

EXECUTIVE EDUCATION

Comprehensive Executive Programs

Custom Solutions

Short Executive Courses & Certificates



Executive Education
CARLSON SCHOOL
OF MANAGEMENT
UNIVERSITY OF MINNESOTA



Your partner in talent development

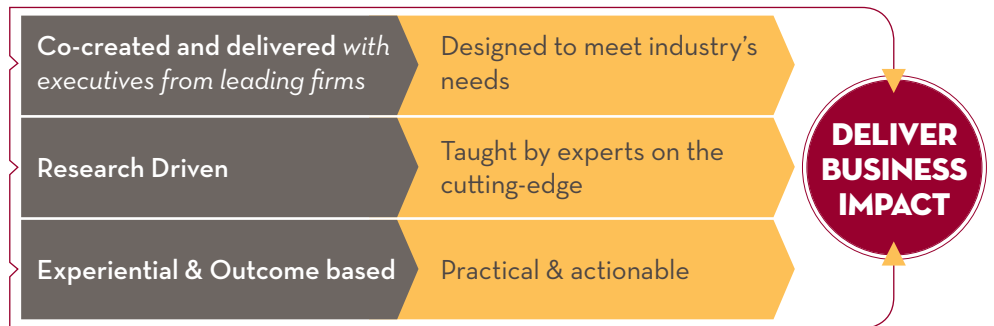
Our programs are differentiated by design to add value across your company and throughout your leaders' careers:

- Ensuring you remain current in quickly advancing functions (i.e. analytics and marketing) and helping polish leadership skills
- Offering open enrollment courses that feature peer-to-peer learning as well as custom programs designed specifically to meet your organization's unique needs
- Developing potential throughout your organization—from a single manager to hundreds, from emerging leaders to C-suite executives

Conveniently Located in the Heart of Minneapolis

Explore the confluence of business, culture, and education. Minnesota is home to 18 *Fortune* 500 corporations and thousands of small to mid-size companies, many of which are Carlson School partners.

The Carlson Advantage



Global Reputation—World Class Value

Carlson Executive Education faculty are distinguished, experienced experts in their fields. They work extensively with executives and organizations across the globe.

#8
Worldwide Ranking in Business Administration
Academic Ranking of World Universities, 2017

#13
Top 100 Worldwide Business School Rankings
UTD Top 100 Business School Research Rankings, 2017

721
Leaders completed a Carlson Executive Education Program
Academic Year 2016-17



Executive Education Courses

Whether you're beginning your leadership journey or making the step-up to the C-suite, we have programs to meet your development needs.

PROGRAM	2017/2018 DATES	DAYS	Audience			
			EMERGING LEADERS	MID-LEVEL LEADERS	SENIOR LEADERS	C-SUITE
COMPREHENSIVE EXECUTIVE PROGRAMS						
NEW! Carlson Executive Leadership Program	Oct 9-13, Dec 4-8, 2017; Feb 5-9, 2018	15			•	•
NEW! Leading Sustainability	Feb 26-Mar 1; Apr 24-27	8			•	
Leading Finance	Apr 9-13; Jun 25-29	10			•	•
FOCUSED PROGRAMS						
Leading Innovation	Jan 9-11	3		•	•	•
Power and Influence	Jan 16-17	2	•	•	•	
NEW! Next Gen Market Research	Jan 30-Feb 1	3	•	•		
NEW! Fintech	Feb 19-22	4 (evenings)	•	•	•	
Negotiation Strategies	Mar 6-8	3	•	•		
Pricing for Profitable Decision-Making	Apr 10-12	3		•	•	
Leading Transformational Change	Apr 17-19	3		•	•	•
Emerging Leaders Bootcamp	Apr 24-26	3	•			
Sales Executive Leadership & Strategy	Apr 24-26	3		•	•	
Finance for Non-Financial Managers	May 8-10	3	•	•	•	
NEW! Creating and Executing Strategy	May 22-24	3		•	•	
MBA Essentials	Spring 2018	5	•	•		
Creating High Performance Teams	Fall 2018	3	•	•	•	
Digital Marketing, Strategy, and Analytics	Fall 2018	3	•	•		
Executive Presence	Fall 2018	2	•	•		
Leveraging Analytics for Competitive Advantage	Fall 2018	3		•	•	
Mergers & Acquisitions	Fall 2018	3		•	•	

