MESSA
FROM THE DEAN

LEADERS CANNOT PREDICT THE FUTURE IN THIS INCREASINGLY UNCERTAIN WORLD. TO BE SUCCESSFUL, WE MUST SHAPE IT.

I am delighted to share with you some of our clients’ stories about their work with Babson Executive and Enterprise Education. As a division of Babson College, the No. 1 institution in the world for entrepreneurship education, we train leaders to create and implement opportunities.

Our expertise in Entrepreneurial Thought and Action® fosters educational experiences that balance a relentless passion for action and experimentation with a comprehensive understanding of traditional business disciplines. Our faculty members are pragmatic, action-oriented academics and practitioners who have worked in industry and have grown businesses. Clients complete our programs as entrepreneurial leaders, with action-learning projects already under way, and tool kits of new skills for driving growth and value creation.

We are recognized for our client-centric approach to training and development because we take the time to understand our clients’ unique needs and dynamics, and customize our solutions for these specific needs. Many of our clients have worked with us for years because they value an educational provider that acts as a true partner. As part of our approach, we dedicate a full team to ensure that clients receive the highest level of service from before programs begin through post-program follow-up.

We are fortunate to work with exceptional clients from around the world. Our diverse client base includes multinational corporations, growing businesses, family businesses, entrepreneurs, educational institutions, foundations, governments, and NGOs.

But our clients say it best, which is why this brochure is based on their words and experiences. Please don’t hesitate to contact us to find out how we can work with you and your organization.

I look forward to talking with you.

Best regards,

Dr. Elaine J. Eisenman
Dean of Babson Executive and Enterprise Education
In today’s environment of uncertainty, the world needs entrepreneurial solutions and leaders who create great economic and social value. Babson has moved entrepreneurship from a discipline to a way of thinking and acting that is embedded in everything we do. Our operating belief is that everyone is capable of entrepreneurial thought, and everyone has the ability to operate in situations of uncertainty—regardless of position, job title, organization size, or industry.

BABSON EXECUTIVE EDUCATION is one of the world’s top executive education providers, as recognized by our clients as well as by Financial Times and Bloomberg Businessweek. We are a dynamic learning laboratory, where clients, faculty, staff, and partners work together to address real-world business challenges and create and capitalize on opportunities for our clients. With roots in Entrepreneurial Thought and Action, we develop the leaders whom companies need the most: those who can create opportunities, envision and navigate change, accommodate ambiguity, surmount complexity, and motivate teams in a common purpose to grow organizations and create economic and social value.

BABSON ENTERPRISE EDUCATION is the educator, convener, and thought leader of global entrepreneurship. We shape today’s educators and tomorrow’s entrepreneurial leaders. Through strategic partnerships with educational institutions, foundations, nonprofits, governments, and NGOs around the world, we advance economic, social, and personal development through global entrepreneurship education.

WHAT IS ENTREPRENEURIAL THOUGHT AND ACTION?

Most organizations are driven by predictive logic that is rooted in the scientific method, characterized by extensive hypothesis testing and rigorous outcomes analysis. In uncertain times, this logic alone will not be effective. Entrepreneurial Thought and Action, a different yet complementary logic, starts with action and proceeds with quick reflection and recalibration as necessary—a perfect method for succeeding amidst uncertainty.
Our clients are those who seek:

**Programs**

- Custom Programs that are designed and delivered to meet specific business needs and objectives
- Open Enrollment Programs that develop individuals and teams in focused areas

**Access to Current Thought Leadership**

- Proprietary research that leads to cutting-edge insights and teachable materials
- Thought-provoking newsletters such as Babson Insight, Babson Insight for Entrepreneurship Educators, and the Retailing Newsletter

**Practical Learning Through Consortia**

- Promote ongoing networking, learning, and the dissemination of information in areas such as information technology

**Issue Identification Through Consulting**

- Needs assessment
- Broad-based management consulting

**Expanded Organization-wide Capabilities Through Coaching**

- Internal coaches
- Coaching managers

**How We Deliver Results**

Using a consultative approach and a foundation of research, we:

