Delivering an MIT Sloan Executive Education Experience

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MIT Sloan School of Management, Executive Education

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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?
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

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 ▶

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

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

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
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
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
Thank You! Questions?

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