

The Newcomers Workshop

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Frank Lloyd

Associate Dean



Cata Aranda

Head of Senior Executive Programs



Outline of Presentation

- ❑ Introductions
- ❑ UNICON: Your Professional Resource
- ❑ The Executive Education Marketplace
 - ❑ The Business School Value Proposition
- ❑ The Executive Education Business
 - ❑ Characteristics
 - ❑ Context
 - ❑ Competencies
 - ❑ Creating Value



Introductions

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- ❑ Name
- ❑ Organization
- ❑ Current position
- ❑ What is your background and path to work in Executive Education?



<http://www.youtube.com/watch?v=iVByslZ43V4&feature=related>



YOUR PROFESSIONAL RESOURCE



Who We Are

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- ❑ The International University Consortium for Executive Education
- ❑ Worldwide – 98 Universities
- ❑ Non-degree Programs / Services
- ❑ A Volunteer Organization



□ Values

- Collaboration
- Knowledge
- Service

□ Mission

- Help members serve clients

□ Vision

- An international leader in knowledge and service



Refer to UNICON Directory

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

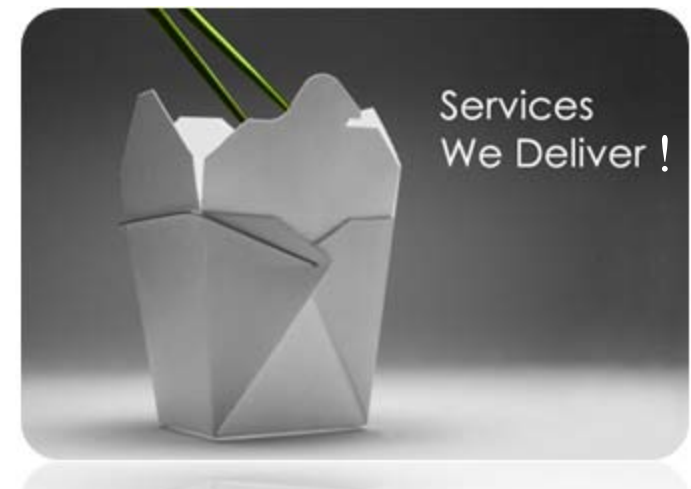
- ❑ Committees
 - Benchmarking
 - Board Continuity
 - Communications
 - Conference Support
 - Finance
 - Membership
 - Research

Get Involved!



- ❑ Conferences
- ❑ Networking
- ❑ Benchmarking
- ❑ Research
- ❑ Webinars
- ❑ Web site:

<https://www.uniconexed.org>



Getting Involved

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“My Story”

- ❑ UNICON Fall Conference 2002...
- ❑ Intellectual stimulation and learning
- ❑ Networking and benchmarking
- ❑ Actionable takeaways
- ❑ Ongoing resources on UNICON Website
- ❑ Sense of ownership and companion



Discussion

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- ❑ 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 Offer to the Market?

The Business School Value Proposition

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- ❑ 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



What Does the Market Offers Us? Typical B-School Objectives

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- ❑ 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.



- ❑ What do clients expect; how have their needs changed?

 - Directors/Team Development Conferences '08; research study '09

- ❑ How culpable are we?

 - Team Development Conference '09

- ❑ Is ROI dead?

 - Research study '10

- ❑ How are we doing compared to others?

 - Annual State of the Business Survey

- ❑ What can I tell my dean?

 - White Paper '11



- ❑ What does your school offer to the market in relation to the business school value proposition?
- ❑ What is unique about your school?
- ❑ Why does your school participate in executive education?
- ❑ How do those objectives relate to client expectations?





