

# UNICON Summer Burst 2008

Chicago GSB Gleacher Center

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## *The Program Experience*

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Executive Development



# Critical Questions

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- How do **companies** define an effective program?
- How do **participants** define a great program experience?
- What elements do we control?
- What elements are important but difficult to control?
- How much influence do we actually have?

# Effective Program Design

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- 1. Top Management Ownership / Sponsorship**
- 2. Alignment with Company Strategies / Priorities / Business Needs**
- 3. Competency-based, with Clear Link to Performance Assessment and Measures of Desired Behavior**
- 4. Integration with Other Leadership Development Processes**
- 5. Effective Participant Selection / Nomination Process**
- 6. Open Dialogue with Top Management During Program**
- 7. Participants' Supervisors Fully Engaged to Support Learning / Application** (Pre- and Post-Program Discussions, 6-Month Follow-up, etc.)
- 8. Adult Learning Methods**
- 9. Multi-rater Feedback with Performance Improvement Coaching**
- 10. *Assessment of Program Impact***
- 11. Learning Managed as a Process, Not an Event**
- 12. Supportive Work Environment**

# Participant Experience

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## 1997 UNICON Study

1. Food
2. Accommodation
3. Networking Opportunities
5. Faculty/Program Content

# Hierarchy of the Experience

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Program Score

5.0

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4.8

**Personalized**

4.5

**Experiential Activities**

4.2

**Good Program Content  
linked to Company Drivers**

3.8

**Effective Learning Environment**

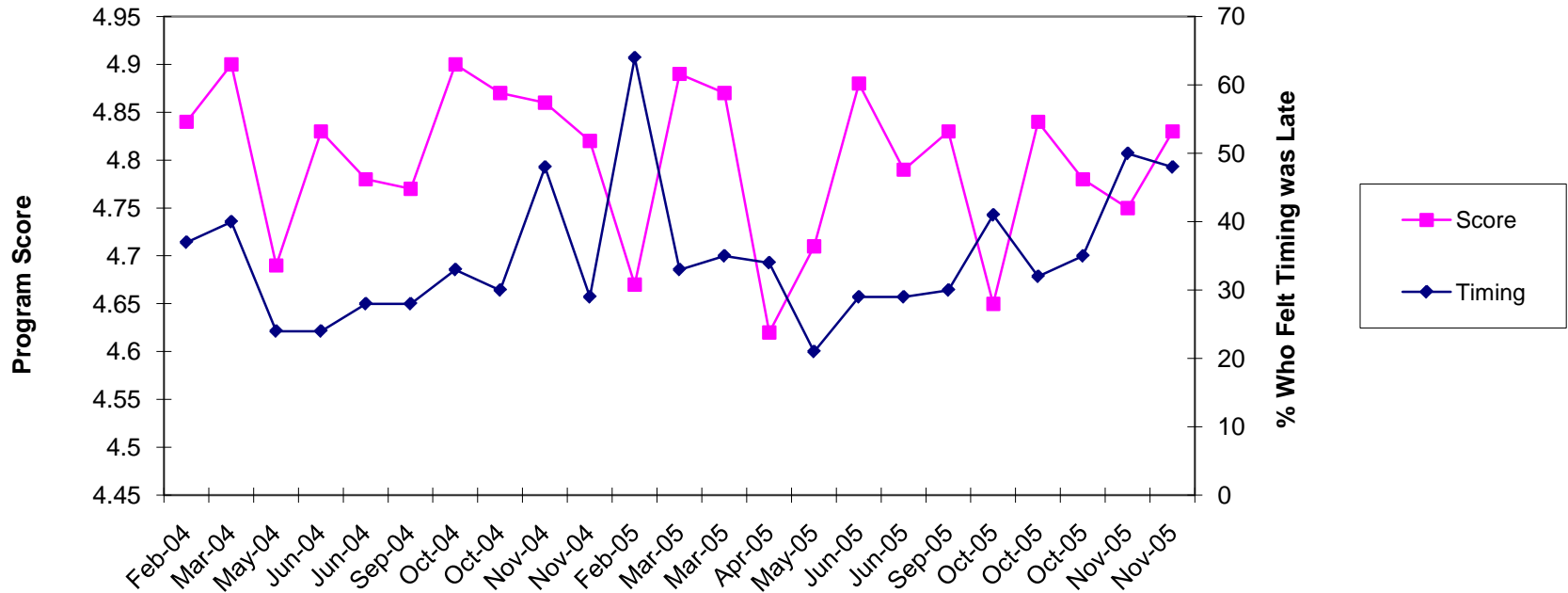
# What program elements impact the program experience?

