

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