



The Newcomers Workshop

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Outline of Presentation

- ❑ Introductions
- ❑ UNICON: Your Professional Resource
- ❑ The Executive Education Marketplace
 - ❑ What we offer the market
 - ❑ What the market offers us
 - ❑ What's new
- ❑ The Executive Education Business
 - ❑ How it's evolving
 - ❑ Choices for schools



Introductions

2

- ❑ Name
- ❑ School
- ❑ Current position
- ❑ Your background and path to university based executive education



<http://www.youtube.com/watch?v=iVBYslz43V4&feature=related>

YOUR PROFESSIONAL RESOURCE



Who We Are

4

- ❑ The International University Consortium for Executive Education
- ❑ Worldwide – 101 Members
- ❑ Non-degree Programs / Services
- ❑ A Volunteer Organization



□ Values

- Collaboration
- Knowledge
- Service

□ Mission

- Help members serve clients

□ Vision

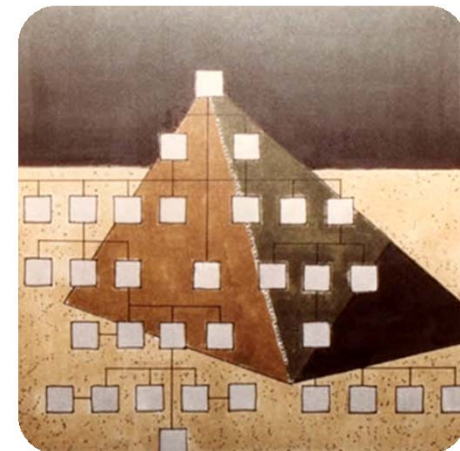
- An international leader in knowledge and service



Refer to UNICON Directory

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

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



- ❑ Conferences & Networking
 - ❑ Peer counsel, “what are you doing about wi-fi?”
- ❑ Benchmarking and Research
 - ❑ Annual industry survey now conducted by third party
 - ❑ Upcoming organization structure survey
 - ❑ Increased investment in research
- ❑ Webinars: routinely scheduled
- ❑ Advocacy: ‘voice of the industry’

<https://www.uniconexed.org>



Get Involved!

8

- ❑ Participate in conferences
 - ❑ Intellectual stimulation and learning
 - ❑ Build network
 - ❑ Benchmarking
 - ❑ Actionable takeaways

- ❑ Join a committee—exercise influence

- ❑ Regularly consult UNICON Website for conference proceedings, industry articles, webinars and updates



THE EXECUTIVE EDUCATION MARKETPLACE



What Do We Offer to the Market?

The Business School Value Proposition

10

- ❑ 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 Offer 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 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



- ❑ What can I tell my dean?
 - White Paper '11
- ❑ How can I expand my faculty resources?
 - Faculty development study '12
- ❑ What's the impact of on-line and MOOC on our category?
 - Forthcoming research study '13

Discussion

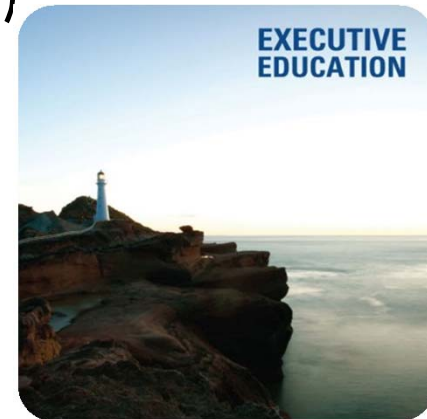
- ❑ What does your school offer to the market in relation to the business school value proposition?
- ❑ What is unique about your school?
- ❑ Why does your school participate in executive education?



THE EXECUTIVE EDUCATION BUSINESS



- ❑ How is the market changing?
 - ❑ Corporate investments in management development
 - ❑ Open enrollment/custom program mix
- ❑ How do we deal with a high fixed cost model?
 - ❑ Economies of scale (**efficiency**)
 - ❑ Learning curve economies (**effectiveness**)
 - ❑ New business models
- ❑ How do we grow?
 - ❑ Innovation
 - ❑ eLearning
 - ❑ Global



Executive Education Capabilities and Choices

Where Does Your School Fit?