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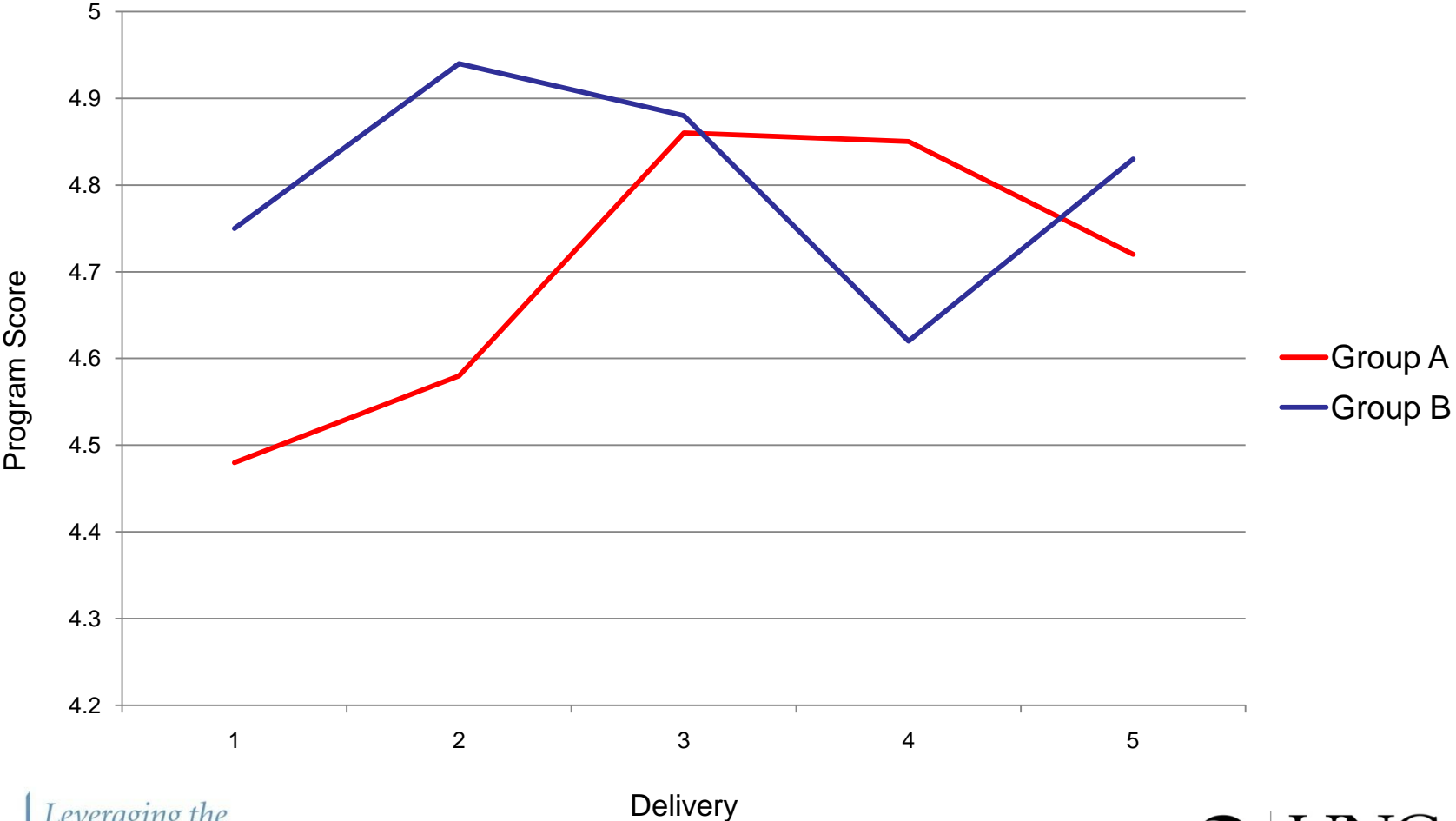


