

CHALLENGE

How to innovate + create/shape ecosystem driven learning

TEAM

Names

Markus Frank
Jai Arya
Kristin Zecca
Michelle Burke
Leong Siau
Melanie Weaver Barnett
Cathy Liu
Gabriel Aramouni
Jizhen Li
Kevin Li
Maria Balbas

IMPORTANCE OF THE CHALLENGE

risks, benefits, possible outcomes

Vital to survival - create future Benefit: first mover, competitive advantage, co-create content, exceed customer needs Risk: irrelevance /left behind, lose advantage.

EXECUTIVE EDUCATION

REACTIVE MEASURES

what tools do we have to adapt to the challenge

- Faculty,
- research network,
- client experience,
- relationships,
- learning methodologies,
- neutrality

PROACTIVE MEASURES

what should we discuss and design to change the game

- Technology,
- AI-predict,
- partnerships – move new mindset,
- confidence,
- open-minded,
- change faculty model

KEY COMPETENCES

competence profile of the future ExEd

- Collaboration skills with multiple parties,
- holistic vision,
- growth mindset,
- new model for personalization,
- digital,
- agility

CHALLENGE

Adaptation of content to at every stage of their life and career

TEAM

Names

Irina
Marina
Hirst Peter
Winch
Joyce
Mahammad
Ivan

IMPORTANCE OF THE CHALLENGE

risks, benefits, possible outcomes

Use past experience in different content. Ongoing content and need for solutions. How to create knowledge inside autonomy. 3-5 generations (seniors) in each group multi-generations. Different industries in the same group – different backgrounds.

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REACTIVE MEASURES

what tools do we have to adapt to the challenge

- Real situation learning
- Use more practitioners
- Train the trainers
- Use more coaching/ small groups
- Engage with MBA students + undergrads
- Program design skills

PROACTIVE MEASURES

what should we discuss and design to change the game

- How to use AI for help
- Use more data to understand customer needs
- Find relevant content for faculty to use more agily
- Lifelong career navigator

KEY COMPETENCES

competence profile of the future ExEd

- Learn how to learn
- New communication skills – multifunctional/digital
- How to leverage P2P learning vs E2P
- All the network/ ecosystem skills that our customer also need
- Co-creation with industry/clients

CHALLENGE

Business schools are not agile enough

TEAM

Names

Steve
Jang
Katharina
Stephanie
Dennis
Sergio
Ayesha
Spilec

IMPORTANCE OF THE CHALLENGE

risks, benefits, possible outcomes

Threshold to challenge – critical to our survival, critical to innovate. LLL (lifelong learning) ≠ LLT (lifelong teaching)
Political follow-up
Benefits:
Growth
Scalability
Increased impact
Time to market
Increased faculty engagement

EXECUTIVE EDUCATION

REACTIVE MEASURES

what tools do we have to adapt to the challenge

- ExEd as “canary in the mine” can become a gateway
- Use autonomy to use more agile external faculty
- Take faculty to client meet ups

PROACTIVE MEASURES

what should we discuss and design to change the game

- Internal: change incentive system for faculty
- Internal: Include online delivery in the design of organization
- Internal: “Retrain” for more customer-centering
- Internal: Participate in hiring decisions for faculties
- Internal: Evaluation of faculties
- External: challenge tenure
- External: networking with other schools, professional communities

KEY COMPETENCES

competence profile of the future ExEd

- Agility
- Humbleness
- digital skills
- political solutions
- influence informal authority

CHALLENGE

Speed to develop current educational content

TEAM
Names

Adam Hahn
Kan Cai
Vian Li
Andres Ibanez
Maria Golyandrina
Monica Sacristan
Claudia Benassi
Mark Lewis

IMPORTANCE OF THE CHALLENGE

risks, benefits, possible outcomes

UT most importance, risk of becoming irrelevant if not risk of lack of rigour (flavor of the day), different stake holder expectations (balance), +:agility, energy: happy client (more alignment)

EXECUTIVE EDUCATION

REACTIVE MEASURES

what tools do we have to adapt to the challenge

- Find the right player to deliver content
- Help in new designs
- Work closer with client and industry/ other partners
- Connect incentives to speed

PROACTIVE MEASURES

what should we discuss and design to change the game

- Scanner
- prosumer learning
- partnership learning ecosystem
- designing incentives to innovation