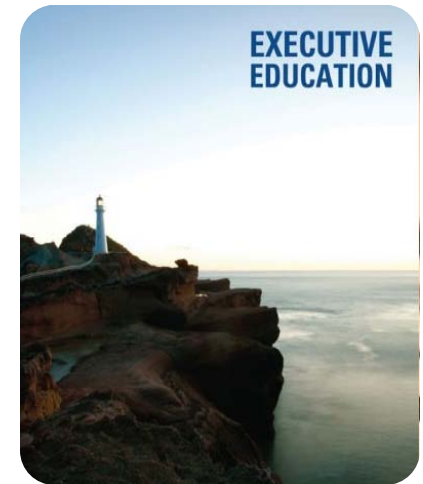
THE EXECUTIVE EDUCATION BUSINESS



Evolving Characteristics of The Executive Education Business

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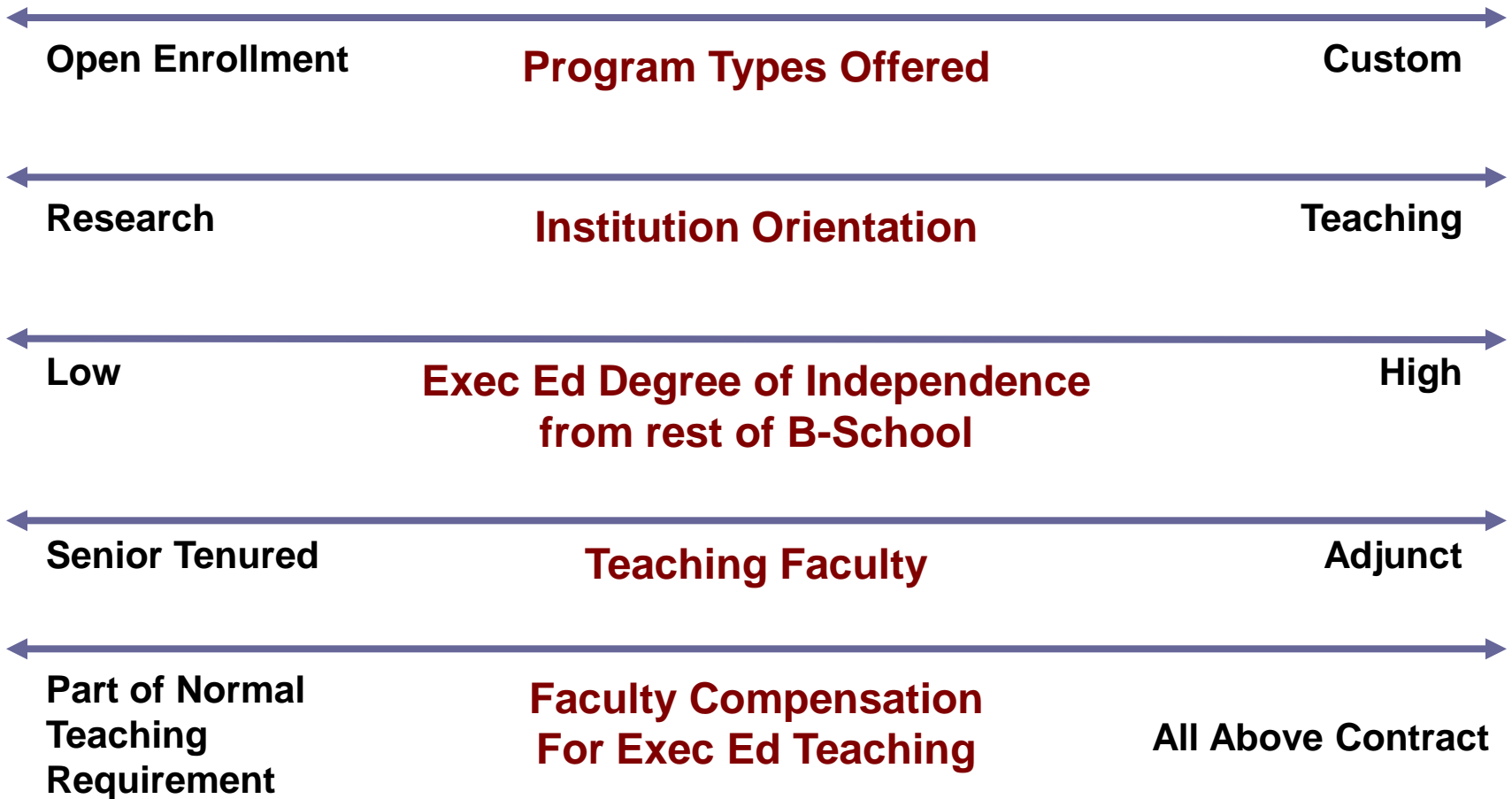
- ❑ Is the business cyclical?
- ❑ What goods & services do we sell?
 - ❑ Custom?
 - ❑ Open enrollment?
 - ❑ Others?
- ❑ How do we deal with a high fixed cost model?
 - ❑ Economies of scale (**efficiency**)
 - ❑ Learning curve economies (**effectiveness**)
 - ❑ New business models?



The Exec Ed Continuum

Where Does Your School Fit?

