Session Descriptions

WEDNESDAY 10:00 AM – 12:00 PM

**Newcomers’ Workshop**
Dr. Frank Lloyd, Southern Methodist University

An introduction to the UNICON organization and services and overview of the Executive Education industry.

WEDNESDAY 1:30 – 3:15 PM - PLENARY SESSION

**Framing Entrepreneurial Thought and Action**
Andrew Corbett, Babson College

Entrepreneurial Thought & Action® (ET&A®) is a methodology created at Babson to help individuals and organizations create opportunities and build for the future. ET&A is ultimately an action-oriented method for navigating environments that are increasingly uncertain and unknowable. When information is not available to make an informed decision, the only option is to act. Conventional thinking around new opportunities is to gather data, analyze the data, study the new idea, write a plan, and then act or not. By the time the go/no go decision is made, the window of opportunity is likely gone or significantly diminished. The ET&A methodology requires quick and smart action in order to gather real data, experiment, and accept that the opportunity will change and evolve with every action and interaction. The purpose of this session is to both understand and experience the entrepreneurial mindset and entrepreneurial action.

WEDNESDAY 3:45 – 5:00 PM - CONCURRENT SESSIONS

**Directors Roundtable Discussion**
Clark Callahan, Dartmouth College
Arnold Longboy, University of Chicago

How can UNICON best serve you? A facilitated discussion for Deans and Directors regarding the products, services and policies we currently have in place. Are they working? What adjustments, if any should we consider for the future?

**Marketing/Business Development Roundtable Discussion**
Joaquin Uribarri, IE University
Karen McKeaney, The University of Pennsylvania
Bill Joiner, Southern Methodist University

A facilitated discussion on best practices and shared challenges and opportunities.

**Program Operations Roundtable Discussion**
Andrea Soyland, Georgia Institute of Technology
Jacquelyn Charlton, Case Western Reserve University
Stacey Loghdey, Imperial College London

A facilitated discussion on best practices and shared challenges and opportunities.
THURSDAY 8:30 – 9:30 AM - PLENARY SESSION

Analytics and Big Data on and in Executive Education
Thomas H. Davenport, Babson College

There is a great need to educate managers about the role of analytics and big data in business. Programs on these topics are proliferating in business schools, but have been slow to arrive in executive education. Tom Davenport will describe the key topics in analytics and big data that managers need to be familiarized with, and will explain the reasons why there may be few existing programs. He’ll also point out the role that data and analysis can play in executive education processes and offerings within business schools. Adoption of these tools has often been limited, but they can transform executive education just have they have transformed other businesses and educational settings.

THURSDAY 9:45 – 11:00 AM - CONCURRENT SESSIONS

Serving the Future Needs of Business in Management Development and Retention
Dr. Jim Pulcrano, IMD International

The world of work, business and management has changed drastically over the past decade. Unless an economic, political or environmental crises brings us another black swan our world is likely to remain on the current trajectory, albeit a trajectory that will be rockier than those experienced in the past. Managers and business schools will have to be part of that trajectory, or resign themselves to low level jobs or only local impact, and even those possibilities may be in doubt.

As in any period of great change, opportunities abound for those willing to grab them. Executive education providers who can adapt, whether it be through technology, changes in the way Faculty and students are recruited, research is conducted or how learning is brought to our participants, will prosper. Companies and society need us now more than ever, but if we aren’t willing to tear up the current script, than we have to accept our fate.

This research was produced in collaboration by UNICON, the Executive MBA Council (EMBAC), and The Association to Advance Collegiate Schools of Business (AACSB), and consisted of a literature review covering both academic and managerial articles. Three key pieces informed each other: changes in the world, how corporations are responding to those changes and changing the way that they retain and develop managers, and the linkages between those changes and management education providers, both degree and non-degree.

Marketing through Thought Leadership
Bob McDonald & Jim Wilson, Babson College

This interactive session will explore strategies for developing your institution’s thought leadership. We will examine how your unique intellectual capital can be used for strategic advantage in order to grow your executive education business. Specific topics for discussion will include: how content marketing can engage current and prospective clients; which channels can be used to promote thought leadership; and how to engage faculty in the development of new content. The session will aim to make the topic relevant for executive education providers ranging from large research-driven institutions with publishing operations to small schools that take a more bootstrapped approach to developing thought leadership.

CRM Success: A Journey of Transition, Collaboration, and Transformation
Jason Belland, Columbia University

We’ll explore how Columbia Business School implemented Salesforce.com as a CRM solution, creating a platform not just for managing data but for better understanding and serving customers, and how it has aided a transformation in how Columbia does business.

