

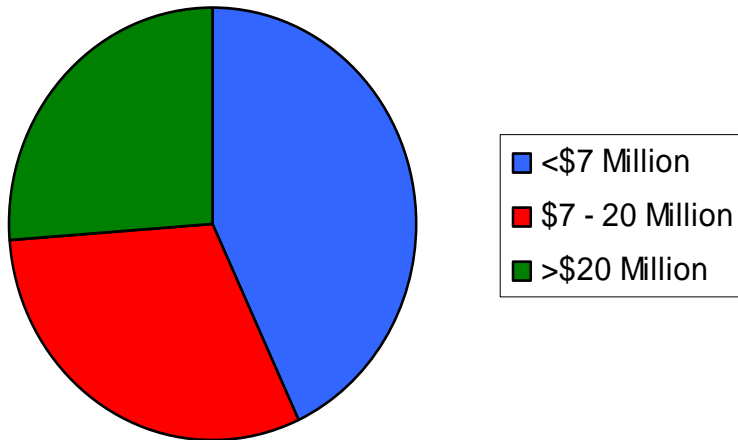
Global Products; Global Mindset; Global Delivery



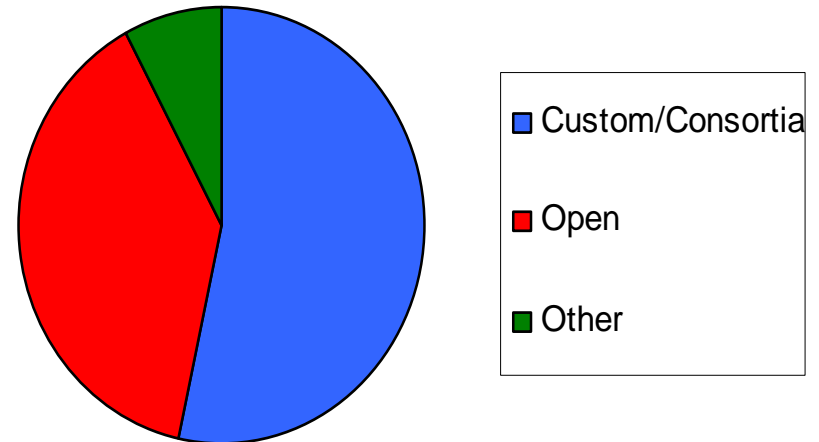
Bill Shedden
Director of Customised Executive Development
Cranfield School of Management

- We all say we are global/international
- What does it mean?
 - University/School Brand v Exec Ed Brand
 - International Faculty?
 - International Materials/Products?
 - Global Delivery?
 - Global Client Base?
- Is this what global means to you?
- Are we needed?

