2019 UNICON Team Development Conference
Santa Clara, CA
November 20, 2019

Newcomers Workshop

About UNICON
Welcome

Workshop Agenda

- Introductions
- UNICON: Your Professional Resource
- Structure
- Services
- Membership
- Expectations- Get involved
- Q&A
Introductions

- Melanie Weaver Barnett, Chief Executive Education Officer, Michigan Ross
- Rob Dietel, Director, Executive Programs, MIT Sloan
Antitrust/Competition law describes a variety of laws aimed at preserving fair, honest, and vigorous competition in the marketplace.

It is based upon the theory that such competition ultimately leads to lower prices, increased supply, and continued improvements in goods and services, thereby ultimately benefiting the customer. Therefore, antitrust/competition laws, for example, prohibit agreements between competitors to fix prices and also limit monopolies.

UNICON believes that vigorous competition is essential for driving innovation, improvements, and efficiencies in all industries, including the executive education industry, and believes the services it provides to Members foster that competition.

Please refer to the UNICON Antitrust Policy Guide for details.
Introductions

Hello

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

UNICON and its members comprise the global reference for executive education. Everyone with an interest in Executive Education/Executive Development looks to UNICON as their most vital resource.

UNICON’s aspiration is that its members are the most relevant, most successful, and most sought-after learning partners for leaders and organizations who want to improve their performance. Through participation in UNICON, the leaders, managers, and team members of its member organizations gain new knowledge, inspiration, new perspectives, capabilities for enhancing the effectiveness of their operations, and a global network of colleagues. They stay at the forefront of the industry, and together help create the future of the Executive Education industry.

Who We are and What We Do

UNICON is 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.

UNICON’s primary activities include conferences, research, benchmarking, sharing of best practices, staff development, recruitment/job postings, information-sharing, and extensive networking among members, all centered around the business and practice of executive education.
UNICON Structure

Board of Directors

12 members

- Chairman
- Vice Chair
- Former Chair

Executive Director

&

Staff

Committees (7)

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

- Conferences, Networking, and Learning
  - Peer learning
  - Webinars: routinely scheduled
  - UNICON group social media channels
    LinkedIn, Facebook, Youtube

- Leadership development programs

- Benchmarking and Research
  - Annual benchmarking survey now conducted by a third party
  - Increased investment in research

- 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
  - Find and build network
  - Co-lead a session
  - Benchmarking
  - Actionable takeaways
- Join a committee — exercise influence
- Leverage the UNICON resources
  - Participate in webinars
  - Read the article and research
  - Consult the website for updated information and help
What questions do you have?
Thank You & Please get involved!
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?

Program Types Offered
- Open Enrollment
- Custom

Institution Orientation
- Research
- Teaching

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

Teaching Faculty
- Senior Tenured
- Adjunct

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

Where Does Your School Fit?

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

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

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

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

- **Residential and Teaching Facilities**
  - EE Operated
  - 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!