



UNICON

The Newcomers Workshop November 30, 2010

Frank Lloyd

Associate Dean



Marilyn Schonthal

Senior Program Manager



Welcome

1

Outline of Presentation

- Introductions
- UNICON: Your Professional Resource
- The Executive Education Marketplace
- Strategic Framework and How Schools Compete



Introductions

2

- Name
- Organization
- Current position
- How long in this role?
- What is your background and path to work in Executive Education?





YOUR PROFESSIONAL RESOURCE

Who We Are

4

- The International University Consortium for Executive Education
- Worldwide – 97 Universities
- Non-degree Programs / Services
- A Volunteer Organization



How We Work

5

□ Values

- Collaboration
- Knowledge
- Service

□ Mission

- Help members serve clients

□ Vision

- An international leader in knowledge and service



Refer to UNICON Directory

Structure

6

- Board: 6 year terms
 - Chairman / Vice Chair / Former Chair

- Committees
 - Benchmarking
 - Board Continuity
 - Communications
 - Conference Support
 - Finance
 - Membership
 - Research

Get Involved!



- Conferences
 - Fall Team development conferences
 - Spring Directors conferences
 - Annual summer workshops
- Networking
- Benchmarking
- Research

<https://www.uniconexed.org>



Getting Involved

8

- UNICON member benefits parallel the benefits our clients get from our programs.
 - Intellectual stimulation and learning
 - Networking and benchmarking
 - *Set your Google Alert to “Executive Education”
 - Actionable takeaways
 - Ongoing resources on Unicon Website

“*My Story*”



Discussion

9

- As newcomers, what help and support do you want and need from a professional organization?
- What do you want to learn by attending this conference?





THE EXECUTIVE EDUCATION MARKETPLACE

What Do We Think We Offer to the Market?

The Business School Value Proposition

11

- Broad research-based content: true and tested
- Purpose-built learning environment: “recreate the sense of the possible”
- Professional educators: build capability rather than dependence
- Access to a full university: the right expertise

*Does your school offer this?
What is its unique flavor?*



What Do We Think the Market Offers Us? Typical B-School Objectives

- To enhance and expand relationships in business, government, non-profit communities.
- To enhance reputation.
- To disseminate new research findings.
- To identify student opportunities.
- To provide faculty development and income.
- To make a financial contribution.

Why is your school in the game?
Is it easy or hard for you to play?



What Do Clients *Really* Expect of Business Schools?

13

- Understanding of their business and what they want to accomplish
 - ▣ Strategy, execution, and problem solving
 - ▣ Bridge leadership actions to business results
- Integrated learning platforms that include multiple learning methods
- Demonstration of business impact
- Organizational “reach”

(09 UNICON Research Study)

What do your clients want from you?



What's New in the Executive Education Market

14

□ How have clients' needs changed?

-Team Development Conference '08; UNICON research study '09

□ How culpable are we?

-Team Development Conference '09

□ Is ROI dead?

-UNICON research study '10

How are we doing compared to others?

-Annual State of the Business Survey

How will I get home?

-Directors Conference '10



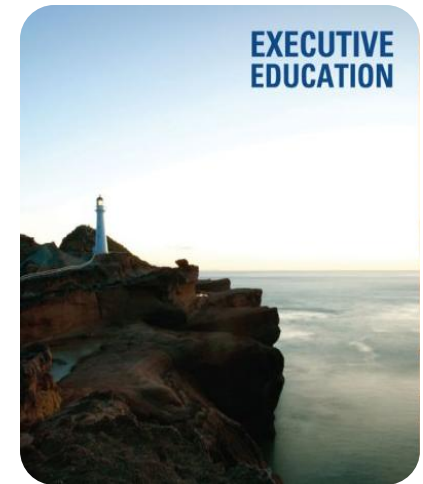


THE EXECUTIVE EDUCATION BUSINESS

Evolving Characteristics of The Executive Education Business

16

- Is the business cyclical?
- What goods & services do we sell?
 - ▣ Custom?
 - ▣ Open enrollment?
 - ▣ Others?
- How do we deal with a high fixed cost model?
 - ▣ Economies of scale (**efficiency**)
 - ▣ Learning curve economies (**effectiveness**)