KEY COMPETENCES

competence profile of the future ExEd

- Communication
- scanning capabilities,
- right Subject matter expert – translator – summarize
- institutional agility
- coordinator and facilitators
- data base

CHALLENGE

Working in a network, world of ecosystems, individual have to learn how to get things done in ecosystem based world

TEAM

Names

Lisa
Ariel
Serge
Marco

IMPORTANCE OF THE CHALLENGE

risks, benefits, possible outcomes

Both -individual-survival
-institutional-survival
Risk- no decision world be made
Benefits / outcomes
Innovation
Scalability Speed
Not first movers but early adopters

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REACTIVE MEASURES

what tools do we have to adapt to the challenge

As institution

- To be part of unicon
- Create awareness

For individual (learners)

- Take risks – challenge hierarchy / the status quo
- Create awareness.

PROACTIVE MEASURES

what should we discuss and design to change the game

Institutions:

- Creating partnerships
- Rules of engagement
- Platform sharing

Individuals

- Alumni
- Mentoring relationships

KEY COMPETENCES

competence profile of the future ExEd

- Collaborate mindset
- Experimentation
- Risk taker
- Be humble
- Global mindset
- Learnability
- Client orientation learner centric

CHALLENGE

Learning as a service for individuals

TEAM

Names

Jaime
Juan Pablo Soto
Peppe
Rvi
David
Lise
Maria

IMPORTANCE OF THE CHALLENGE

risks, benefits, possible outcomes

Risk of being disrupted
Business opportunity
Long life relationship (royalty)
Constant income stream
Pricing

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REACTIVE MEASURES

what tools do we have to adapt to the challenge

- Focus on custom solutions and short formats
- Adapt current products
- Adapt communication
- Create stackables

PROACTIVE MEASURES

what should we discuss and design to change the game

- Leveraging your networks development
- Experiment with part of alumni
- Ii systems (analytics)
- Co-create the leading experience
- Partnerships

KEY COMPETENCES

competence profile of the future ExEd

- Business development
- Analytics
- Partnership & collaboration
- Leadership & transformation
- Advisory & consulting
- Change management
- Courage

CHALLENGE

Scalability of personalization

TEAM

Names

- Ademir
- Meg Regan
- Tina N.
- Pavla Marques
- Imke Baumann
- Elena Klekovkina
- Della Wong
- Karolina Perlik
- Adam Zentner
- Kristina Susac

IMPORTANCE OF THE CHALLENGE

risks, benefits, possible outcomes

- Client retention
- Better outcome/RDI for learner
- Peer learning /exchange
- Partnering to create ecosystems
- Faculty capacity to customize
- Too much AI perceived as “impersonal”
- Cost of resources

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REACTIVE MEASURES

what tools do we have to adapt to the challenge

- Technology
- Platforms
- AI capabilities
- Data scientists

PROACTIVE MEASURES

what should we discuss and design to change the game

- Customer experience
- Mapping
- Pricing/Business model
- Having the right talent
- Marketing to the consumer

KEY COMPETENCES

competence profile of the future ExEd

- Openness
- Collective intelligence
- Coaching
- Mentorship
- Holistic view of an individual’s lifelong learning journey
- Able to curate the content
- Gather personal information

CHALLENGE

Transforming business schools from education to problem solving unit

TEAM
Names

Peter
Devin
Sung Joo
Jean
Luis
Juke
Nora + Elena

IMPORTANCE OF THE CHALLENGE

risks, benefits, possible outcomes

Risks 1. Relevance (down) 2. Prob cannot be solved by EE
Benefits 1. Relevance (up) 2. EE becomes enabler of network towards solution
Outcomes 1. Partners in solution 2. More consultative 3. Cross-campus collaboration 4. Trust with clients + go to solution provider

EXECUTIVE EDUCATION

REACTIVE MEASURES

what tools do we have to adapt to the challenge

- Depth of faculty knowledge
- We know education methodology to solve problems

PROACTIVE MEASURES

what should we discuss and design to change the game

- Equip faculty to transfer their knowledge to application
- Find better channels to share faculty expertise
- Train faculty – incentivize/ reward
- Change the metrics
- Expand the horizon of metrics
- Restructure current departmental structure
- Create compelling narrative to share

KEY COMPETENCES

competence profile of the future ExEd

- Ability to craft the right question/ understand systems thinking to identify the need
- Think critically to determine of root problem
- Integrate content + context