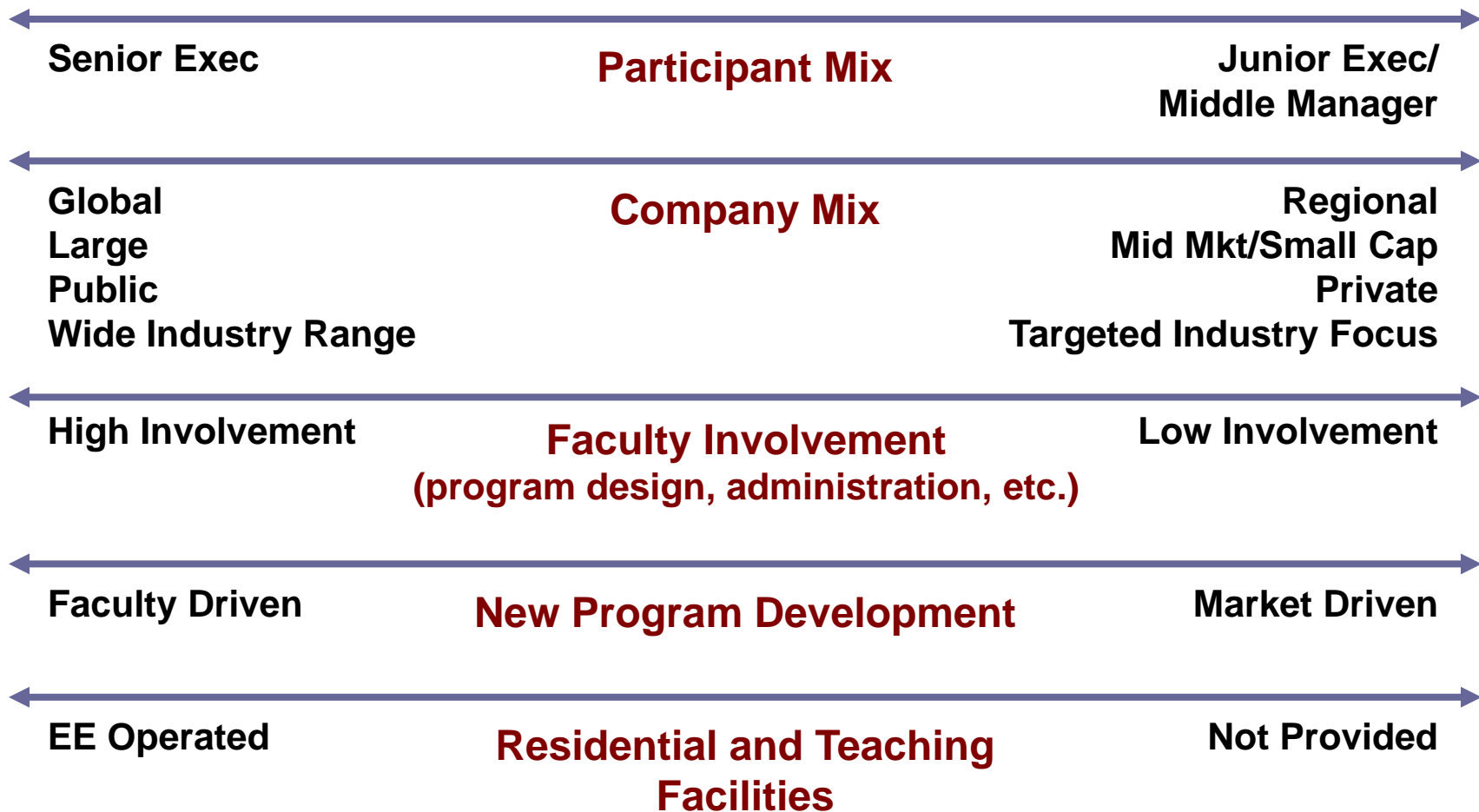
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Executive Education Capabilities and Choices

Where Does Your School Fit?