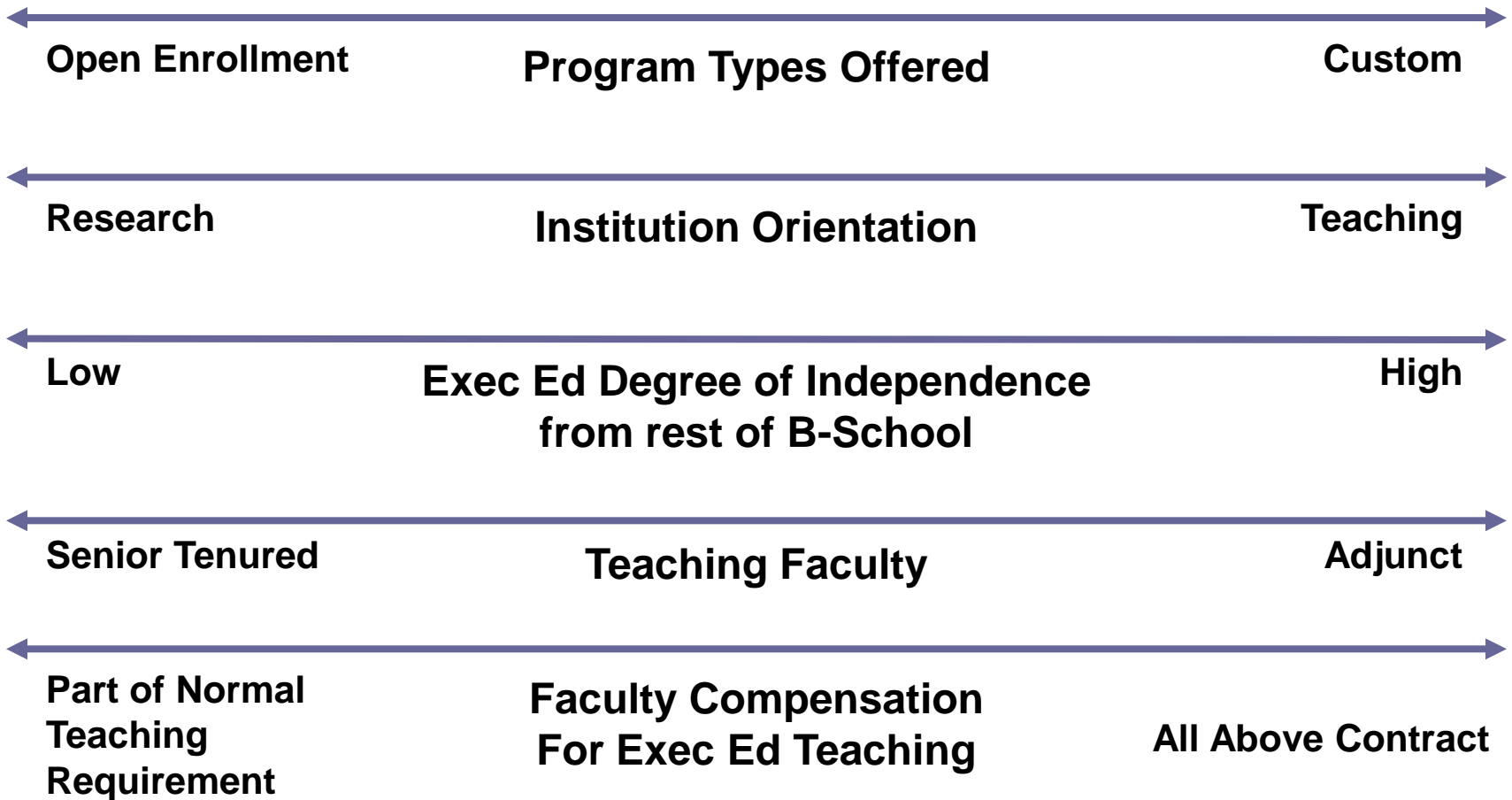




The Exec Ed Continuum

Where Does Your School Fit?

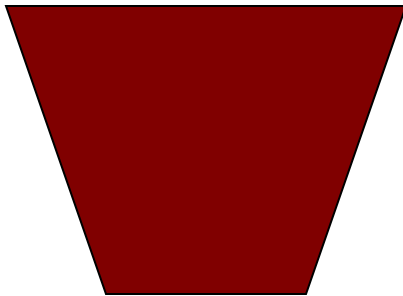
17



The Future of Executive Education: How do We Compete?

