



CEEMAN

Leading the Way in Management Development

A Workshop where Top Leadership Teams Stress-Test
their Institution's Strategy and Plans in the Light of
Master Classes and Coaching from Renowned
Management School Leaders



Leading the Way in Management Development

Overview

In the fast-changing world of management development, it is crucial that leadership teams of educational institutions share the same perception of the main challenges and strategy, are able to develop comprehensive plans for dealing with external and internal changes, and work efficiently together to implement these plans.

This new workshop, designed by a group of experienced Presidents and Deans from CEEMAN member institutions, is intended to help top leadership teams of management schools (deans or directors attending with their 3-5 top team members) to stress-test and fine-tune their strategies and plans. This will be achieved through a series of 10 Master Classes on key issues that management development institutions are facing, extensive faculty and peer-to-peer feedback, and cross-team meetings of those with parallel responsibilities.

The workshop title “Leading the Way in Management”, as well as the content, have been selected with three underlying beliefs in mind:

- 1** Measuring up to best practices, whether local or global, is not enough. The new gold standard must be to lead the way.
- 2** In a world where both management and management development are continuously faced with a host of new challenges, innovation and change must be key components of any institution’s future strategy and plans.
- 3** CEEMAN institutions, with their unique experience in the world’s rising economies, can and should take the lead on the world stage.



Participant teams will be able to progressively stress-test their strategies and plans:

- first, in terms of their strategic integrity;
- second, in terms of anticipated changes in both management itself and in management development;
- and third, in terms of what will need to be done to realign teaching, research, faculty policies, and organization for the future.

Program Objectives

- To better **understand the future world of management, the capacities that will be required, and the influence** that this may have, among other things, on the future **of management development**.
- Within these contexts, how to **set future strategic direction and positioning** and their implication for program content, learning processes, research, and faculty policies, as well as internal resources, organization, and external outreach.
- To **apply the above learning** to one's own institution through closely-coached project work aimed at **stress testing** each participating team's current plans, revising them as needed, and **developing specific strategic initiatives** to achieve these.
- For individual team members, to **share ideas and work with others with parallel responsibilities** from other participating teams (Deans/Directors; Associate Deans/VPs for Teaching; Associate Deans/VPs for Research; Heads of Finance/Administration; etc).



Why Attend?

Teams should expect the following main “take-home”:

- A revised perception of the **main challenges ahead** as well as a thorough rework of strategies and plans to deal with these.
- A **shared understanding and commitment by the whole team** to tackle these issues and implement the needed changes.
- Very substantial and lasting **individual and team learning** about the leadership challenges confronting all management development institutions worldwide, and how to think about them and deal with them given the particularities of one’s own institution.

Taken together, these take-homes can be expected to result, for most if not all teams, in a **major shake-up and reset of both direction and change plans**. The workshop can also be considered as important **preparation for the world’s leading accreditation or re-accreditation** schemes. Given the relatively low cost of workshop participation, teams can expect return-on-investment to be very significant.

Who Should Attend?

Deans/Directors with 3-5 members of their core management team, e.g. Associate Deans/Vice-Presidents for Academic Affairs, Research, or major programs, CFOs, Heads of Administration, etc.



Format

A three-day workshop with a follow-up Skype session two months later.

- Each participating team should submit, at least one month ahead of the workshop, a 3-5 page overview of their operating environment/markets; their mission, vision and strategy; and their perceived key challenges. Guidelines for these submissions will be distributed by the faculty well in advance of the workshop. Each team should also review the internet sites of other participating teams and be ready to make comments.
- A progressive series of Master Classes (ten in all) by highly experienced faculty coaches act as “stress tests” to provoke rethinking, refinement, elaboration, or in some cases, complete redrafting of these original submissions.
- Each evening, time is set aside for cross-team meetings of those with parallel responsibilities, e.g Deans/Directors meeting together, Research Heads meeting together, Heads of Administration/CFOs meeting together, etc., to further exchange experience and ideas in various functional areas.
- The three days wind up with a final eleventh Master Class dedicated to formulating and implementing 2-3 high priority “strategic change initiatives”, the focus of the “homework” which will precede a half-day Skype session for all teams two months after the workshop itself.

Faculty

The faculty coaches are all steeped in experience and each have more than 15 years of service as Deans/Directors/Presidents leading and building renowned management development institutions:



Prof. Derek F Abell

Program Leader, Founding President of ESMT-European School of Management and Technology, Berlin, and previous Dean IMEDE (now IMD), Lausanne



Prof. Irina Sennikova

Rector of RISEBA University of Business, Arts and Technology, Latvia



Prof. Danica Purg

President of CEEMAN and IEDC-Bled School of Management, Slovenia

Additionally, invited faculty experts will step in as necessary to provide specialized expertise in various functional areas (such as finance, faculty policies, accreditation and quality, pedagogy, etc).

What Makes “Leading the Way in Management Development” Different?

1

To have maximum impact in practice, the program is directed at top management leadership **teams**, not just at the Dean/Director/President only.

2

A daily series of **Master Classes** which prompt progressive reworking of each participating institution’s strategy and plans.

