
Going Global:

How working with a foreign partner can help you grow your Executive Education business

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Goals

You will leave the session with concrete ideas about how you can work with a foreign partner to grow your business.

At the end of the session, and you will know how to:

- Design programs to satisfy unmet needs in the area of global leadership development
- Choose foreign partners to help you design and deliver those programs

Working with a foreign partner, you can satisfy three unmet needs.

1. Companies need more global leaders.
2. Managers need information about how to do business in unfamiliar places.
3. Managers need global exposure to assess their own global leadership capabilities.

Unmet need = Opportunity for growth

Agenda

We will discuss three types of programs:

1. Custom programs to help companies develop global leaders.
2. Open-enrollment programs to help managers learn how to do business in different parts of the world.
3. Open-enrollment programs to help individual managers assess their capacity for global leadership.

Developing the CVP

For each program, we will ask:

- What does the client want?
- Who is the target audience?
- How can executive education help?
- What would the program look like?

1. Custom Program: Building Global Leaders

What does the client want?	To communicate the global strategy of the firm; show how a global mindset is essential to the success of the firm; help managers develop a global mindset.
Who is the target audience?	Managers in global roles; managers soon to be in global roles.
How can executive education help?	By creating an impactful international experience to engender insight, learning and attitude change.
What would the program look like?	Speech by senior executive; action learning project involving cross-cultural interaction; tools/model/case analysis to help participants understand global strategy; visit to a key growth market; reflection and action planning.

2. Open-enrollment Program: How to do business in (Sample)



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2. Open-enrollment Program: How to do business in

What does the client want?	Knowledge, insight into the key challenges of doing business in... and ideas for how those challenges can be met; a basic understanding of the economic, social, regulatory and political environments.
Who is the target audience?	Managers already doing business in or considering the possibility.
How can executive education help?	By providing an interesting and structured opportunity to learn, which includes first-hand experience in the new setting.
What would the program look like?	Lectures by experts; interaction with expatriate and local managers; site visits; place-based learning; reflection and action planning

3. Open-enrollment Program: Becoming a global leader

What does the client want?	A cross-cultural experience; personal insight.
Who is the target audience?	Anyone contemplating an ex-patriate assignment; anyone contemplating an international career.
How can executive education help?	By providing a powerful cross cultural experience and an opportunity for focused/structured self exploration.
What would the program look like?	Cases that focus on individuals in international assignments; interaction with expatriates; interaction with local people; personal assessment instruments; place-based learning; reflection and action planning.

There are many factors to consider when choosing a partner.

■ Set criteria

- Customer focus
- Can they design and deliver an interesting and useful learning experience?
- Access to guest speakers, company visits, alumni
- Facilities
- Partner or vendor?

■ Screen potential partners

- References
- Visits

Key take-aways

- Working with a foreign partner, you can design and deliver executive education programs that 1) help companies develop global leaders; 2) help managers learn how to do business in other parts of the world; and 3) help managers assess their capacity for global leadership.
- An international learning expedition is a key element of each of these programs.
- Before choosing a partner, you must set key criteria. Then check references and visit potential partners to assess their qualifications.