Leading the Way in Management Development

Workshop for Top Leadership Teams

Program Outline

Sunday, November 10

19:00 – 21:00 Welcome dinner and Introduction to the Workshop and Faculty Coaches

Monday, November 11

Day 1: Understanding Strategy: Improving Current Performance While Moving the Institution to the Future

9:00 - 10:30 **Masterclass 1:** How to think about vision, mission, and strategy for a management school

**Masterclass 2:** What should be in a good management school plan?

10:30 – 11:00 Coffee break

11:00 – 12:30 **Teamwork** to integrate new insights into existing plans

12:30 – 13:30 Lunch

13:30 – 15:00 **Masterclass 3:** Changes in the general business and business school environments and implications of different scenarios for management institutions

**Masterclass 4:** Changes in customer needs and buying behaviour, and in the competitive landscape and implications of different scenarios for management institutions

15:00 – 15:30 Coffee break

15:30 – 17:00 **Teamwork** to integrate new insights and further update plans

17:00 – 18:00 Cross-team presentations and feedback

18:00 – 19:00 Free time

19:00 Dinner

Tuesday, November 12

Day 2: Connecting the Institution   
to Its Markets and Stakeholders

9:00 – 10:30 **Masterclass 5:** Defining the scope of a management school’s activities and positioning vis-à-vis its competitors

**Masterclass 6:** Segmenting the management school market and institutional differentiation

10:30 – 11:00 Coffee break

11:00 – 12:30 **Teamwork** to integrate new insights and further update plans

12:30 – 13:30 Lunch

13:30 – 16:00 Outdoors inspiration and brainstorming on the go

16:00 – 17:30 **Masterclass 7:** Marketing the institution and its programs to various stakeholders

**Masterclass 8:** Innovation in management education and development: Where will it take us?

17:30 – 19:00 **Teamwork** to integrate new insights and further update plans

19:00 – 20:00 Light dinner

20:00 – 21:00 Cross-team presentations and feedback

Wednesday, November 13

**Aligning Faculty Policies, Resources, and**

**Organization with Vision, Mission, Educational**

**Philosophy and Positioning**

9:00 – 10:30 **Masterclass 9:** The inherent nature of management and leadership, and the implications for teaching and research

**Masterclass 10:** Combining excellence with relevance in teaching and research

10:30 – 11:00 Coffee break

11:00 – 12:30 **Teamwork** to integrate new insights and further update plans

12:30 – 13:30 Lunch

13:30 – 15:00 **Masterclass 11:** Faculty policies, resource policies, organizational policies and their alignment

**Masterclass 10:** Defining high priority strategic change initiatives

15:00 – 15:30 Coffee break

15:30 – 16:30 **Teamwork** to integrate new insights and initial definition of 2-3 high priority strategic change initiatives

16:30 – 17:00 Cross-team presentations on initial choices of strategic

change initiatives

17:00 – 17:15 Wrap-up

17:15 Apéro and diploma ceremony

Next Steps

November and December

Teams finalize their strategies, plans, and chosen strategic initiatives with a   
one-hour Skype session with faculty coaches at the half-way mark.

February 2020

Final presentation and feedback from faculty coaches (Skype).