The Georgia Tech Partnership Advantage
OVERVIEW

Georgia Tech and Scheller College of Business Overview

Executive Learning
Best Practices

Executive Development
Program Examples
Georgia Tech and Scheller College of Business Overview
ACADEMIC PROGRAMS

- Bachelor of Science
- MBA Programs:
  - Full-Time
  - Evening
- Executive MBA Programs
  - MBA - Management of Technology
  - MBA – Global Business
- Interdisciplinary Masters Programs:
  - MS - Quantitative and Computational Finance
  - MS - Analytics
- PhD Program
- Executive Development Programs:
  - Open Enrollment
  - Custom Executive Education

#5 Quantitative Analysis Undergraduate Program
US News & World Report

#6 Information Technology MBA (Internationally)
Bloomberg BusinessWeek

#8 Best Business School for Your Salary
Forbes

#9 Operations Management Undergraduate Program
US News & World Report
RESEARCH CENTERS & INITIATIVES

- Ray C. Anderson Center for Sustainable Business
- Business Analytics Center
- CIBER: Center for International Business Education and Research
- The Institute for Leadership and Entrepreneurship
- Cecil B. Day Program in Business Ethics
- TI:GER Technological Innovation: Generating Economic Results
- Steven A. Denning Technology & Management Program
BUSINESS ANALYTICS RESOURCES

MS in Analytics Program

- Scheller College of Business
  Ranked #6 in U.S. for Quantitative Analysis and IT Management

- College of Computing
  Ranked #6 in U.S.

- School of Industrial and Systems Engineering
  Ranked #1 in US
  Only program in the U.S. with cross-disciplinary experts from business, computing, and engineering (statistics, OR) colleges

Business Analytics Center

http://scheller.gatech.edu/centers-initiatives/business-analytics-center/

- Institute for Data and High Performance Computing
- Foundations of Data and Visual Analytics
GEORGIA TECH
EXECUTIVE EDUCATION
VISION STATEMENT

To be a magnet for executive development at the intersection of business and technology.

AREAS OF EXPERTISE

- Supply Chain Management
- Innovation Management
- Business Analytics
- IT Leadership
- Finance and Accounting
- Strategic Leadership
- Lean Six Sigma
- Project Management
BUSINESS CONNECTIONS & COLLABORATIONS
## Global Fortune Class Clients

<table>
<thead>
<tr>
<th>Client</th>
<th>GT Executive Education Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coca-Cola</td>
<td>Supply Chain Leadership</td>
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<tr>
<td>The Clorox Company</td>
<td>Supply Chain Leadership</td>
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<td>GE</td>
<td>Innovation and Product Development Integrated Project Management</td>
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<td>NCR</td>
<td>Supply Chain Excellence Program</td>
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<td>China Mobile</td>
<td>Technology Innovation Leadership</td>
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<td>Argos</td>
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<td>Lockheed Martin</td>
<td>Leadership Skills for New Professionals</td>
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<td>Bank of America</td>
<td>Technology Executive Leadership Program</td>
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<td>McKesson</td>
<td>Early Career Leadership Skills</td>
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</table>
Partner Friendly Model

Philosophy
- Commitment to providing the highest quality of service to our clients
- Collaborative and flexible team based approach

Dedicated Delivery Team
- Team of faculty and staff are assembled to deliver the program and ensure that it is executed with the highest standards
  - **Client Relationship Manager**: Serves as the continuous direct point of contact
  - **Academic Director**: Member of Georgia Tech faculty who is selected to oversee the development curriculum and ensure it meets the client’s learning objectives
  - **Program Operations**: Responsible for managing all aspects of program delivery
Custom Program Development Process

1. Address core client needs
2. Leverage faculty knowledge; global network of experts
3. Design multi-modal solutions
4. Optimize the learning experience
5. Deliver organizational impact
The Georgia Tech Needs Assessment Methodology ---

Creates alignment with the global business strategy

**Identify Strategic Objectives**
- Business Executive Interviews
  - What are the most critical strategic factors for success in the business over the next few years?
  - What specific skills and capabilities are needed to succeed at these key factors?
  - Which of these necessary capabilities are in shortest supply?
  - What are the barriers creating these shortages?