3

A leitmotiv of the whole workshop is to learn how to combine excellence with relevance in both teaching and research. Relevance is becoming an imperative for management development worldwide and CEEMAN, through its core membership in the world’s rising economies, is committed to taking the lead in this long-overdue course correction.

4

The belief of CEEMAN and the faculty of this workshop that it is precisely institutions in the world’s rising economies that are likely to lead the way in both management and management development in the future. This workshop thus provides a unique opportunity to share experience, to learn from each other, and to forge these new paths together. This collaboration is expected to extend into the future with CEEMAN acting as a catalyst.

5

Take-home is primarily a reconsidered and reworked plan and **2-3 high priority strategic initiatives** to take each participating institution to the future, as well as team commitment to make the needed changes happen.

6

The potential exists for a **very high return on investment** for participating institutions. Once take-home plans are put into practice, the financial, quality, and reputational returns are likely to far exceed the relatively small fee investments.

Fees and Conditions

Participating teams may vary in number from 4-6 members. The Dean/Director/President must always be included as a leadership team member.

Depending on the team size, fees **for CEEMAN members** will be as follows:

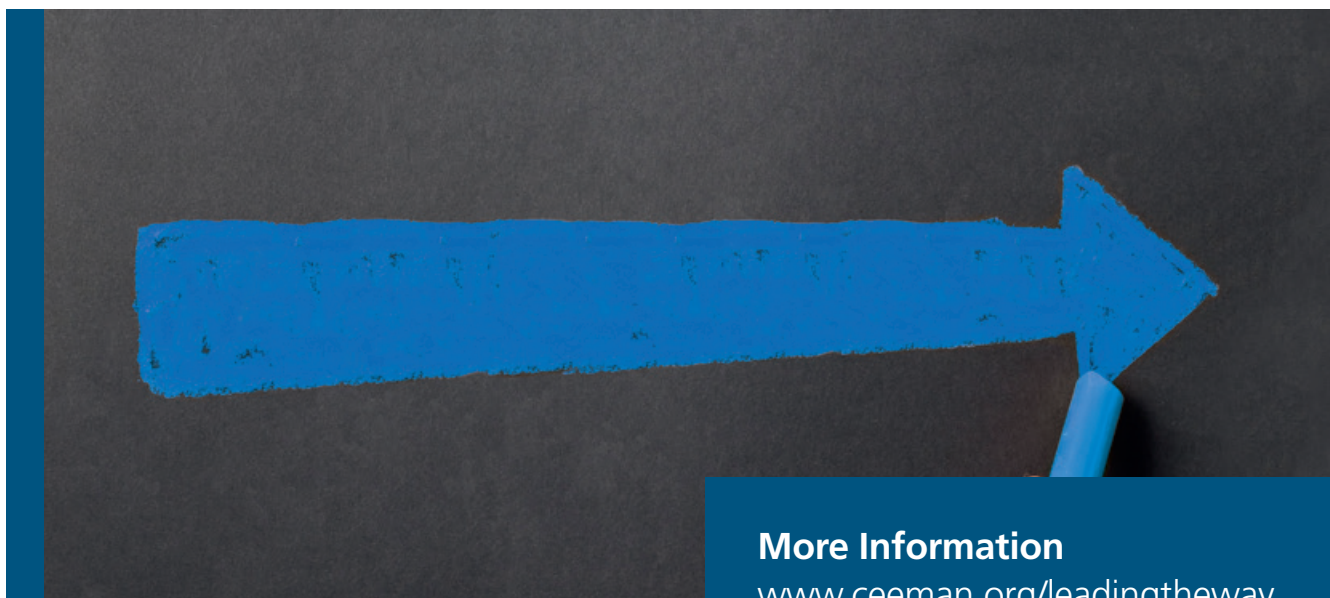
- with 4 participants per team: € 4,200 total (€ 350 per day per participant)
- with 5 participants per team: € 4,500 total (€ 300 per day per participant)
- with 6 participants per team: € 4,860 total (€ 270 per day per participant)

For non-members:

- with 4 participants per team: € 4,800 total (€ 400 per day per participant)
- with 5 participants per team: € 5,000 total (€ 333 per day per participant)
- with 6 participants per team: € 5,400 total (€ 300 per day per participant)

Applications with full-fee payments received before 1 July 2018 will enjoy an additional early-bird discount of 10%.

The fee includes attendance of all sessions, workshop materials, coffee breaks, lunches, and dinners as indicated in the program. The fee does not include travel costs and accommodation expenses.



More Information

www.ceeman.org/leadingtheway



CEEMAN

CEEMAN is the International Association for Management Development in Dynamic Societies. Established in 1993, CEEMAN has become a global network that fosters the quality of management development and change processes by developing education, research, consulting, information, networking support, and other related services for management development institutions and corporations operating in dynamically changing environments. Its holistic approach to the phenomena of change and leadership development builds on a specific value platform that celebrates innovation, creativity, and respect for cultural values, and promotes the principles of responsible management education.

IEDC-Bled School of Management, facing the Alpine Lake Bled, Slovenia, provides a stimulating environment for learning and reflection.

CEEMAN

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