The Newcomers Workshop
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Welcome

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

- 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

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

- **Values**
  - Collaboration
  - Knowledge
  - Service

- **Mission**
  - Help members serve clients

- **Vision**
  - An international leader in knowledge and service

Refer to UNICON Directory
Structure

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

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

*Get Involved!*
Services

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

[https://www.uniconexed.org](https://www.uniconexed.org)
Getting Involved

“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

- 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?
What Do We Offer to the Market?
The Business School Value Proposition

- 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

- 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’s New in the Executive Education Market

- 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
Discussion

- 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

- 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?

Open Enrollment

Program Types Offered
Custom

Research

Institution Orientation
Teaching

Low

Exec Ed Degree of Independence
from rest of B-School
High

Senior Tenured

Teaching Faculty
Adjunct

Part of Normal
Teaching
Requirement

Faculty Compensation
For Exec Ed Teaching
All Above Contract
The Exec Ed Continuum
Where Does Your School Fit?

**Participant Mix**
- Senior Exec
- Junior Exec/Middle Manager

**Company Mix**
- Global
- Regional
- Large
- Mid Mkt/Small Cap
- Public
- Private
- Wide Industry Range
- Targeted Industry Focus

**Faculty Involvement**
- High Involvement (program design, administration, etc.)
- Low Involvement

**New Program Development**
- Faculty Driven
- Market Driven

**Residential and Teaching Facilities**
- EE Operated
- Not Provided
Executive Education Core Competencies

Product Leadership
- Best in-class programs
- World-class faculty
- Superior customer value
  - relevant content
  - high pay back

Customer Intimacy
- Business strategy / mix
- Building and defending brand equity
- Customer share versus market share
- Anticipating customer needs

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

Faculty
Senior Staff
Operations
Creating Value for your Institution

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
Reflection and Self-Assessment

- 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?