Challenge 1: Business Models

A New Business Model

Problem: The old (current) model is failing
- Decreasing revenues
- Client going elsewhere (consulting org’s.)

Need: Develop executive education as an Integrated Solution Provider
- Consulting through Education
A New Business Model

To get there, we need to:
- Develop consulting business capability & capacity
- Develop competency in Assessment/development tools
- Forge new partnerships
- Embed into culture at client organizations

A New Business Model

To get there, we need:
- New compensation model for faculty, staff
- New organization structure
- Identify strategic value adds
- High performers/potentials – build bench strength
Challenges to Overcome

- Limited resources – faculty depth, knowledge, business experience, staffing
- Current market perceptions – stereotypes -
  - Off the shelf vs. true custom
  - Ivory tower attitudes \ lack of practical perspective
- Conflict with faculty consulting practices
- Get to CEO with HR and Line Exec’s in tow

Challenges to Overcome

- Timelines, flexibility, responsiveness
- Buyer’s mentality – not relationship based
- Investment
- How to compete with consultancies
- Global footprint/reach
Who Do We Need On-board?

- President/Provost/Dean
- University Legal Council
- Corporate controller
- Research centers
- Faculty & departments
- Our staff

What Do We Do First (Now)?

- Sell inside our organization – build support
- Find relevant/good example
- Keep current business running
- Consider consortia model – “Big Ten Network”
Now Is the Time to Change

- Adopt Business Model – not an Education model
- Understand Consulting Models
  - Leverage university resources where appropriate