2017 Team Development Conference

Newcomers Workshop

About UNICON

ExEd 2.0
Creating the Future of Executive Education

Monterrey, Mexico
November 29th, 30th & December 1st
Welcome

Workshop Agenda

- Introductions
- UNICON: Your Professional Resource
- The Executive Education Marketplace
- The Executive Education Business
- Expectations
Introductions

Devin Bigoness, Executive Director for Custom Programs, Cornell Executive Education
Cornell SC Johnson College of Business
Introductions

Hello

- Name
- School
- Current position
- Years in Executive Education
- What you were doing before you entered the Executive Education field
What is UNICON?

A global consortium of business-school-based executive education organizations. Its community of member organizations is engaged in accelerating the development of leaders and managers, thereby enhancing performance in public and private organizations globally, through executive development initiatives.

Values
- Collaboration
- Knowledge
- Service

Vision
- An international leader in knowledge and service
UNICON Structure

Executive Director

Board of Directors

- 12 members
- Chairman
- Vice Chair
- Former Chair

Committees (7)

- Benchmarking
- Board Continuity
- Communications
- Conference
- Finance
- Membership
- Research
UNICON Services

- Conferences & Networking
  - Peer counsel, “what are you doing about MOOCs?”
  - UNICON group on LinkedIn
- Leadership development programs
- Benchmarking and Research
  - Annual benchmarking survey now conducted by a third party
  - Increased investment in research
  - UNICON Facebook and YouTube - #UNICONTeam2017
- Webinars: routinely scheduled
- Advocacy: ‘voice of the industry’

https://www.uniconexed.org
UNICON Membership

- 114 Full & Associate member schools
- 830 Individual Members
- Member schools in 30 countries from six continents
UNICON-Get Involved

- 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
- Recently, UNICON developed an extensive antitrust policy that satisfies United States legal rulings on the subject. Every member school should be aware of these new guidelines for interaction with other UNICON members
Executive Education Marketplace
The Executive Education Marketplace

The Golden Circle

Why Executive Education?
- Education enables progress
- University outreach to the world
- Connecting faculty, research, staff and students
- Revenue growth and business creator
The Executive Education Marketplace

What Do We Offer to the Market?

- A vision on talent development from our industry
- 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
Changing Landscape of Competition

- Business Schools
- Professional Service Firms
- Consulting Firms
- L&D Companies
- Online providers
- Internal development functions
Executive Education Capabilities and Choices

Where Does Your School Fit?

- Open Enrollment
- Program Types Offered
- Custom

- Research
- Institution Orientation
- Teaching

- Low
- Exec Ed Degree of Independence from rest of B-School
- High

- Senior Tenured
- Teaching Faculty
- Adjunct

- Part of Normal Teaching Requirement
- Faculty Compensation For Exec Ed Teaching
- All Above Contract
Executive Education Capabilities and Choices

Where Does Your School Fit?

- **Senior Exec**
- **Participant Mix**
- **Junior Exec/Middle Manager**

- **Global**
- **Company Mix**
- **Regional**
  - **Large**
  - **Mid Mkt/Small Cap**
  - **Public**
  - **Private**
  - **Wide Industry Range**
  - **Targeted Industry Focus**

- **High Involvement**
- **Faculty Involvement**
  - (program design, administration, etc.)
- **Low Involvement**

- **Faculty Driven**
- **New Program Development**
- **Market Driven**

- **EE Operated**
- **Residential and Teaching Facilities**
- **Not Provided**
What are your Expectations?
Discussion...

- What speaker/workshop are you most looking forward to and why?
- What drew you to the field of executive education?
- What do you hope to learn more about at this conference?
- What is the biggest opportunity in the future for executive education?
- In your opinion, how could technology or AI help executive education – conversely in what ways could it be a threat?
Thank you and Welcome to UNICON!