for the dissemination of information on new research findings.
- To provide faculty an additional source of income.
- To make a financial contribution.



The Executive Education “Business” Basic Profit Model

- Profit = Revenue – Costs
 - Revenue = Price x Quantity
 - Quantity = Instruction days x Participants
= Paid Days of Instruction (PDIs)
- * High fixed cost model



The Executive Education Business: Program Evaluation

- Does the faculty deliver high impact ideas?
- Does the quality of teaching live up to expectations?
- Are faculty members at the leading edge of knowledge in their fields?
- Are faculty members curious about the knowledge participants bring into the classroom and their particular business situations?
- Was the level of the participants appropriate for the content?
- Is the return on investment worth the money spent and time away from the job and family?
- Executives seek a compelling reason to attend.

The Executive Education Marketplace: Economic Drivers of Management Development

- Technology
- Globalization
- Knowledge builds wealth
- Alliances
- Relentless competition
- Reach for individual customers
- Differentiation: brand
- Good citizenship
- Constant turbulence

The Executive Education Marketplace: Strategic Management Development Issues

- Creating unity and alignment
- Increasing bench strength
- Achieving responsible growth
- Integrating executive development and HR systems
- Developing business acumen and leadership skills

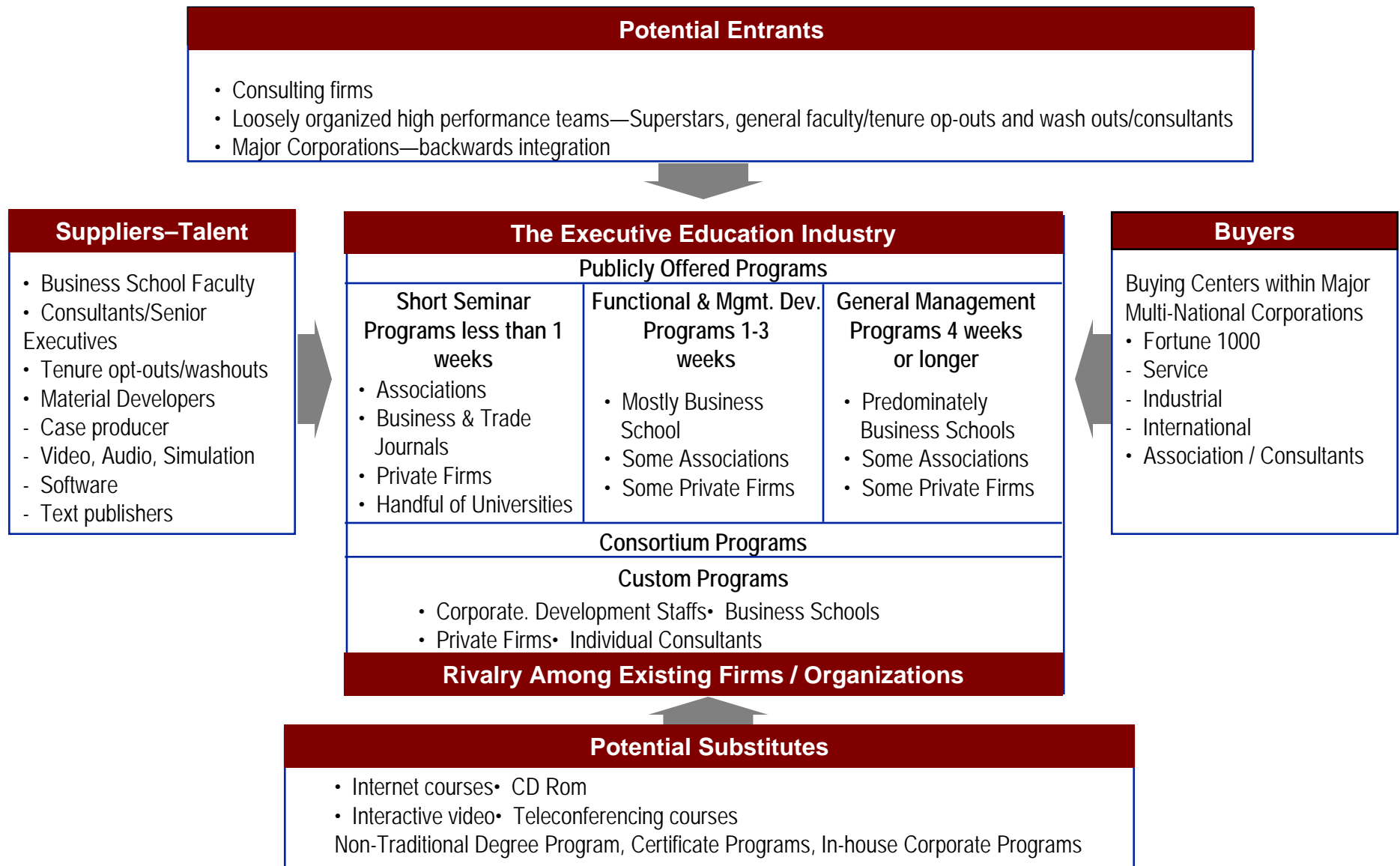
The Executive Education Marketplace: Customer Expectations of Business Schools

- **Tomorrow's knowledge today**
 - “continuous access to cutting edge thought and research”
- **Targeted messages**
 - “an investment in learning about my industry and my company”
- **Increased organizational capability**
 - “teaching that bridges theory and practice”
- **Integrated learning**
 - “a holistic approach—from strategy to execution”
- **Partnership**
 - “a relationship through which we can drive growth—personal and business”
- **Network of resources**
 - “a group of exceptionally smart faculty, students, staff and alumni that I can rely on to get the information I need to run my business”
- **Full service environment**
 - “a place apart to recreate the sense of the possible”
- **Value for money**
 - “a positive return on our investment”

The Executive Education Marketplace: We Live in our Clients' World, Too!