# The Teachable Moment

Timing & Score

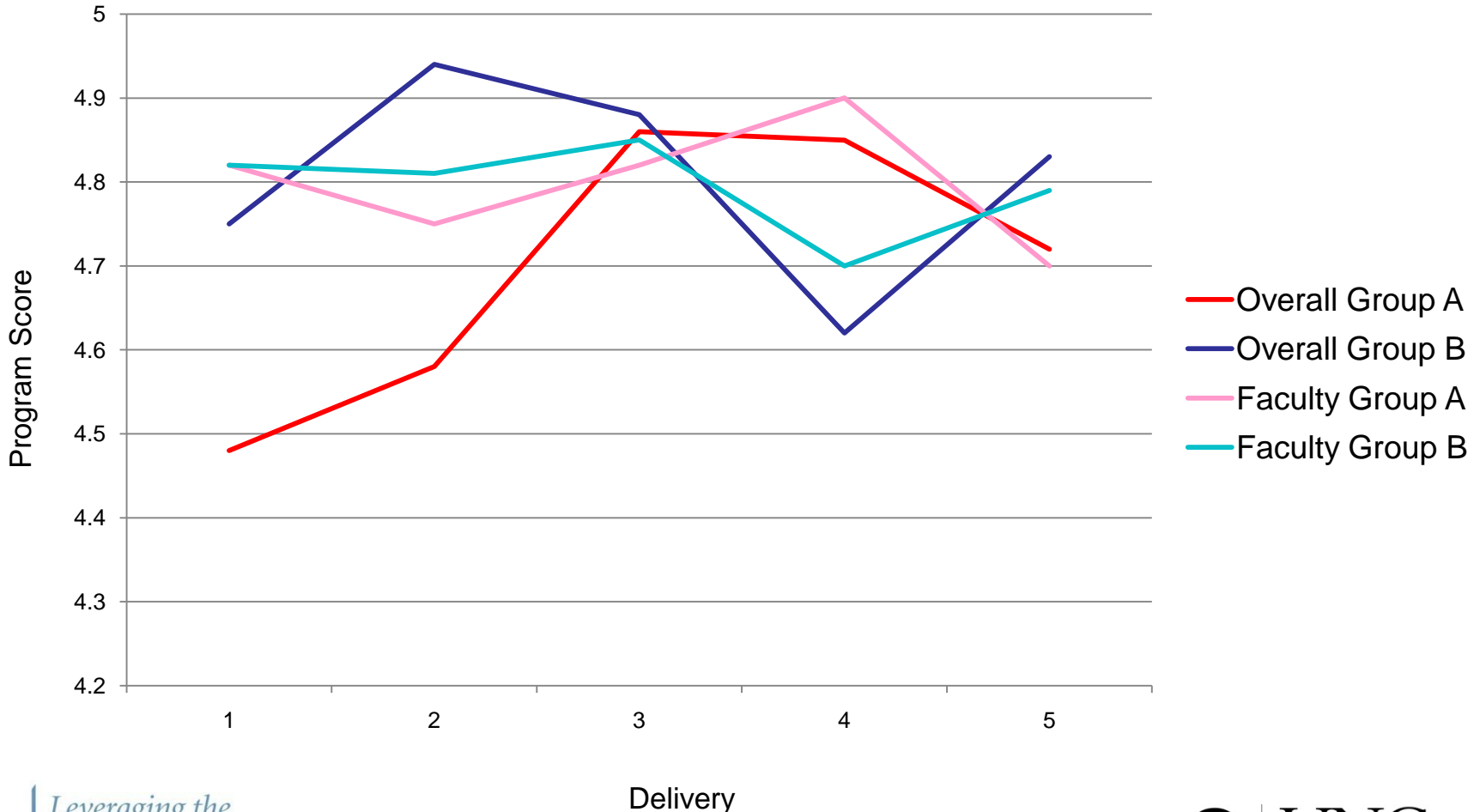


