



EXECUTIVE  
EDUCATION

THUNDERBIRD WELCOMES YOU

# Newcomer Session

with Robert S. Dietel

November 2020

## Robert S. Dietel

Director of Executive Programs  
MIT Sloan School of Management



- As Director, Executive Programs at MIT Sloan, Robert S. Dietel oversees a portfolio of open enrollment and custom executive programs that align with the school's mission to "develop principled, innovative leaders who improve the world and to generate ideas that advance management practice."
- As a member of senior staff and the exec ed management team, Robert S. Dietel also leads on faculty relationship management efforts, including recruiting and retaining faculty in collaboration of a wide range of executive education programs.
- His work at MIT Sloan draws on his unique background as a global executive with experience in the corporate (financial services), not-for-profit, and government sectors, and it is further supplemented by my active role in the University Consortium for Executive Education (UNICON), the Internet of Things Talent Consortium (IoTTC), and the British American Business Council of New England (BABCNE).
- Rob Dietel joined MIT Sloan Executive Education after spending four years as vice consul at the British Consulate General (Boston) UK Trade and Investment. Rob also served on the British Embassy's US network board of management in 2012-2013.

## UNICON Antitrust Policy

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.

# Welcome

## Workshop Agenda

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



# 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.

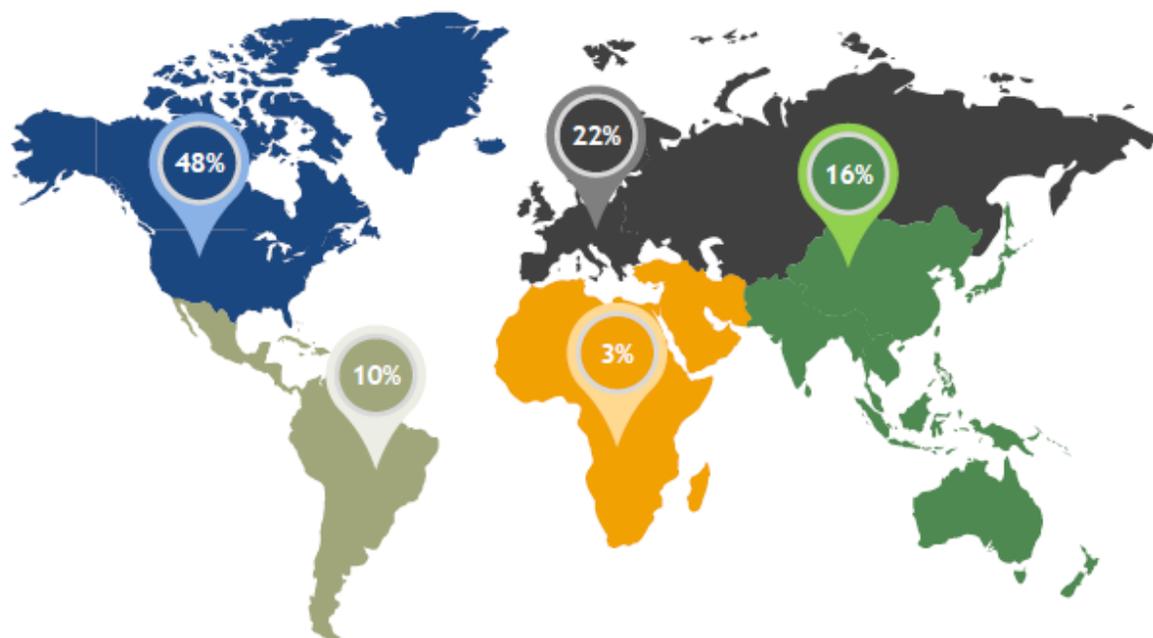
**UNICON's aspiration is that its members are the most relevant, most successful, and most sought-after learning partners for leaders and organizations** who want to improve their performance. Through participation in UNICON, the leaders, managers, and team members of its member organizations gain new 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 Membership



- 115 Full & Associate member schools
- 880 Individual Members
- Member schools in 30 countries from six continents

# 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 at Team Development and Directors' Conferences
  - Webinars: routinely scheduled
  - UNICON group social media channels  
LinkedIN, Facebook, Youtube
- ❑ Leadership development programs (e.g. Leadership Academy)
- ❑ 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 Website – content hub

The screenshot shows a web browser window displaying the UNICON Content Hub page. The browser's address bar shows the URL <https://www.uniconexed.org/content-hub/>. The website header features the UNICON logo, which consists of a globe icon and the text "unicon CONSORTIUM FOR UNIVERSITY-BASED EXECUTIVE EDUCATION". To the right of the logo is a navigation menu with links for Home, Content Hub (which is underlined), Member Directory, Photo Gallery, Resources, Events, Contact, and Sign Up / Sign In. Social media icons for LinkedIn, Twitter, Facebook, YouTube, and RSS are also present in the top right corner.

The main content area features a large banner image of hands using a tablet, with a blue overlay containing the text "CONTENT HUB". Below the banner are three search boxes:

- CATEGORY SEARCH:** A dropdown menu with "Content Hub" selected and a blue "SEARCH" button.
- SEARCH PHOTOS:** An empty text input field and a blue "SEARCH" button.
- KEYWORD SEARCH:** An empty text input field and a blue "SEARCH" button.

At the bottom of the page, there is a news ticker with the text "Joe Biden Won. Here's What Higher Ed Can Expect." and a "Privacy - Terms" link on the right.

# UNICON Website - resources

The screenshot shows a web browser window displaying the UNICON website. The browser's address bar shows the URL <https://www.uniconexed.org/resources/>. The website header includes the UNICON logo (a globe icon) and the text "unicon CONSORTIUM FOR UNIVERSITY-BASED EXECUTIVE EDUCATION". A navigation menu contains links for Home, Content Hub, Member Directory, Photo Gallery, Resources, Events, Contact, and Sign Up / Sign In. A dropdown menu is open under the "Resources" link, listing the following items: About UNICON, Available Positions, Board Members, Coffee Breaks, Committees, Emeritus, Guidelines & Policies, Leadership Academy, and UNICON History Slide Show. Below the navigation is a large banner image of three people looking at a laptop, with the word "RESOURCES" overlaid in large white letters. At the bottom of the page, a quote reads: "Everyone with an interest in executive education and development looks to UNICON as their most vital resource." A "Privacy - Terms" link is visible in the bottom right corner.

# 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
  - Join Coffee Chats
  - Read the article and research
  - Consult the website for updated information and help



# UNICON – Social Media

## **Connect With @UNICONexed**

The UNICON [LinkedIn Group](#) is for consortium members and a place where news and information is shared regularly. It is also a place where UNICON members pose questions to crowdsource ideas and get feedback on program. The value in the LinkedIn group is the daily activity that transpires between members and we encourage participants to start discussions regularly. There are a few rules, including: only individuals may join; you must join to post; no soliciting; no rants; stay on topic: executive education; no overt self-promotion; and, no discussion of compensation or pricing.

The UNICON Twitter account shares news, trends and information about University-based education, executive education and business on a regular basis. We encourage our members to follow us at [@UNICONExed](#) as well as share information with us on a regular basis. We will share member content that adheres to best practices in executive education and other areas that are important for our consortium.

YouTube Channel - view past webinars and other informational videos offered to UNICON members

Facebook – UNICON has a Facebook page, too!

**What questions do you have?**

**Dive in & Get involved today!**

# **Thank You and Welcome to UNICON!**

**Please visit your Canvas portal for  
the link to the next session.**