17



Executive Education Capabilities and Choices Core Competencies

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**

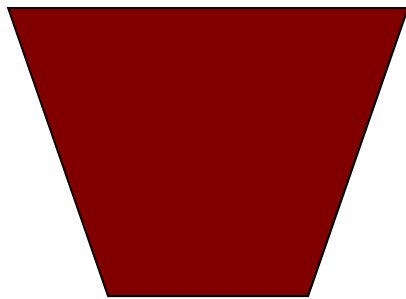
Senior Staff

Operational Excellence

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

Operations

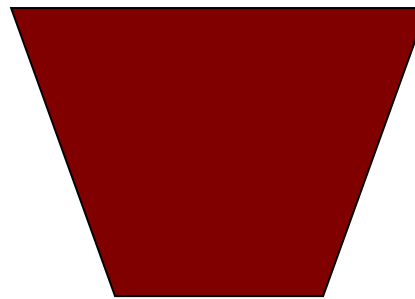
Value Protection



Brand Asset Management

What/What Not

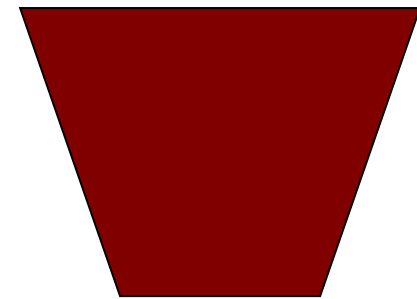
Value Extraction



**Running the Business:
Structure & Process**

Execution

Value Creation

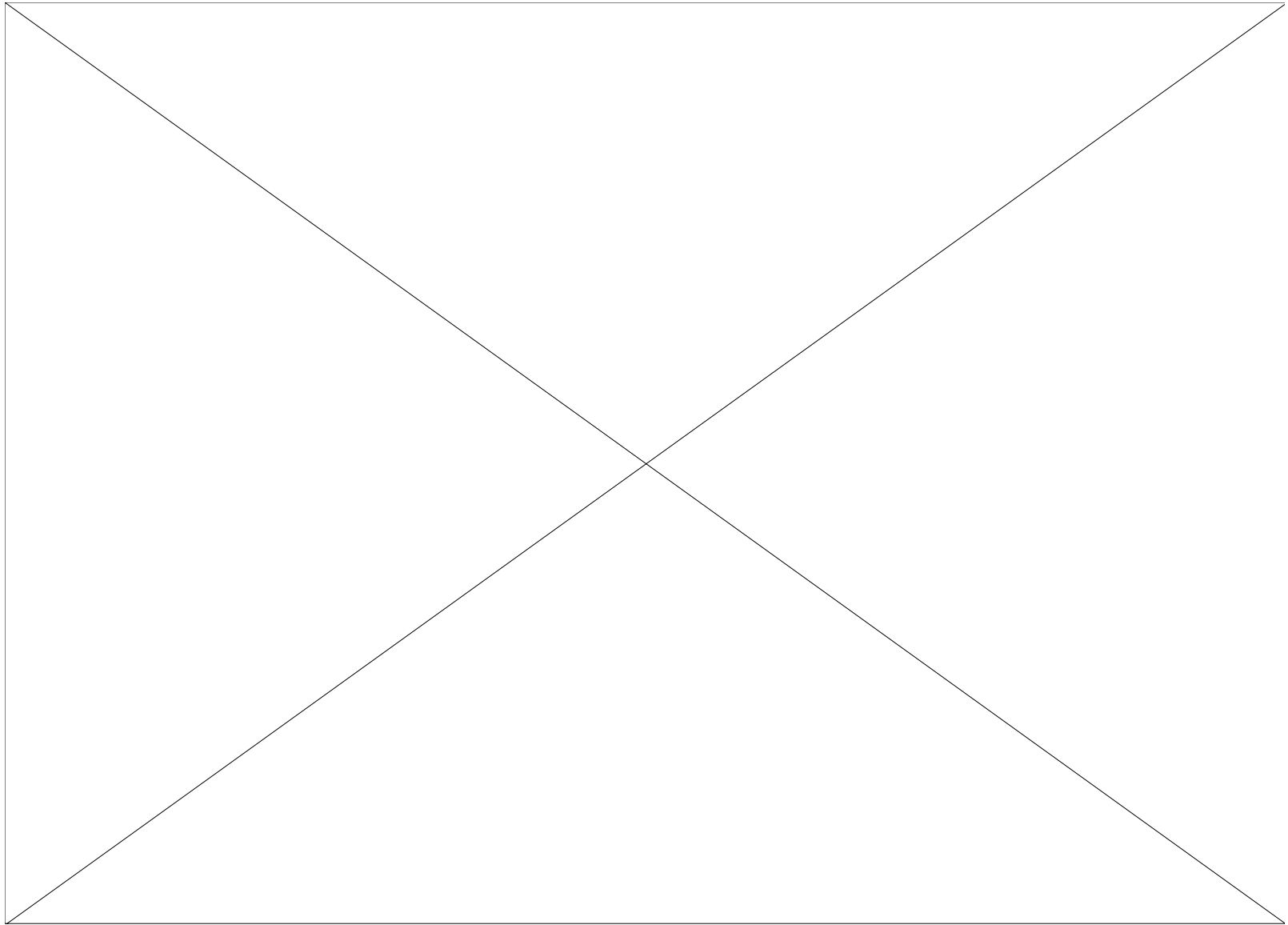


Top Line Growth

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?
- ❑ What would you like to learn here?







THANK YOU