

# Delivering an MIT Sloan Executive Education Experience

Rachel Hutton, Group Program Manager  
MIT Sloan School of Management, Executive Education

November 28, 2012



Do you know who this is?



# It's Tim, our mascot!





# Branded Client Experience

- uncompromising devotion to excellence
- problem-solving ability
- global impact
- entrepreneurship
- leadership
- pragmatism
- meritocracy
- informality
- academic and cultural diversity
- innovation and creativity
- intensity
- courage and risk taking



# How MIT Executive Education Operates

- People
- Products
- Processes



# People

- Faculty Director- Content & Staffing
- Program Director- Design, Content, Community Management
- Program Manager- Initial Engagement, Logistics, On-site Support, Tech Support
- Registrar- Enrollment & Payment Support
- Marketing- Branding, Social Media, etc.



# Products

- Flatbridge
- Joomla/SharePoint
- Webinars (e.g. Intercall, WebEx, Adobe Connect)
  
- Tablets & Handwriting Apps (e.g. Notability)
- Yammer/Jive
  
- Dropbox
- Twitter, Facebook, Youtube, LinkedIn, ...
- Avaya
- What's next?

MANAGEMENT AND LEADERSHIP

# Entrepreneurship Development Program

**Dates:** Jan 27-Feb 01, 2013

**Certificate Track:** [Management and Leadership](#)

**Location:** MIT Campus, Cambridge, Massachusetts

**Tuition:** \$9,700 (price excludes accommodations)

**Program Days (for certificate credit):** 5

### PARTICIPANT RATINGS

Based on 26 reviews

Overall: ★★★★★ | 4.8

Application: ★★★★★ | 4.6

Content: ★★★★★ | 4.8

Experience: ★★★★★ | 4.8

APPLY NOW

Overview

Takeaways

Participants

Faculty

Schedule

Resources

Reviews

MIT Edge

Sort Reviews By: [Rating](#) | [Date Attended](#) | [Date Reviewed](#) | [Most Helpful](#)



**Henrik M.:** Just one word: AWESOME!

I have taken various ExecEd programs and all of them were good. EDP is outstanding. It makes great ExecEd even better.

Overall: ★★★★★ | Application: ★★★★★ | Content: ★★★★★ | Experience: ★★★★★

Date Attended: Jan 22, 2012 | Date Reviewed: Jan 27, 2012 at 10:04 am

[was this review helpful to you?](#) - 1 person found this helpful



**MIT A. —** POSTED Jan. 27, 2012 11:28 AM

Thanks for the wonderful compliment! You made our day :)

Flag



**Néstor C. L.:** An excellent class – very intense - like entrepreneurship is. We got to meet entrepreneurs and VC managers from all businesses and were coached by them during our exercises – just an impressive and very inspiring course that also integrates you in the MIT entrepreneurs network!

Overall: ★★★★★ | Application: ★★★★★ | Content: ★★★★★ | Experience: ★★★★★

Date Attended: Jan 22, 2012 | Date Reviewed: Jan 27, 2012 at 4:41 pm

### Featured Video



#### Professor Bill Aulet on the Entrepreneurship Development Program

Professor Bill Aulet discusses the key components of the Entrepreneurship Development Program.

### Next Steps

[Print Program Information >](#)

[Request a Printed Brochure >](#)

[Contact MIT Sloan Executive Education >](#)

[Share This >](#)

### Program Brochure

View the MIT Sloan Entrepreneurship Development Program Interactive Brochure

VIEW

DOWNLOAD







Court Chilton


 Home

 Inbox

GROUPS 


 All Network 20+

 Patent Lessons

 Lead User Search/Co...

 Vertical/Integral Innova...

 Browse Groups

 Create Group

 Share an Update  Add a Doc/Image  Post a Poll  More ▾

What are you working on?

Top · All · Following 



**Court Chilton**

Hi all. just returned from the first ever Yammer user's conference. Very inspiring stories about how enterprise social media enables innovation and strategic agility. Couldn't find any other organizations using Yammer the way we did...how does it feel to have been what Mako Hill described as an "early user" -- maybe even a "hacker" -- of Yammer?