Superfoods for a Super Productive Meeting
Danny Wisel, FLIK & Boston University

Everyone knows the challenges when participants are sleepy and feeling the effects of being in a classroom all day. This session will discuss nutritionally dense food options aimed at supplying focus and energy. Danny will showcase some of the latest super foods and talk about how they can be presented at breaks and other meals.
THURSDAY 11:15 AM – 12:00 PM - BENCHMARK COMMITTEE FINDINGS

"State of the Industry" Survey Findings
Chantal Delys, University of Texas
David Abdow, Northeastern University

THURSDAY 1:00 – 3:00 PM - PLENARY SESSION

Creativity and Experimentation
Dr. Candida Brush & Dr. Heidi Neck, Babson College
Design thinking is a process-based tool to help generate new ideas based on user needs. In this session, you will practice the five phases of design thinking to solve a challenge in the executive education space. The five phases include: **Empathy**: talking to customers directly in order to identify needs; **Define**: defining a problem statement from the empathy work; **Ideate**: brainstorming ideas that could help you solve the problem you identified; **Prototype**: building a solution that you want to test; **Test**: testing with users in order to make the idea even better.

THURSDAY 3:30 – 4:45 PM - CONCURRENT SESSIONS

**PAEX: A Unique Training and Development Program for Leaders of Mid-Cap Firms**
Carlos Arruda & Kenneth C. Bardach, Fundação Dom Cabral (FDC) Brazil

During the late 1980s in Brazil, the world turned upside-down for Brazilian domestic firms. After years of operating under economic protectionism, the Brazilian government, along with many other Latin American governments, decided to privatize, deregulate and open its borders to unfettered capital flows. For the first time in many years, Brazilian companies would have to compete directly with world-class global companies.

Many companies turned to FDC for help. They needed quickly to acquire the knowledge and learn the skills to compete in world-markets. For the large Brazilian companies, FDC formed partnerships with INSEAD and Kellogg to provide solutions. However, this answer would not work for mid-cap Brazilian companies. Instead, FDC developed a new program, PAEX (Partners for Excellence) that combined teaching, consulting, coaching, mentoring, and networking at a price point mid-cap companies could afford.

From these humble beginnings, PAEX has grown into a program with 500+ client firms. PAEX groups meet in Columbia, Argentina, Portugal, and Angola in addition to many regions in Brazil.

The concurrent session at the UNICON Fall Team Building Conference will explain what PAEX is, how it works, and why it has been so successful. We will pose the question for discussion whether PAEX is can be applied to meet the competitive T&D needs of the mid-cap market in the developed world?

**Inspiring the Mindset and Behavior of Entrepreneurship in Executive Education**
Michele Milan & Navaz Mistry, University of Toronto

At the University of Toronto’s Rotman School of Management, the Executive Programs team is building an environment with innovation capability atypical of the bureaucratic culture inherent in most large public institutions. Michele Milan and Navaz Mistry of Rotman Executive Programs will describe how they are leveraging the School’s unique IP in Integrative Thinking™ and Business Design™ to create a culture of entrepreneurship for themselves and their clients.

Context matters. Entrepreneurship, like leadership, is context dependent. Best practices cannot guarantee success across all organizations and at all points in time. Executive education providers and client organizations seeking to spur entrepreneurial thought and action must deliberately cultivate an environment of innovation and change.

Whether your goal is to design an innovative program or to help clients develop a start-up culture, this session will provide a framework for thinking about what inspires the mindset and behavior for entrepreneurship.
**Winter Social: Developing Business and Community**
Margot Ross-Graham, Williams Engineering Canada
Join the University of Alberta’s School of Business for a party in the beautiful Fireside Living Room. Expect lots of time to mingle, with a short yet intriguing presentation by Margot Ross-Graham offering an industry perspective on client driven business development….with a twist. Enjoy a glass of wine, connect with old and new friends and experience Boston in December the way it should be - around a fireplace.

**The Program Operations and Management Playbook**
Kara Sullivan & Paty Arias, UCLA
Program Managers all do things a little differently, but what if your team had a Playbook as a guide? What would your Playbook look like? Join us for this interactive session as we explore what is important to our clients/stakeholders and how implementing or improving your Playbook can help.

**UNICON Research: Past, Present and Future**
Monica Sacristan, ITAM
Eric Bergemann, MIT
The mission of UNICON’s Research Committee is to keep the membership aware of leading and innovative practices in University-based executive education. The Committee has done this for nearly 20 years by commissioning and distributing research on important strategic themes for the UNICON membership. In this interactive workshop, we will present a new categorization of UNICON’s research by topic, discuss current Research projects, and get member perspectives on future Research topics.

**FRIDAY 8:30 – 11:00 AM – PLENARY SESSION AND SMALL GROUP WORK**

**Tying It All Together**
Andrew Corbett, Babson College