Last Fiscal Year \$



Average Breakdown %



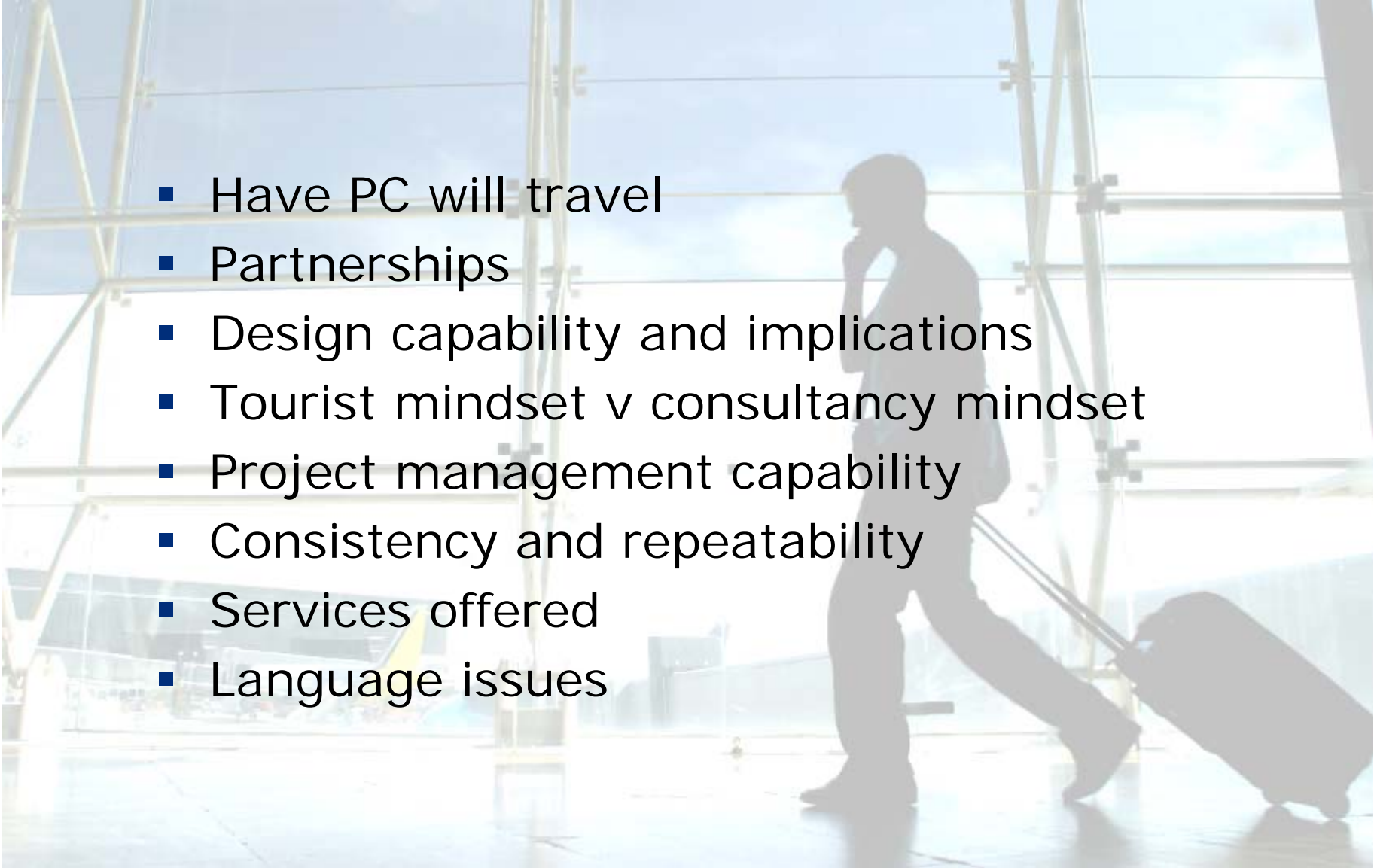
Most schools are still regional/national:

- 74% report 50%+ of their business is local
- 23% report no business out of hub's country
- While 76% reported business outside of their country, on average less than 20% of total

- 'Home' based international faculty
- Faculty with international experience
- Associate international faculty
- Partnerships