[Like](#) · [Reply](#) · [Share](#) · [More](#) · November 8 at 2:48pm

[Show 5 older replies »](#)



**Armin Schon in reply to Julie White:** Hi Julie! The question is whether there is a benefit to have the discussion online rather than in person. In my organization we are trying to build bridges between relatively distant developer groups, both organizationally and geographically (as in spread across all time zones, more or less). The only other way to hold a discussion within a larger audience are meetings at inconvenient times, often video conferences. My main sales pitch for using online cooperation tools is therefore the [expand »](#)

November 9 at 5:35pm from iPad · [Like](#) · [Reply](#) · [Share](#) · [More](#)



**Armin Schon in reply to Court Chilton:** Thanks for this info Court, very useful. With 400 R&D people targeted as initial population I can expect between 40 and 80 active users. That is great news! But in the end it is all about relevance. If there is no benefit to be had from spending time with the tool the initial excitement will wane very quickly. So I believe Yammer et al are useful for large, spread out organizations, or large project teams. In both case the meeting overhead to coordinate activities will be

## RECENT ACTIVITY



**Stefaan Verlinden** is now following [walter eevers](#).



**Bill Fischer** installed the IFTTT application.



**Marna Kagele** is now following [Frank Meiboom](#).



**Armin Schon** installed the Desktop application. 



**Mike Falkenberry** is now following

## SUGGESTED PEOPLE

[see all](#)



**Frank Meiboom**  
Director Operati...

[Follow](#) ▾



**Werther Krause**  
Executive Consul...

[Follow](#) ▾



[Add](#)

## SUGGESTED GROUPS

[see all](#)