# The Curmudgeon Effect

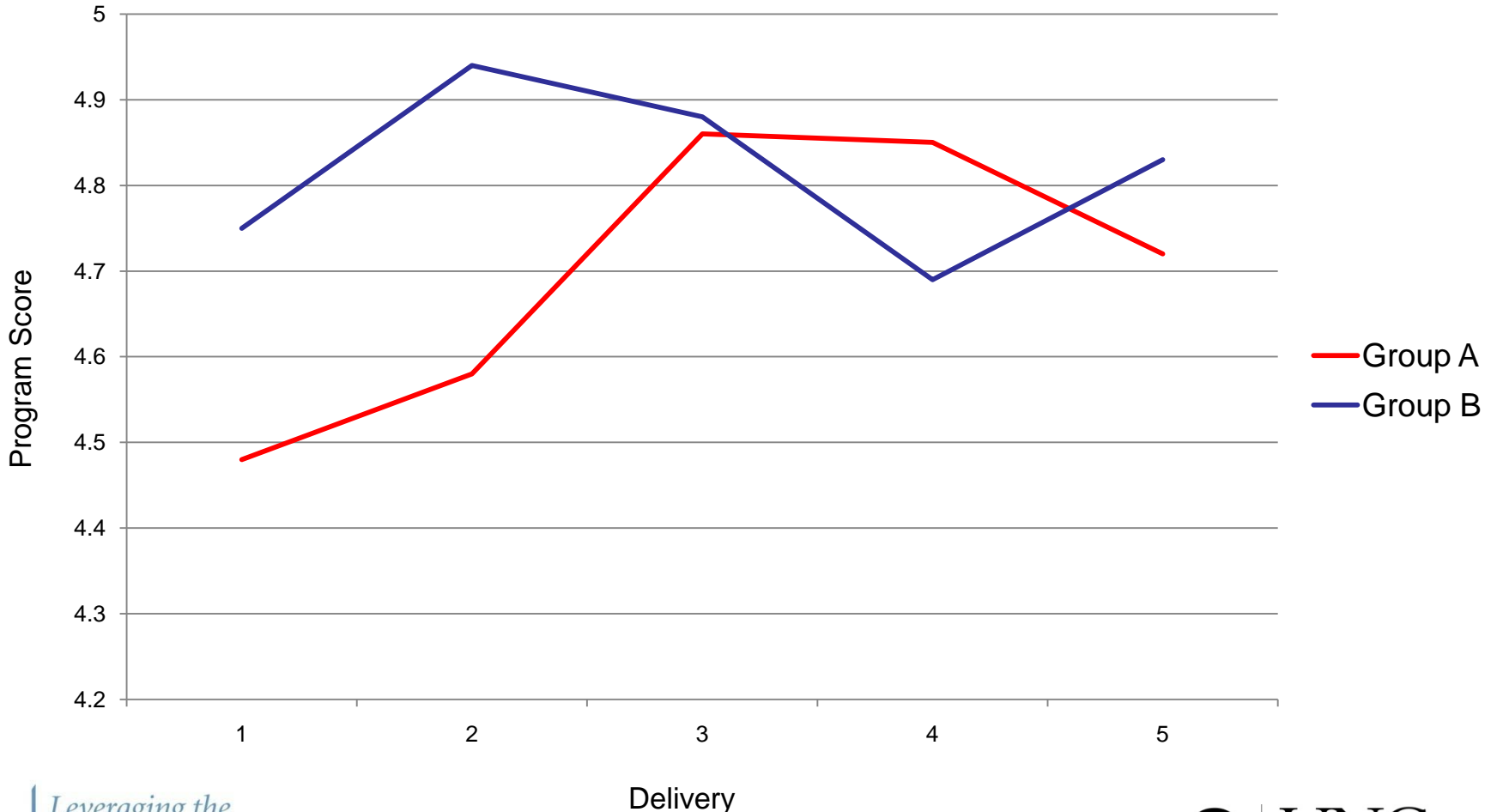




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