- Deeply assess client needs
- Identify integrated solutions: Education, Consulting, Coaching, and Research
- Deliver solutions through programs, processes, and services
- Follow up to ensure solutions meet client’s current and future needs

An integral component of our solutions is the use of integrated curriculum and action-based learning. This powerful approach ensures that participants translate classroom learning into new opportunities to drive growth and value creation for their organizations. Participants are actively encouraged and challenged to use Entrepreneurial Thought and Action to address business issues, explore alternative business models, and create new opportunities through the use of simulations, projects, discussions, and field assignments. Action-based learning prepares and motivates leaders by teaching critical-thinking skills, emphasizing teamwork, enhancing decision-making and communication skills, and encouraging application of this knowledge to real-life business issues.

**Client Benefits**

Babson Executive and Enterprise Education works with corporations, growing businesses, family businesses, new ventures, educational institutions, foundations, governments, and NGOs to develop and deliver development solutions—based on the client’s unique needs.

Organizations around the globe and from diverse industries choose us for progressive and flexible solutions that leverage the global business and teaching expertise of our faculty, industry experts, and partners. Our solutions include a strategic blend of education, consulting, coaching, and research to enable our clients to create opportunities to drive growth and value creation by analyzing challenges and acting upon solutions.

Our mission is to position our clients to succeed by developing entrepreneurial leaders who create new opportunities through action, thereby driving growth and value creation. Our capabilities create and advance the leadership, strategy, and business insight and skills of our clients and their employees.
FACULTY

Our faculty includes distinguished educators, researchers, consultants, and industry experts. A distinctive quality of Babson’s faculty is that they invest time up front getting to know clients and assessing their business challenges before they design and deliver program solutions. The faculty director builds a faculty team to deliver a cohesive and integrated solution. Our clients know that they can trust our faculty to fully understand their issues before walking into the classroom.

A strong balance of theory and practical application builds the credibility of our faculty with our clients. Faculty members offer a breadth of practical and global business experience as many are former executives and/or active consultants to the business world.

RECOGNITION

Babson College is consistently ranked No. 1 in the world for entrepreneurship education.

Moreover, Financial Times and Bloomberg Businessweek have consistently ranked Babson Executive Education within the top 15 executive education providers in the world. This recognition is a result of our focus on each client’s individual needs, strategies, and priorities, and through a focus on action-based learning that delivers measurable results.
Time and time again, Babson Executive Education demonstrates flexibility and innovation with regards to its capabilities and a true understanding of Merck’s business.”

JENNIFER ROBINSON
Project Manager, Sourcing Strategy & Implementation

JOE MULHEARN
Director, External Supplier Management
The Saltire Fellowship is a world-class, one-year program that equips a select group of high-potential fellows with the skills and attitude required to take a leadership role within Scottish business. The Saltire Foundation is an independent nonprofit organization that was established because Scotland needs individuals with the business skills and entrepreneurial drive to transform Scottish companies into global businesses of scale. It has the support of some of the world’s leading multinational companies, as well as Scotland’s top entrepreneurs, Scottish Enterprise, GlobalScots, and The Entrepreneurial Exchange.

The fellowship blends the teaching from Babson College with hands-on international experience at a large multinational company as well as a Scottish high-growth, small- to medium-sized enterprise. In addition to delivering an intensive three-month learning experience at Babson College’s campus, Babson supports the fellows with additional learning experiences during other stages of the fellowship.

—企业教育—

Sandy Kennedy
CEO
Ruairidh Henderson
Saltire Fellow
Neil Campbell
Saltire Fellow

“Babson is playing an integral role in transforming Scotland’s economy through the learning and development services they provide to our Saltire Fellows. Their expertise in entrepreneurship makes them an ideal partner for the innovative and groundbreaking Saltire Fellowship Program.”
“Our participants emerge from their experience at Babson charged up and eager to deliver results. We truly value Babson Executive Education’s willingness to respond to our ever-evolving needs.”