**Creativity vs Discipline**

[Join](#) ▾

## TRENDING FILES

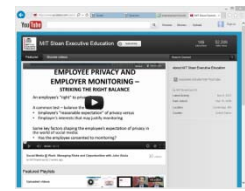


**DSI\_MIT Participant Contact Li**  
Posted by Shannon Conrad

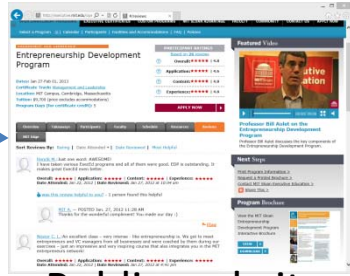


**MIT**  
Posted by Tommy Long





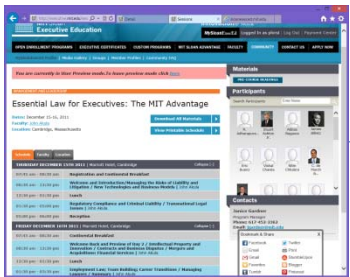
Social media



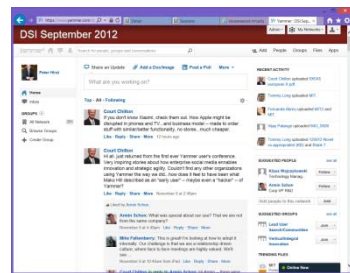
Public website



My SloanExecEd



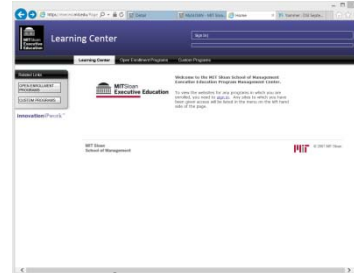
Session sites



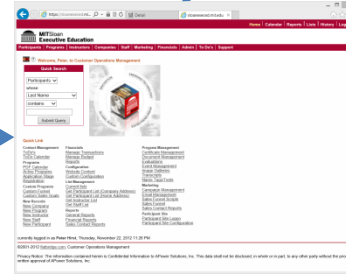
Yammer, Jive



Avayalive Engage



Sharepoint

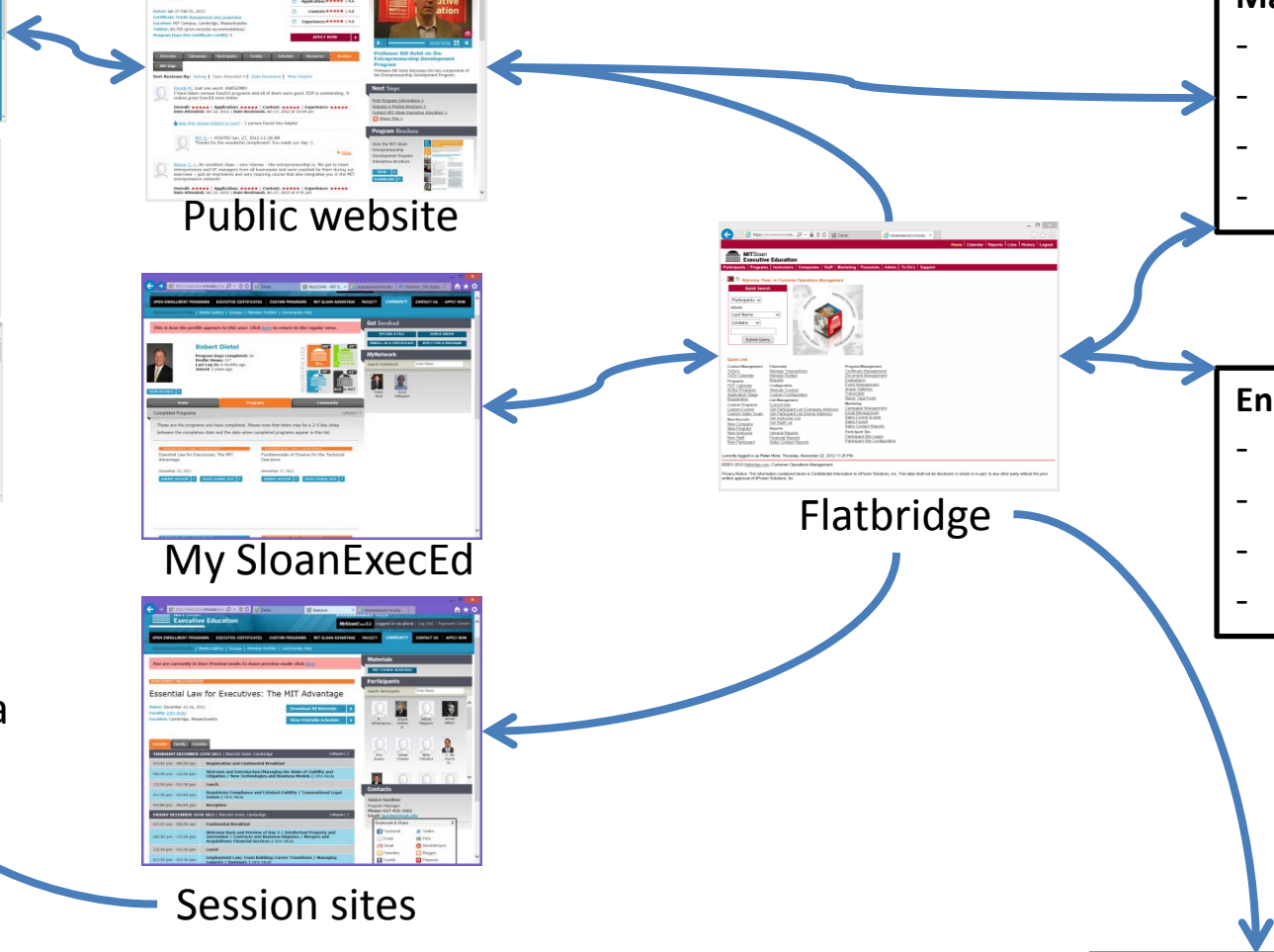


Flatbridge

- Marketing**
- Analytics
  - CRM
  - Demand Gen
  - SEO

- Enrollment**
- Inquiries
  - Registration
  - Payment
  - Demand Gen

- Printed materials**
- Tags & tents
  - Certificates
  - Picture books
  - Rosters





# Technology- Make or Buy?

## Tailored

- Get what we “need”
  - Or what we thought we did
- Strongly differentiated, branded, integrated user experience
- Always costs more, takes longer, more compromises than we would like
- Differentiation through proprietary technology

## Mix and match off the rack

- Take what we get
  - Or “hack” the system!
- More opportunity to use the tools and technologies customers (can) use at work
- More difficult to keep up and train staff and users
- Differentiation through agility, creativity, speed



# Operations Process





# Thank You! Questions?



Rachel Hutton, [ceara@mit.edu](mailto:ceara@mit.edu)