**Assess Required Capabilities**
- Stakeholder Interviews
  - Describe the background, roles, changing landscape, challenges
  - Gather individual perspectives on capabilities needed (optional)
- Institutional Assessment
  - Identify key organizational program design drivers
- Faculty Reviews
  - Gather Georgia Tech Faculty feedback
  - Recommend capabilities needed to support strategic objectives

**Target Curriculum**
- Design Process
  - Identify specific curriculum to enhance skills, behaviors and perspectives needed targeting identified strategic capabilities
  - Recommend program conceptual design based on organizational drivers

Program Management, Communication, Validation and Change Readiness Assessment
Core Program Design Philosophy

Strategic Thinking
Aligning business and operations strategies to drive competitiveness

Operational Excellence
Planning and designing operational processes to drive performance

Leadership & Management
Leading effectively to drive strategy, operations and execution

Applied Knowledge
Applying learning to real-time business problems to drive measurable results

Strategic Excellence
Sample Two Week Program Design

Week 1

Day 1  Day 2  Day 3  Day 4  Day 5
AM  PM  Eve

Week 2

Day 1  Day 2  Day 3  Day 4  Day 5
AM  PM  Eve

- Strategic Thinking
- Operational Excellence
- Leadership Development
- Applied Knowledge / Project Work
Impact of a Georgia Tech Executive Education program for client company

Return on investment:
The Coca-Cola Supply Chain Leader Excellence Program > $120M

448 Participants since 2010
Cutting-Edge Virtual Learning Solutions

- As part of our blended learning approach, GT offers **virtual learning solutions** that are tightly integrated and baked into overall programs.

- **GT’s virtual programming approach:**
  - Guided learning journeys…
  - Embedded in customized learning solutions…
  - Brought to life by engaged participants and world-class faculty

Sample Partner Companies

Illustrative example: screen shot of virtual learning community homepage
Key aspects of a well-developed Action Learning project include:

- Connection to real business issues - relevant to the strategy or current needs of your organization.
- The potential for measurable impact - rather than just being an “exercise”, the results will be experienced as productive.
- Visible Learning - using the process to export outcomes into the wider organization.
Optional Experiential Learning Program Component – The Leadership Challenge Course at Georgia Tech

CHALLENGE COURSE WORKSHOPS

In all workshops, participants will:

1) Acknowledge opportunities they had to take a leadership role during the program
2) Articulate contributions they made to the team experience
3) Analyze the effectiveness of their communications
4) Rate their ability to adapt to changes
5) Rate their group problem solving skills
6) Articulate ways in which they were challenged emotionally, physically, and/or socially.
7) Laugh and/or have fun.
8) Meet additional specific program & client/sponsor goals

Sample Lesson Plans for Workshops

- Kickstart Your Tribe
- Problem Solving in 7 Easy Steps
- 5 Behaviors of Leadership in Action
- Getting to Consensus Quickly
Leadership Development Program Example

**Week 1**
- **Monday**
  - AM: Welcome
  - PM: Leadership, Character and Career Building
- **Tuesday**
  - AM: High Performance Leadership
  - PM: Communicating Effectively
- **Wednesday**
  - AM: Leading Change Simulation
  - PM: Managing Your Leadership Brand
- **Thursday**
  - AM: Leadership Assessment Debrief
  - PM: Negotiation & Influence
- **Friday**
  - AM: Taking the Learning Home
  - PM: Reflect/Connect
- **Evening**
  - Welcome Dinner
  - Project Work
  - Project Work

**Week 2**
- **Monday**
  - AM: Recap of Week 1
  - PM: Competitive Strategy
  - Evenings: Project Presentations
- **Tuesday**
  - AM: Customer Centricity
  - PM: Executive Panel
  - Evenings: Taking the Learning Home
- **Wednesday**
  - AM: Career Path Planning
  - PM: Financial Acumen
  - Evenings: Graduation Dinner

Colors:
- **Framing / Reflection**
- **Business Acumen**
- **Management Development**
- **Strategic Insight**
- **Applied Knowledge**
Supply Chain Leadership Development Program Example