19

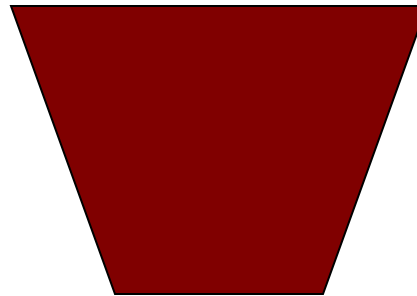
**Value
Protection**



Brand Asset Management

What/What Not

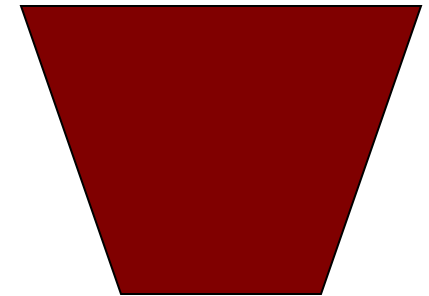
**Value
Extraction**



**Running the Business:
Structure & Process**

Execution

**Value
Creation**



Top Line Growth

Betting on People & Ideas

How We Compete—Core Competencies

Product Leadership

- Best in-class programs
- World-class faculty
- Superior customer value

relevant content

high pay back

Faculty

Customer Intimacy

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

Senior Staff

Operational Excellence

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

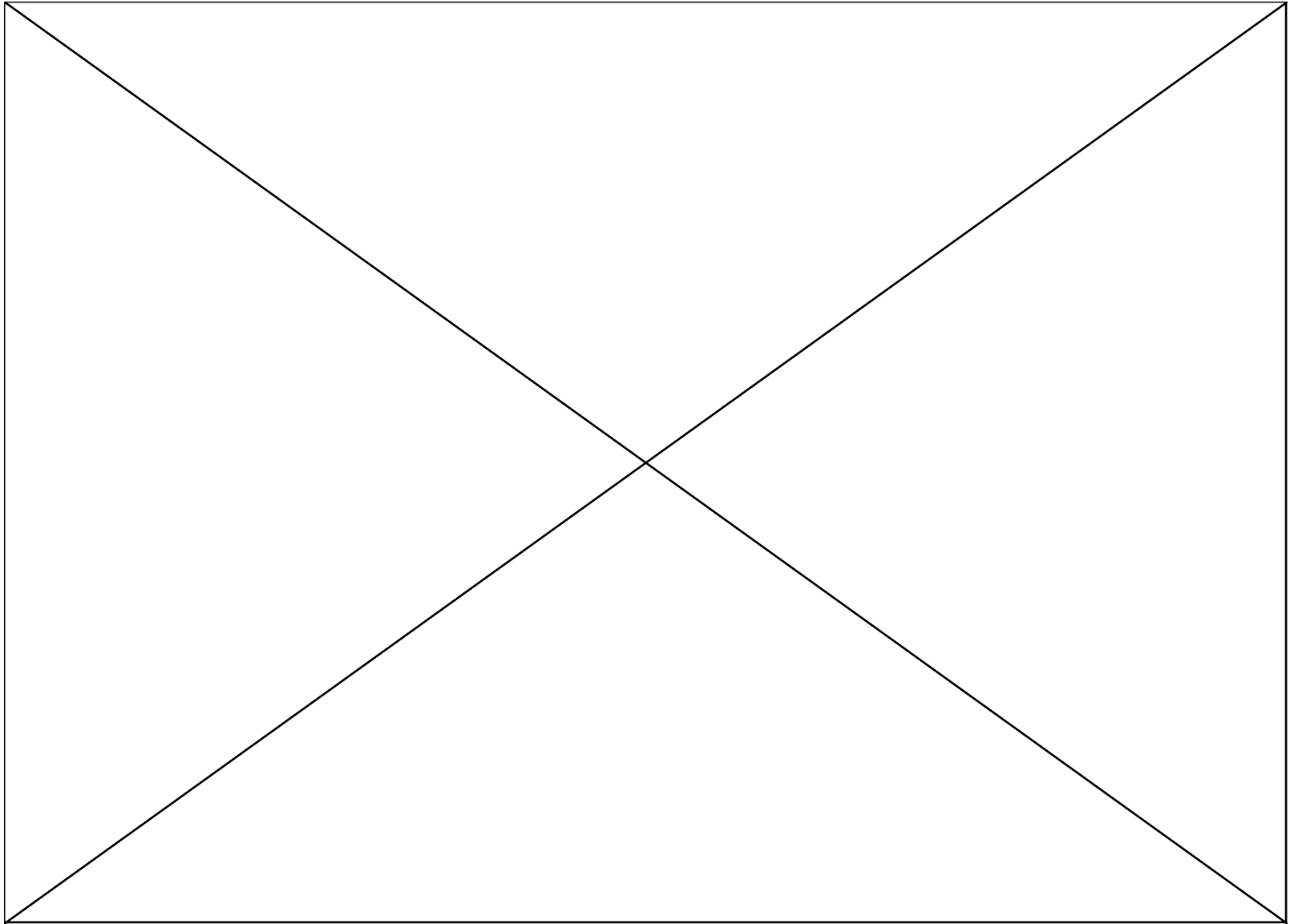
Operations

Group Discussion

21

- How do I see the executive education business at my institution?
 - ▣ Where are we on the continuum?
 - ▣ How we compete?
 - ▣ Our competence?
- How do the answers to those questions relate to my job challenges?







THANK YOU