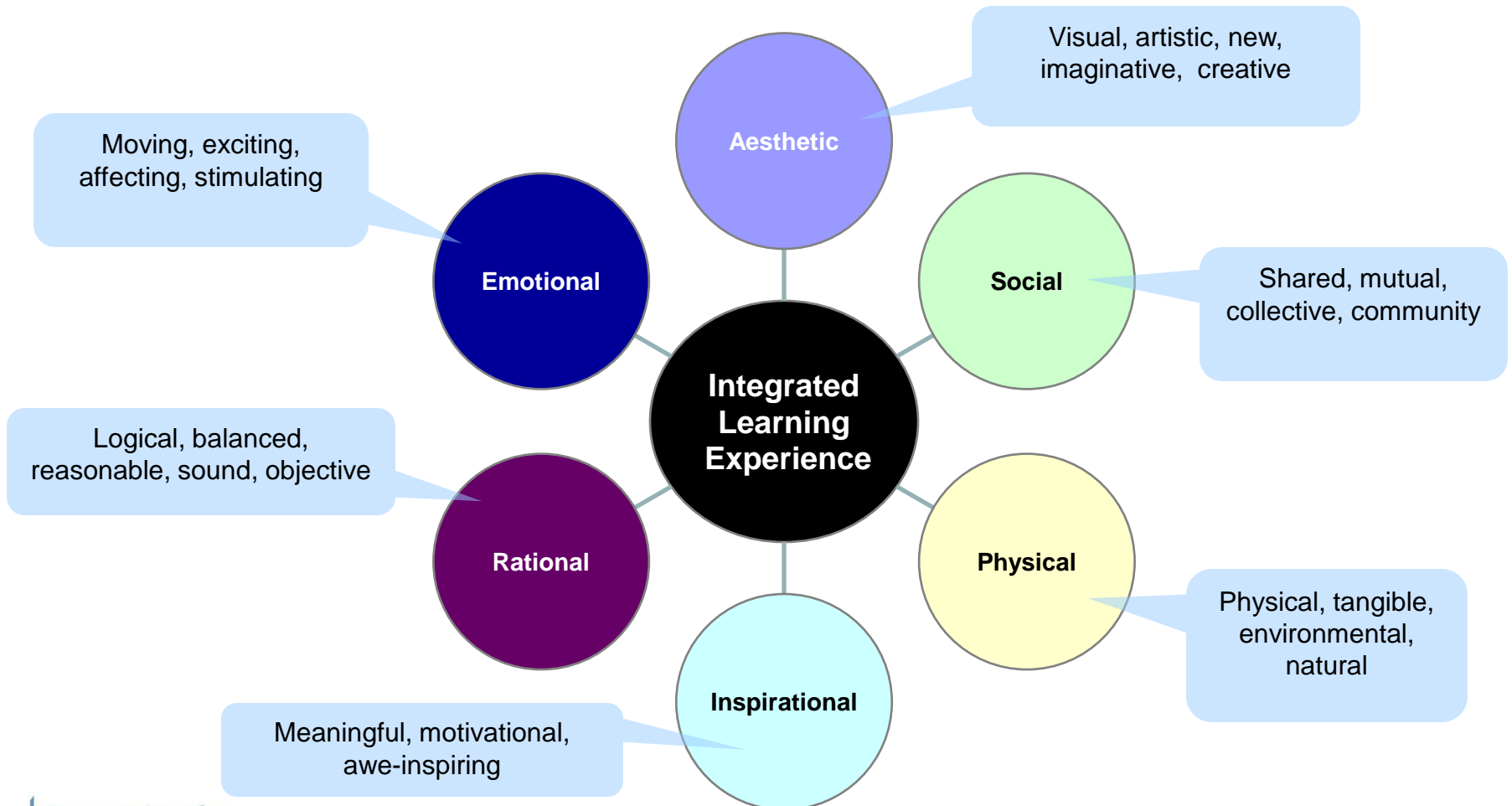
# What did we learn...