Comprehensive Executive Programs

Carlson's Comprehensive Executive Programs prepare senior leaders to effectively lead across the enterprise. These transformational programs are designed specifically to build practical, actionable competency in critical business and leadership skills. Highlights include experiential learning, peer-to-peer networking and insight from current industry experts.

NEW! Carlson Executive Leadership Program

Oct 9-13; Dec 4-8, 2017; Feb 5-9, 2018
(3 weeks) \$22,500

AUDIENCE: Senior Leaders

DESCRIPTION: Accelerate your readiness to take on enterprise-wide responsibility

KEY BENEFITS:

- Learn practical and high-level strategy, financial, analytics, and leadership skills to enhance your ability to lead from the front
- Explore topics and implications vital to your organization's ongoing success, including: digital disruption, artificial intelligence, sustainability, talent wars, and engagement
- Put tools, frameworks, and insights into practice by scoping and solving a key issue at your firm

NEW! Leading Sustainability

Feb 26-Mar 1; Apr 24-27 (8 days) \$12,000

AUDIENCE: Senior Leaders with Sustainability Responsibility

DESCRIPTION: Drive business growth as you champion your firm's key sustainability initiatives; develop strategic alignment with your business model and key stakeholder groups

KEY BENEFITS:

- Increase your effectiveness by bolstering your toolbox with sustainability grounding and operationally impactful tools and frameworks
- Enhance your personal and organizational leadership skills through engagement with leading industry and academic thought leaders
- Develop an action plan, including summary "pitch", to move forward a specific sustainability priority at your firm

Leading Finance

Apr 9-13; Jun 25-29 (2 weeks) \$17,500

AUDIENCE: Senior finance leaders

DESCRIPTION: Prepares rising senior financial leadership to effectively lead across the enterprise. The course delivers succinct, impactful training in core management disciplines, (e.g., strategy, risk and financial accountability), and skills to better lead self, teams, and organizations.

KEY BENEFITS:

- Learn from sitting CFOs about real value creation. Go behind-the-scenes on well publicized acquisitions, divestitures, and corporate renewal initiatives
- Apply frameworks to drive value creation from a sound strategic and risk basis
- Learn new approaches and practice communicating to win over external and internal audiences, from Wall Street to the board of directors

Focused Programs

Executive Education's focused programs are two- to five-day courses that engage participants on a wide range of topics and deliver immediate business impact.

Leading Innovation

Jan 9-11 **\$4,500**

AUDIENCE: Mid-Senior Level Leaders with P&L or significant functional responsibility

DESCRIPTION: Unlock the power of individuals and teams across the organization to foster innovation

KEY BENEFITS:

- Understand why corporate initiatives often fail and learn how to solve the root problems
- Learn the tools and techniques to engage in structured experimentation, including design thinking and lean entrepreneurship
- Design and reshape organizational structures and systems to support innovation

Power & Influence

Jan 16-17 **\$3,200**

AUDIENCE: Emerging, Mid-Level, and Senior Leaders

DESCRIPTION: Learn the principles behind persuasion and acquire practical tools to become a more influential and effective leader

KEY BENEFITS:

- Enhance your ability to implement strategies, initiate change, and execute decisions
- Understand how to lead others even when lacking formal authority
- Increase your ability to effectively manage team and interpersonal relationships

NEW! Next Gen Market Research: Generating Rapid Insights

Jan 30-Feb 1 **\$4,500**

AUDIENCE: Marketing, Pricing, Product Design, and Other Professionals

DESCRIPTION: Learn how to build DIY market research capabilities that provide focused, fast, and frugal insights