ROBERT NICOSON
Chief Human Resources Officer
“Babson Executive Education’s innovative delivery methods help us apply new learning to our business. They collaborate with us on important projects that empower Irving to become a more strategic organization.”

IRVING

Irving Oil, founded in 1924, is a privately owned regional refining and marketing company with a history of long-term partnerships and relationships. Irving Oil operates Canada’s largest refinery, in Saint John, New Brunswick, and has reached production rates in excess of 300,000 barrels per day. The refinery exports more than 80 percent of its production to the U.S., and accounts for 75 percent of Canada’s gasoline exports to the U.S. and 19 percent of all U.S. gasoline imports. In 2003, Irving Oil became the first oil company to receive a U.S. Environmental Protection Agency Clean Air Excellence Award, for its clean gasoline.

Since 2001, Babson Executive Education has worked with Irving in several capacities, including leadership development and consulting, delivered both in-person and online. Babson also developed a two-day workshop on lean budgeting for Irving. This customized program assists managers and supervisors in reducing costs within their current budgets and into the creation of future budgets. The workshop has led to significant savings for Irving.

“Babson Executive Education’s innovative delivery methods help us apply new learning to our business. They collaborate with us on important projects that empower Irving to become a more strategic organization.”

BOB BLANCHARD
Sales Director, Irving Oil Commercial

HARRY HADJARI
General Manager, Irving Oil Marketing Inc.

KRYSTyna Kostka
Director, Financial Reporting and Planning, Irving Oil Marketing Inc.

JOE RENY
CPA, Chief Financial Officer, Irving Oil Marketing Inc.
Universiti Tun Abdul Razak was established in 1997 as one of the first private universities in Malaysia. Although it is a relatively new university, Universiti Tun Abdul Razak already is establishing itself as a center for excellence in education. Today, more than 9,000 students study in 42 undergraduate and graduate academic programs that were developed through close consultation with such strategic partners as Babson College. Through Babson’s Modules for Entrepreneurship Educators and Symposium for Entrepreneurship Educators, the university’s faculty members have been trained by Babson professors on best practices for teaching entrepreneurship.

Through the Visiting Scholars Program, Babson professors have spent time at Universiti Tun Abdul Razak in order to develop both faculty and students. The university takes very seriously its responsibility to shape the minds of tomorrow’s leaders by constantly updating its curriculum and implementing innovative teaching methods to provide the best education possibilities for its students. Universiti Tun Abdul Razak quickly is becoming an authority on entrepreneurship in Malaysia and Southeast Asia.

"Through our work with Babson, the world’s leading authority on entrepreneurship, our institution is much better positioned to propel the next generation of Malaysian and Southeast Asian entrepreneurs.”
MUFFIN TOWN / J.S.B. Industries (Muffin Town) is a family-owned business that was founded in 1978. The company developed as a bakery commissary that supplied food service companies in industries such as education and health care with consistent, quality baked products. Their product development team and newly expanded and highly automated 80,000-square-foot facility has the capabilities to meet diverse customer needs. In the last few years, J.S.B. Industries also has made several acquisitions to add leading brands such as Aesops Bagels and Madeline’s Cookies to its family of products, and it recently introduced a SmartChoice™ line of healthy and delicious products. Today, Brian and Scott Anderson are actively involved in the management of the company. Brian is an alumnus of Babson College, and both brothers recently participated in the open enrollment program Finance for Today’s Nonfinancial Professionals.

/ EXECUTIVE EDUCATION /

“Babson Executive Education’s Finance for Today’s Nonfinancial Professionals program was an outstanding review of the principles and fundamentals of finance. We left the program better prepared to make strategic company decisions.”
“Babson’s programs are like an injection into the vein of entrepreneurship. The SEE program helped me understand best practices for teaching entrepreneurship, while the Case Collection explored an applied methodology for developing entrepreneurship cases across Chile.”

