



# Closing Thoughts

Harvard Business School

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## Concurrent Sessions: Key Themes

- We value working for a mission driven organization
- We value education as a force for change
- Building and sustaining relationships with faculty is key at all levels of the organization



## Concurrent Sessions: Key Themes

- Invest in your people
- Think carefully about career development within your organizational structure – is your current structure working?
- How do you retain quality staff?
- Benchmark with other schools to measure success



## Concurrent Sessions: Key Themes

- Open enrollment programs are healthier than UNICON members thought they would be when surveyed several years ago
- Revenue and pricing are up – but will it continue given corporations continuing focus on custom programs?



## Concurrent Sessions: Key Themes

- Custom programs are becoming more prevalent – but competition from consulting firms is worrisome
- Think about where Executive Education has competitive advantage: Brand, Trust, Knowledge and Mindset
- How do we leverage the strength of an educational brand while reacting to market dynamics





## Concurrent Sessions: Key Themes

- Opportunities exist for global partnerships but evaluate carefully. Will it be profitable?
- What are the long term benefits of building these relationships?
- Understand pricing and cultural challenges



## Concurrent Sessions: Key Themes

- Executive Education websites are, for the most part, very similar and indistinguishable
- Be critical of your site (and other sites) as to what it conveys –
- Both content and aesthetics are important
- Show creativity



## Concurrent Sessions: Key Themes

- Schools are increasingly developing in-house coaching capabilities
- “Live” cases are a new approach to learning – high risk with potentially high rewards
- Consider building consulting inquiry processes into education programs





“We didn’t realize that Executive Education could be so creative”