UNICON Summer Burst 2008
Chicago GSB Gleacher Center

The Program Experience

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UNC Kenan-Flagler
Executive Development
Critical Questions

• 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

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

1997 UNICON Study

1. Food
2. Accommodation
3. Networking Opportunities
5. Faculty/Program Content
Hierarchy of the Experience

Program Score

5.0
4.8
4.5
4.2
3.8

Effective Learning Environment

Good Program Content linked to Company Drivers

Experiential Activities

Personalized

?
What program elements impact the program experience?
The Teachable Moment

Timing & Score

Program Score

% Who Felt Timing was Late

Score

Timing
The Curmudgeon Effect

[Graph showing program score over delivery for Group A and Group B.]
The Curmudgeon Effect

Overall Group A
Overall Group B
Faculty Group A
Faculty Group B

Program Score

Delivery
The Curmudgeon Effect

Group A

Group B

Delivery program score over time.
What did we learn…

- 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® Integrates Adult Learning Dimensions

- **Integrated Learning Experience**
  - Aesthetic: Visual, artistic, new, imaginative, creative
  - Social: Shared, mutual, collective, community
  - Physical: Physical, tangible, environmental, natural
  - Inspirational: Meaningful, motivational, awe-inspiring
  - Rational: Logical, balanced, reasonable, sound, objective
  - Emotional: Moving, exciting, affecting, stimulating

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Leveraging the Power of Experience
UNC Executive Development

**UNC Kenan-Flagler Business School**
Leveraging the Power of Experience
What Design is Best for Your Organization?

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

Social Foundation

Aesthetic/Social
- 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

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How to Make The Class ‘Click’

Kumbaya
Here’s hoping there will be many 5.0s in your future…