KEY BENEFITS:

- Employ today's powerful online toolkits to access and rapidly gather data
- Apply a range of analytics methods to glean insights
- Connect insights to action and quantify the value-add

NEW! Fintech

Feb 19-22 (evenings) **\$4,500**

AUDIENCE: Financial service market leaders including: fund managers, PE managers, VCs, angel investors, traders, corporate finance executives, financial advisors, and analysts

DESCRIPTION: Fintech is rapidly changing how financial information is disseminated, processed, and analyzed. Leaders who are able to successfully leverage Fintech will disrupt the industry and earn competitive advantage.

KEY BENEFITS:

- Understand the key advances in and the transformative power of Fintech and Techfin
- Learn how to innovate using the latest financial technologies such as smart contract and deep learning
- Gain foundational insights into the next generation of processes, services, and business models in the finance industry

Negotiation Strategies

Mar 6-8 **\$3,900**

AUDIENCE: Emerging and Mid-Level Leaders

DESCRIPTION: Improve negotiation outcomes through implementation of key elements, including: planning, win-win solutions, and group problem-solving

KEY BENEFITS:

- Enhance your negotiation skills to create value for all parties and claim your fair share
- Understand the psychology behind influence and negotiation tactics, and how they can work for you
- Learn tactics to deal with difficult negotiators

Pricing for Profitable Decision-Making

Apr 10-12 **\$4,500**

AUDIENCE: Mid-level and Senior Leaders

DESCRIPTION: Identify and capitalize on your firm's most profitable pricing opportunities

KEY BENEFITS:

- Build strategic pricing capabilities within your company
- Develop methods to identify the most profitable pricing opportunities
- Fight price wars effectively

Leading Transformational Change

Apr 17-19 **\$4,500**

AUDIENCE: Mid-Level and Senior Leaders with P&L or significant functional responsibility

DESCRIPTION: Learn a new change mindset, adopt a conscious approach, and learn leadership behaviors critical to support transformation

KEY BENEFITS:

- Successfully plan, execute, and sustain significant change initiatives

- Remain visible and actively drive transformation throughout the change initiative
- Cultivate an organization that embraces change

Emerging Leaders Bootcamp

Apr 24-26 **\$3,500**

AUDIENCE: Emerging leaders with 2 + years managing people, projects, or initiatives

DESCRIPTION: Enhance collaboration, communication, and leadership skills

KEY BENEFITS:

- Engage in productive and interactive conversations with leadership
- Plan and execute strategy using effective and practical project, people and stakeholder management techniques
- Build relationships across the organization to leverage resources for initiatives and build your personal brand

Sales Executive Leadership & Strategy

Apr 24-26 **\$3,900**

AUDIENCE: Mid-Level and Senior Leaders

DESCRIPTION: Learn a unique, customer-centric sales process which delivers high performance results

KEY BENEFITS:

- Understand how to link customer value to the corporate mission and marketing strategy
- Discover a methodology where sales and marketing work together to create customer centric value propositions
- Explore a process for selling value across B2B sales environments

Finance for Non-Financial Managers

May 8-10 **\$3,900**

AUDIENCE: Emerging, Mid-Level, and Senior Leaders

DESCRIPTION: Learn the language of finance and increase your ability to effectively impact decisions contributing to shareholder value

KEY BENEFITS:

- Read, understand, and interpret financial statements
- Make decisions using capital budgeting
- Understand financial metrics used by stakeholders to evaluate the health of the organization

NEW! Creating and Executing Strategy

May 22-24

TBD

AUDIENCE: Mid-Level and Senior Leaders
DESCRIPTION: Learn how to develop a sound strategy and foster its implementation throughout your organization

KEY BENEFITS:

- Understand the market forces underlying industry profitability and shareholder value
- Discover how to develop sound strategy, including key linkages to goals
- Explore processes for implementing strategy at every level within the organization