- Market growth
- From open to custom to partnership
- More “action learning”
- Executives as teachers
- Use of coaches
- Shorter programs
- More flexibility
- Need to accelerate quality improvements
- Systems approach to executive development
- Companies reducing the number of suppliers
- Expectation of measurable bottom line impact
- Value vs. price

A Strategic Framework: Porter's Five Competitive Forces Modified for Executive Education





How We Compete—Key Success Factors

Discipline of Market Leaders

Product Leadership

- **Best in-class programs**
- **World-class faculty**
- **Superior customer value**
 - ◆ **relevant content**
 - ◆ **high pay back**

Customer Intimacy

- **Business strategy / mix**
- **Building and defending brand equity**
- **Customer share versus market share**
- **Anticipating customer needs**

Operational Excellence

- **Quality / effective systems**
- **Economies of scale**
- **Reengineering processes**



How We Compete

Market / Product Matrix





New OEP Program Selection By Topic/Theme

Faculty Capability

Market Demand

High

Med

Low

High

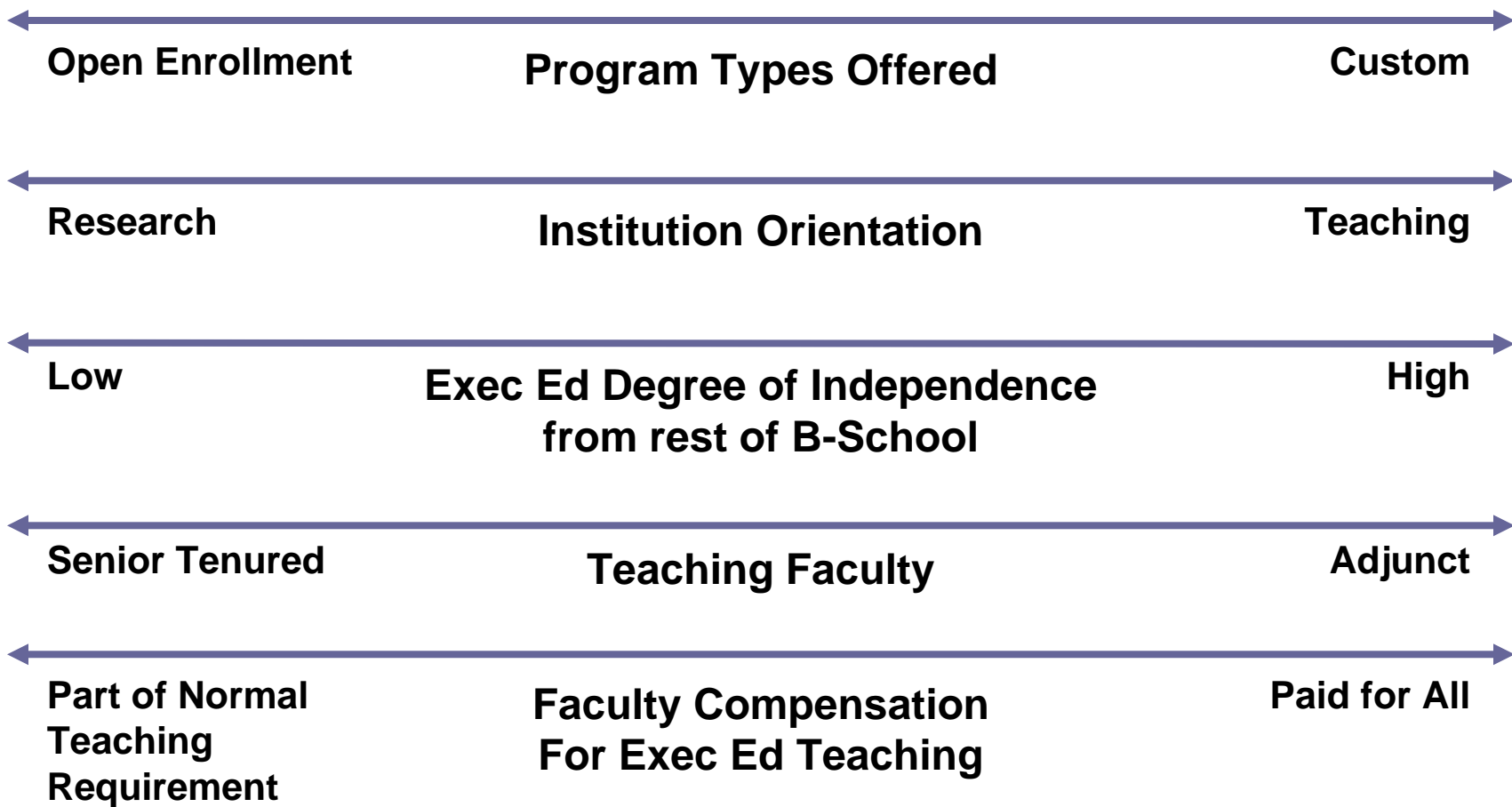
Med

Low



The Exec Ed Continuum

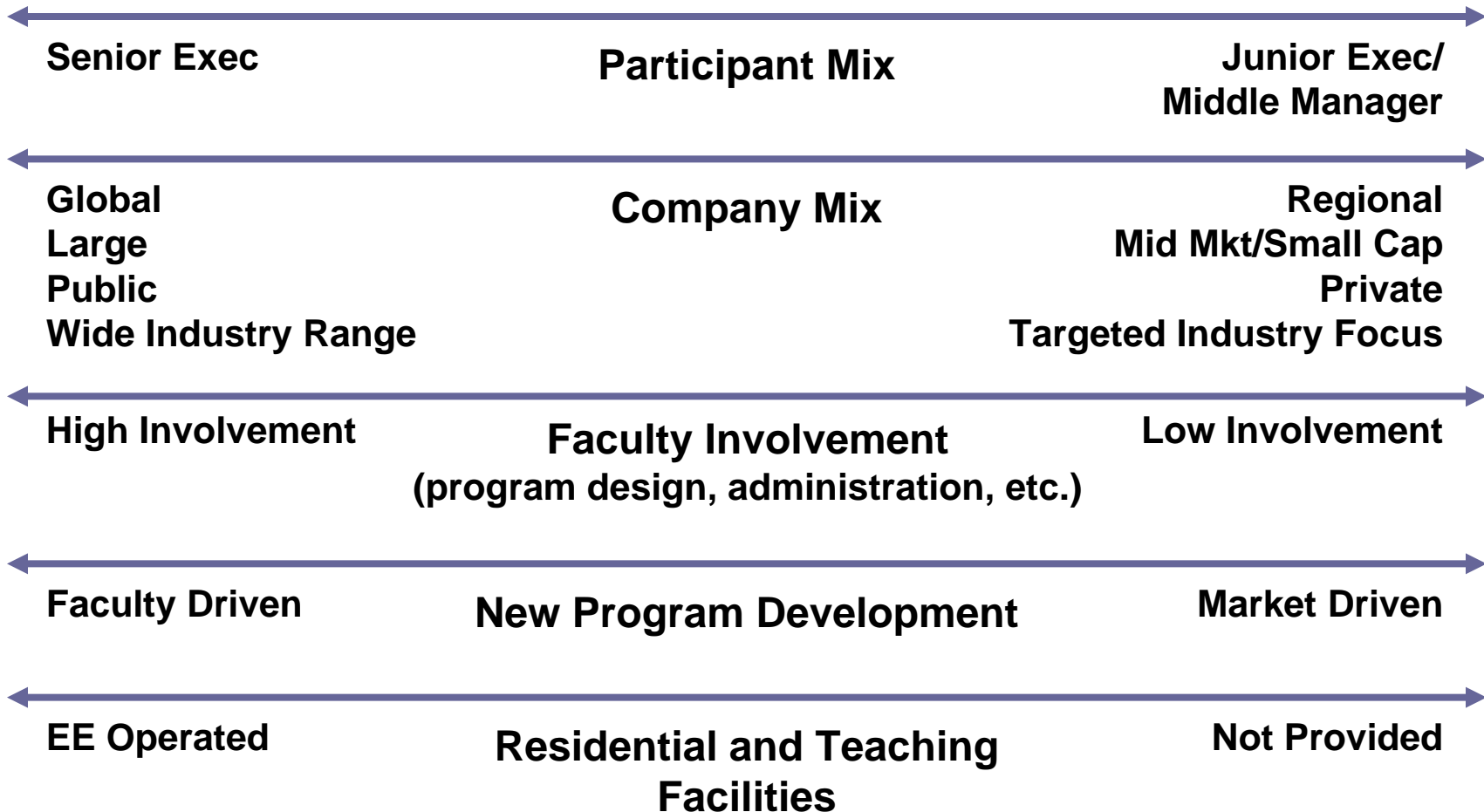
Where Does Your School Fit?





The Exec Ed Continuum

Where Does Your School Fit?



Additions to the list?



UNICON

Your Professional Resource

- Values
- Vision
- Structure

(Refer to UNICON Directory)



UNICON

Who We Are

- The International University Consortium for Executive Education
- Worldwide – 78 Universities
- Non-degree Programs / Services
- Volunteer



UNICON

How We Work

- Board
 - 6-Year Chairman / Vice Chair / Former Chair
- Committee
 - Benchmarking
 - Board Continuity
 - Conference
 - Research
 - Finance
 - Membership
 - Communications
- Get Involved!



Congratulations!!!!

You Survived Basic Training!