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- Importance of recognizing 'curmudgeons' early in the program
- Dramatic impact a quality facilitator can have on the experience with this knowledge
- Importance of managing to the different/unique needs of program participants
- Value of activities that get people engaged early, and begin to connect them with others in the group
- Achieving a 5.0 requires creating a shared learning experience that goes beyond the content, environment, activities, etc.

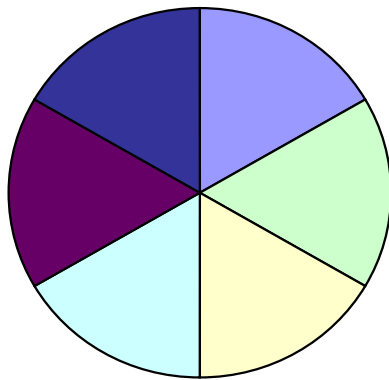
# Leveraging the Power of Experience

## ASPIRE<sup>®</sup> Integrates Adult Learning Dimensions



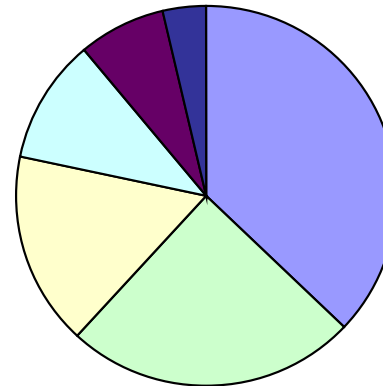
# Leveraging the Power of Experience

## What Design is Best for Your Organization?



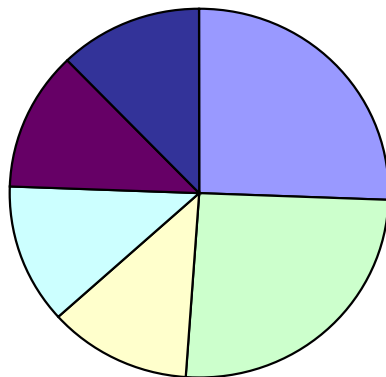
**Balanced**

- Aesthetic
- Social
- Physical
- Inspirational
- Rational
- Emotional



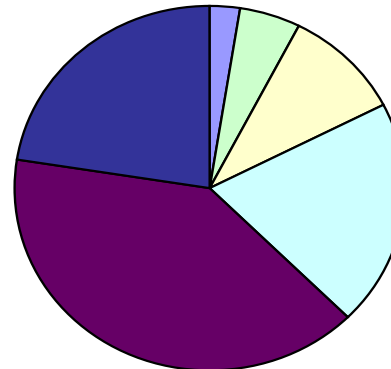
**Aesthetic/  
Social**

- Aesthetic
- Social
- Physical
- Inspirational
- Rational
- Emotional



**Social Foundation**

- Aesthetic
- Social
- Physical
- Inspirational
- Rational
- Emotional



**Rational/  
Emotional**

- Aesthetic
- Social
- Physical
- Inspirational
- Rational
- Emotional

# Leveraging the Power of Experience

## Tap Learning Methods & Tools to Bridge Custom Design

	Aesthetic	Social	Physical	Inspirational	Rational	Emotional
Case Analysis		X			X	X
Business Simulation		X			X	X
360° Assessment and Feedback		X			X	X
Learning Journals				X		X
Ropes Course	X	X	X	X	X	X
Action Learning		X	X	X	X	X
Individual Business Challenge				X	X	X
ExperienceBase™		X			X	X

# How to Make The Class 'Click'

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Kumbaya



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**Here's hoping there will be  
many 5.0s in your future...**

