FUTURE OF EXECUTIVE EDUCATION

CHALLENGE

How to innovate + create/shape ecosystem driven learning

IMPORTANCE OF THE CHALLENGE

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

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

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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
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CHALLENGE

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

IMPORATNCE OF THE CHALLENGE

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.

TEAM Names

Irina
Marina
Hirst Peter
Winch
Joyce
Mahammad
Ivan

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REALISTIC 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
**Business schools are not agile enough**

**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

**ExEd as “canary in the mine” can become a gateway**

- Use autonomy to use more agile external faculty
- Take faculty to client meet ups

**Agility**

**Humbleness**

**digital skills**

**political solutions**

**influence informal authority**
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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)

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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
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**CHALLENGE**

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

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**TEAM**

Lisa
Ariel
Serge
Marco

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**IMPORTANCE OF THE CHALLENGE**

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 unincon
- Create awareness
For individual (learners)
- Take risks – challenge hierarchy / the status quo
- Create awareness.

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**PROACTIVE MEASURES**

what should we discuss and design to change the game

Institutions:
- Creating partnerships
- Rules of engagement
- Platform sharing
Individuals
- Alumni
- Mentoring relationships

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**KEY COMPETENCES**

competence profile of the future ExEd

- Collaborate mindset
- Experimentation
- Risk taker
- Be humble
- Global mindset
- Learnability
- Client orientation
learnert centric
Learning as a service for individuals

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

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

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

Business development
Analytics
Partnership & collaboration
Leadership & transformation
Advisory & consulting
Change management
Courage
**EXECUTIVE EDUCATION**

**SCALABILITY OF PERSONALIZATION**

- Technology
- Platforms
- AI capabilities
- Data scientists

**IMPORTANCE OF THE CHALLENGE**

- 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

**TEAM NAMES**

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

**FUTURE OF EXECUTIVE EDUCATION**

**KEY COMPETENCES**

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

**REACTIVE MEASURES**

- Technology
- Platforms
- AI capabilities
- Data scientists

**PROACTIVE MEASURES**

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

**AI CAPABILITIES**

- Technology
- Platforms
- AI capabilities
- Data scientists

**TECHNOLOGY**

- • Technology
- • Platforms
- • AI capabilities
- • Data scientists

**PLATFORMS**

- • Technology
- • Platforms
- • AI capabilities
- • Data scientists

**AI CAPABILITIES**

- • Technology
- • Platforms
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**TECHNOLOGY**

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**AI CAPABILITIES**

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- • Data scientists
Transforming business schools from education to problem solving unit

**Risks** 1. Relevance (down) 2. Problem cannot be solved by EE

**Benefits** 1. Relevance (up) 2. EE becomes enabler of network towards solution


**EXECUTIVE EDUCATION**

- **Depth of faculty knowledge**
- **We know education methodology to solve problems**
- **Ability to craft the right question/understand systems thinking to identify the need**
- **Think critically to determine root problem**
- **Integrate content + context**

**TEAM Names**
Peter Devin
Sung Joo
Jean
Luis
Juke
Nora + Elena

**REACTIVE MEASURES**
what tools do we have to adapt to the challenge

- 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

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competence profile of the future ExEd

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