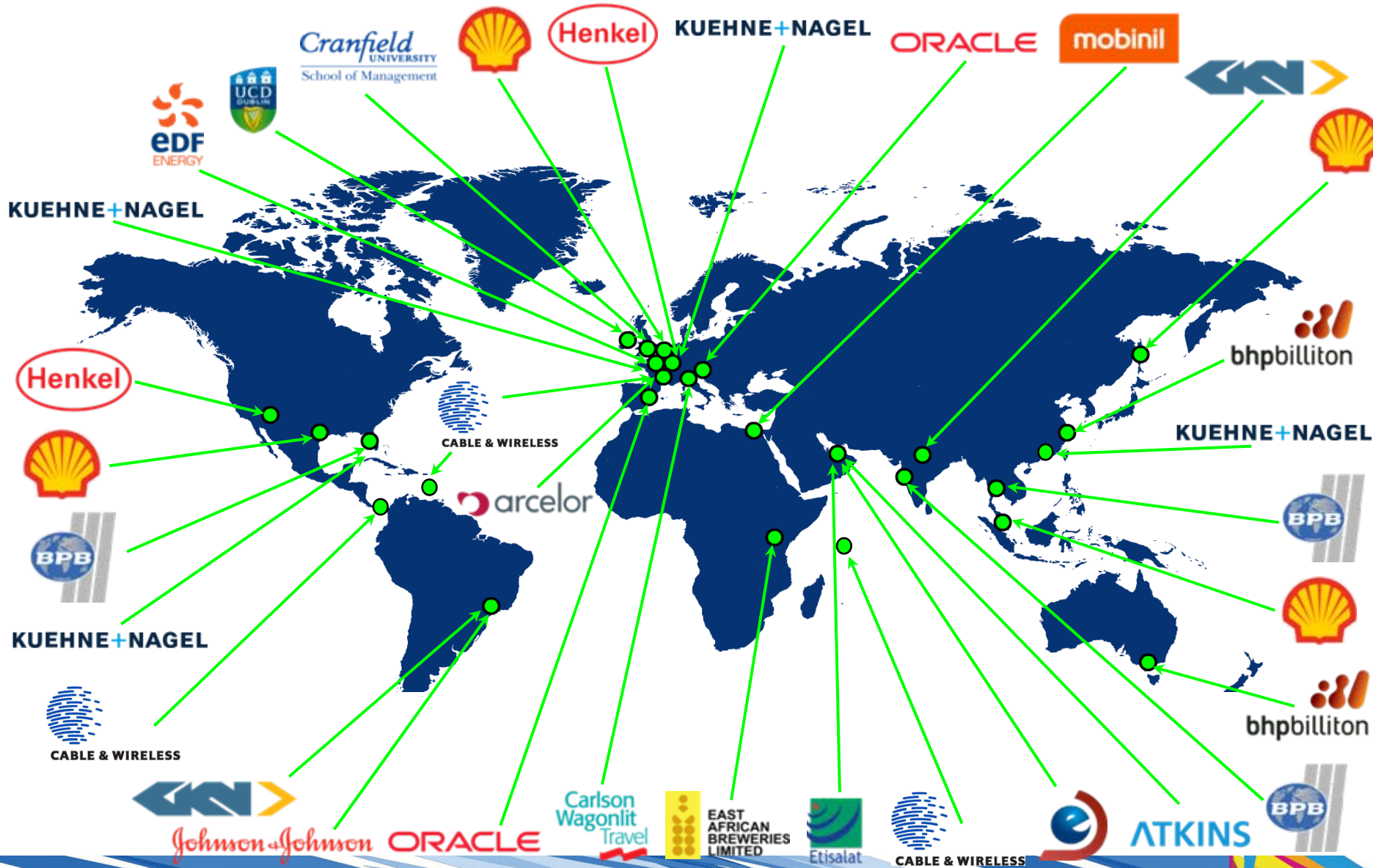


- Experience
- Case Studies
- Culturally harmonious
- Services – client specific

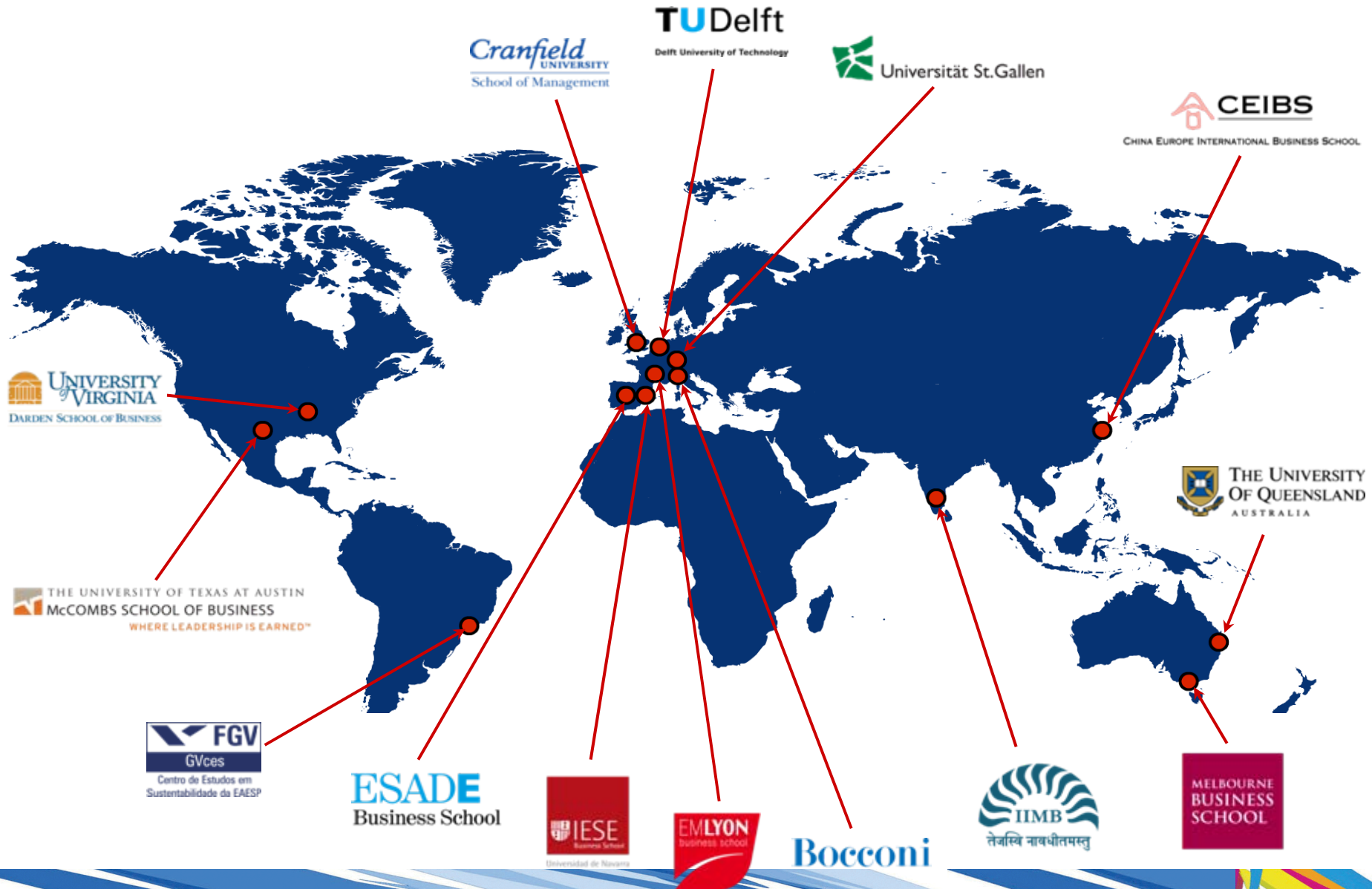
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- A silhouette of a person walking with a rolling suitcase in an airport terminal, viewed through a large glass window. The person is on the right side of the frame, walking towards the left. The background shows the airport structure and a bright sky.
- Have PC will travel
 - Partnerships
 - Design capability and implications
 - Tourist mindset v consultancy mindset
 - Project management capability
 - Consistency and repeatability
 - Services offered
 - Language issues

- Clients globally based, delivery home-based
- Clients and delivery globally based
- Market-based delivery
- Pricing strategies
- Managing large clients and large projects

International Delivery



International Partnerships



46 % at Cranfield

25 % Off-site UK

29 % Off-site International

**In 07/08, over 70 programmes were delivered
outside of the UK**