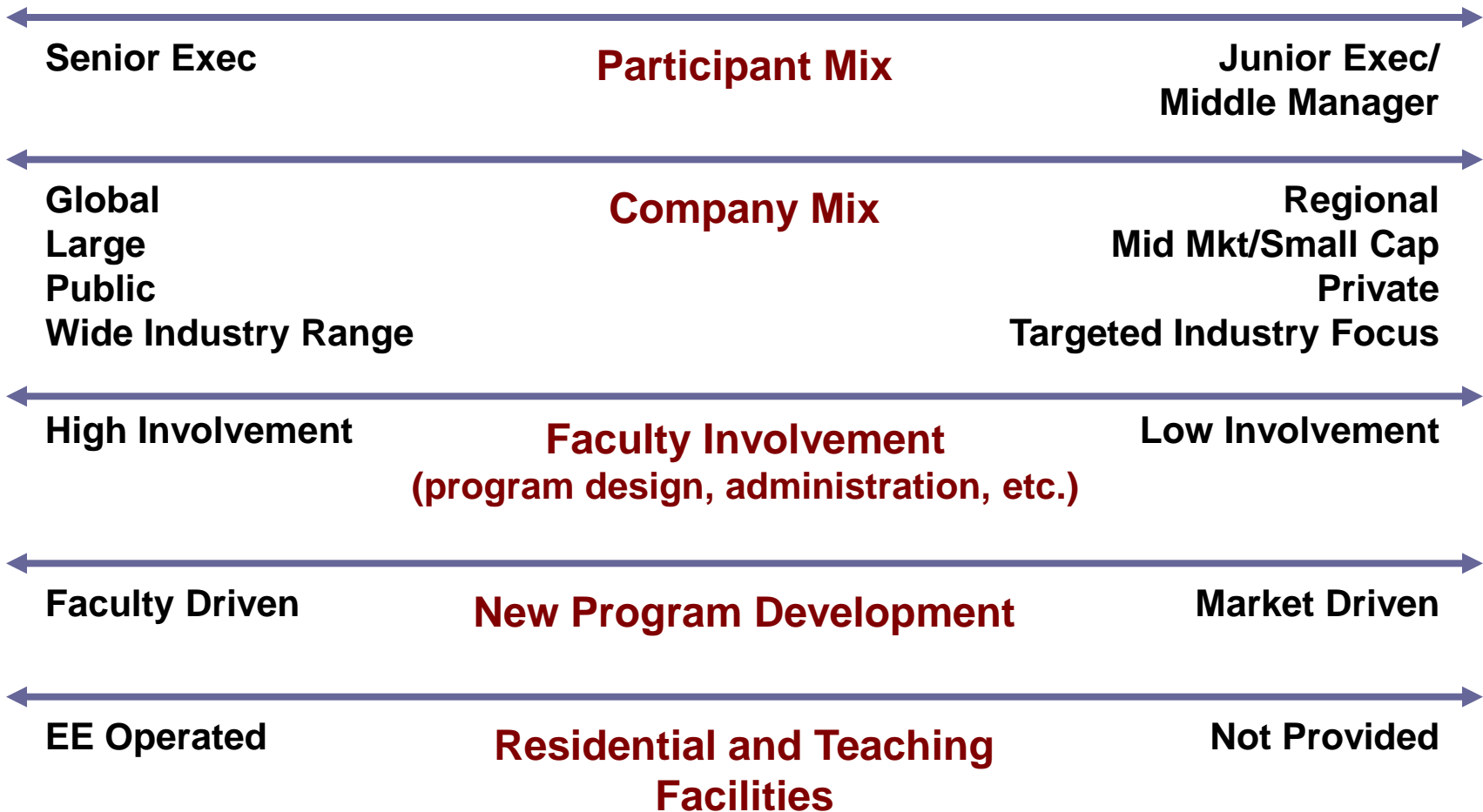
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The Exec Ed Continuum

Where Does Your School Fit?

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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

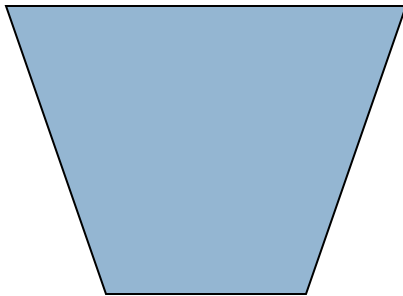
- Quality / effective systems
- Economies of scale
- Reengineering processes

Operations

Creating Value for your Institution

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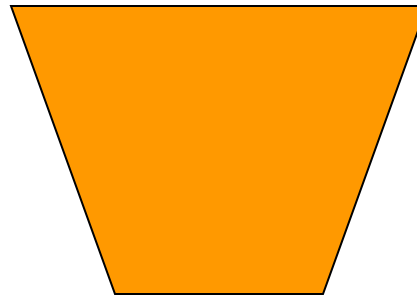
Value Protection



Brand Asset Management

What/What Not

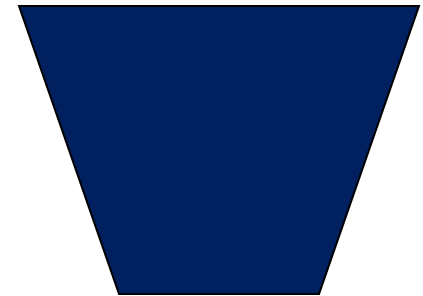
Value Extraction



**Running the Business:
Structure & Process**

Execution

Value Creation



Top Line Growth

Betting on People & Ideas

- ❑ How do you see the executive education business at your institution?
 - ❑ Where are you on the continuum?
 - ❑ What is your core competence?
 - ❑ How do you create value for your institution?
- ❑ How do the answers to those questions relate to your immediate job challenges?