GIANNI ROMANI CHOCCE
Assistant Professor
is a Fortune 500 leader in mechanical and electrical construction, energy infrastructure, and facilities services for a diverse range of businesses. The company represents a rare combination of broad nationwide reach with local execution, combining the strength of an industry leader with the knowledge and care of 26,000 skilled employees in 170 locations. EMCOR has grown its services capabilities through multiple acquisitions, promoting an entrepreneurial business approach and empowering the acquired business owners to retain a significant degree of autonomy.

Babson Executive Education designed and delivers the EMCOR Leadership Forum, a five-day program that covers core business fundamentals and further develops its unit business managers into more strategic corporate leaders. This forum has enabled EMCOR to develop the critical leadership capabilities to support its integrated services. In an extremely competitive environment, EMCOR needs its leaders to continue to be entrepreneurial, constantly seeking and creating opportunities, while also working toward the benefit of the company as a whole.

“With its expertise in Entrepreneurial Thought and Action, Babson Executive Education has been an ideal partner to help us accomplish our leadership development goals.”

CRISTINA IABONI
Senior Director of Employee Relations & Organizational Development

PHILLIP C. MEGNA
President, EMCOR Services Northeast Inc.

EMCOR GROUP INC. is a Fortune 500 leader in mechanical and electrical construction, energy infrastructure, and facilities services for a diverse range of businesses. The company represents a rare combination of broad nationwide reach with local execution, combining the strength of an industry leader with the knowledge and care of 26,000 skilled employees in 170 locations. EMCOR has grown its services capabilities through multiple acquisitions, promoting an entrepreneurial business approach and empowering the acquired business owners to retain a significant degree of autonomy.

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/ EXECUTIVE EDUCATION /
BABSON EXECUTIVE CONFERENCE CENTER

Babson’s award-winning, state-of-the-art meeting and conference center is available for all of your program and meeting needs. Featuring meeting space, conference rooms, highly acclaimed dining, and comfortable accommodations, the Babson Executive Conference Center is located on Babson College’s campus in Wellesley, Massachusetts, 20 minutes from Boston and Logan International Airport.

Features of our conference center:
» 22,500 square feet of meeting space, 37 conference rooms, and four amphitheaters
» 211 guest rooms, a fresh dining experience, and a relaxing pub atmosphere
» Telepresence suite; complimentary wireless Internet access in all meeting rooms, public spaces, and guest rooms
» Sophisticated audiovisual resources, from built-in projection equipment to 19 break-out rooms with computers, wireless keyboards, and 42-inch plasma screens
» Simultaneous translation services available; some bilingual staff
» Professional conference personnel and audiovisual technicians on staff
» Executive business center
» Outdoor function space

OPEN ENROLLMENT PROGRAMS

Our open enrollment programs are designed to develop individuals and teams in focused areas. Programs are offered several times a year.

Programs include:
» Bio-Pharma: Mastering the Business of Science
» Coaching Inside the Organization: The Certification Program for Internal Coaches
» Finance for Today’s Nonfinancial Professionals
» IT Leader Development Consortium
» Leadership and Influence
» Moving from Managing to Leading: The Women’s Program at Babson
» Social Media Management: Strategies and Practices for the New Social World
» Strategic Planning and Management in Retailing

For more information on open enrollment program offerings, visit www.babson.edu/bee.

BABSON INSIGHT

Babson Insight is a unique source of thought leadership developed by Babson Executive Education. Each issue’s articles explore current business issues faced by today’s leaders through the lens of Entrepreneurial Thought and Action. Subscribe to this free e-mail newsletter at www.babson.edu/babsoninsight.

CENTER FOR INFORMATION MANAGEMENT STUDIES (CIMS)

A consortium of member companies, industry experts, and academic leaders, CIMS promotes the effective application of information technology and helps companies develop successful IT managers and leaders.
Contact us to learn how our solutions can help drive growth and value creation for your organization.

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