MBA Essentials

Spring 2018

\$5,000

AUDIENCE: Emerging and Mid-Level Leaders
DESCRIPTION: Enhance and sharpen knowledge in critical MBA areas including accounting, finance, strategy, marketing, operations, and organizational behavior

KEY BENEFITS:

- Acquire an overview of business frameworks, language, and skills
- Make stronger, more data-driven decisions
- Collaborate more effectively with colleagues and executives

Creating High Performance Teams

Fall 2018

TBD

AUDIENCE: Emerging, Mid-Level, and Senior Leaders

DESCRIPTION: Drive performance, maintain a highly effective work culture, and build leadership capabilities to retain top talent and hit business objectives

KEY BENEFITS:

- Learn to develop and coach teams to achieve their full potential
- Identify and leverage your key competencies to become a more effective manager
- Build the critical leadership skills needed to set a motivational environment

Digital Marketing—Strategy and Analytics

Fall 2018

TBD

AUDIENCE: Marketing leaders and professionals

DESCRIPTION: Increase the ROI of your digital marketing spend

KEY BENEFITS:

- Increase your omni-channel marketing efficacy by learning the latest in digital search, display, social and mobile strategies, tactics, and analytics
- Enhance your digital marketing attribution ability and optimize your marketing budget across channels

- Learn how to better extract value from your digital agency by being analytically informed—what questions to ask and how to increase the value of your partnership

Executive Presence

Fall 2018

TBD

AUDIENCE: Emerging and Mid-Level Leaders
DESCRIPTION: Build the foundation to increase your leadership capital

KEY BENEFITS:

- Understand how to engage in effective executive dialogue
- Learn the keys to establishing a personal brand
- Create a plan to increase social capital

Leveraging Analytics for Competitive Advantage

Fall 2018

TBD

AUDIENCE: Leaders across all functional areas with P&L or significant project/functional responsibility (No prior technical expertise needed)

DESCRIPTION: Become an analytics champion within your organization and fuel a data-driven culture

KEY BENEFITS:

- Learn how to leverage machine learning and artificial intelligence for competitive advantage utilizing causal, exploratory, predictive and prescriptive analytics
- Understand the transformative power of today's analytics, including the broad scope of business questions that can now be answered
- Learn best practices, including structured problem solving in deploying analytics projects

Mergers & Acquisitions: Creating Value Through Strategy, Deal Execution, and Integration

Fall 2018

\$4,500

AUDIENCE: Mid-Level and Senior Leaders
DESCRIPTION: Increase your success in planning and executing an M&A deal

KEY BENEFITS:

- Explore the critical steps and practical tools to effectively work through the M&A process, from M&A strategy, valuation, and deal execution to culture considerations and post-merger integration
- Consider the M&A process from both a buyer and seller's perspective
- Examine current M&A trends, accounting and legal updates, and valuation trends

“Leveraging Analytics for Competitive Advantage has helped me understand how to turn all this transactional data that I deal with on a day-to-day basis into an asset for my clients and my company.”

SENIOR DIRECTOR, IT / PENTAIR

“Leading Finance will help participants understand some real challenges CFOs face. If this program had existed when I was transitioning to the CFO role, I would definitely have signed up!”

CFO / TARGET

“Finance for Non-Financial Managers provided me tools to have better conversations with the financial analysts and general manager at my firm”

COMMERCIALIZATION MANAGER / 3M

“I highly recommend the MBA Essentials Program for leaders who are mid-point in their career. The program provides the essential framework necessary to better understand all functional areas of a business and assists in developing skills to better direct important decisions. I plan to utilize my new skills on day one back at the office.”

DIRECTOR OF STRATEGIC INTELLIGENCE,
GRAY PLANT MOOTY

“Leading Transformational Change included an excellent variety of instructors, facilitation styles, and topics. The leaders engaged the participants in sharing real world examples and I had many opportunities to discuss my company's own issues. Loved the class.”

CEO / PARSONS ELECTRIC

LEARN MORE

FOR MORE INFORMATION CONTACT:

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