Week 1
- Monday: Welcome, Leadership Mindset
- Tuesday: Supply Chain Segmentation, Supply Chain Collaboration
- Wednesday: Network Design, Demand Management
- Thursday: Critical Thinking, Taking the Learning Home
- Friday: Value Creation, Leading High Performance Teams
- AM: Mergers & Acquisitions, Negotiation & Conflict Resolution, Project Management
- PM: Reflect/Connect, Reflect/Connect, Reflect/Connect, Reflect/Connect
- EVE: Welcome Dinner, Project Work, Project Work, Project Work

Week 2
- Monday: Week 1 Recap, Inventory Management
- Tuesday: Supply Chain Planning, Managing Supply Chain Risk
- Wednesday: Logistics Excellence, Sustainability
- Thursday: Supply Chain Performance, Leading and Managing Change
- Friday: Project Presentations, Taking the Learning Home
- AM: Innovation and Design Thinking, Communicating Effectively, Operational Excellence
- PM: Reflect/Connect, Reflect/Connect, Reflect/Connect, Reflect/Connect
- EVE: Welcome Dinner, Project Work, Project Work, Graduation Dinner

Legend:
- Framing / Reflection
- Strategic Thinking
- Leadership Development
- Operational Excellence
- Applied Knowledge
Sample Technology Leadership Development Program

Week 1

Monday
- Executive Welcome
- Economic Trends & Globalization
- Creating an IT Strategic Plan
- Welcome Dinner

Tuesday
- Understanding Financial Statements
- Developing a Business Case for IT
- Customer Value Proposition
- Reflect/Connect

Wednesday
- Managing IT Security
- Communicating Effectively
- Measuring IT Performance
- Reflect/Connect

Thursday
- Leading and Managing High Performance Teams
- Taking the Learning Home
- Reflect/Connect

Week 2

Monday
- Recap of Week 1
- Industry Regulations and IT Implications
- Class Exercise
- Reflect/Connect

Tuesday
- Cost Benefits of Cloud Computing
- Business Analytics
- Project Presentations
- Reflect/Connect

Wednesday
- Design Thinking
- Business Analytics
- Managing IT Operations
- Reflect/Connect

Thursday
- Managing Change
- Technology Innovation & Infrastructure
- Taking the Learning Home
- Reflect/Connect

Evenings
- Project Work
- Dinner
- Team Building Ropes Course
- Graduation Dinner
# Sample Innovation Leadership Program

![Program Overview]

## Week 1

<table>
<thead>
<tr>
<th>Monday AM</th>
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<tbody>
<tr>
<td>Executive Welcome</td>
<td>Digital Disruptions and New Business Models</td>
<td>Design Thinking</td>
<td>Managing Innovation Risk</td>
<td>Managing Innovation Processes</td>
</tr>
<tr>
<td>Innovation Models</td>
<td>Customer Value Propositions &amp; Market Analysis</td>
<td>M&amp;A As Innovation Strategy</td>
<td>Lean Startup Methodology</td>
<td>Project Work Action Planning</td>
</tr>
<tr>
<td>Discovery-Driven Planning for Growth</td>
<td>Applied Team Project Work</td>
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<tr>
<td>Plenary Connections</td>
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<tr>
<td>Networking Event/Guest Speaker</td>
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## Week 2

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<tbody>
<tr>
<td>Week 1 Recap</td>
<td>Innovation Strategy Execution</td>
<td>Communication Excellence: Conveying Messages that Connect With People</td>
<td>Financial Acumen</td>
<td>Business Analytics</td>
</tr>
<tr>
<td>Managing Change</td>
<td>Applied Team Project Work</td>
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</tr>
<tr>
<td>Managing High Performing Teams</td>
<td>Leadership Challenge Ropes Course &amp; Dinner</td>
<td>Networking Event/Guest Speaker</td>
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<td>Celebration Dinner</td>
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### Colors:
- Framing / Reflection
- Leadership
- Technology Strategy & Developing an Innovation Mindset
- Innovation Management
- Accelerating & Capturing Value From Innovation
- Customer-Focused Innovation
- Innovation Project Work
## Sample Leveraging Data Program

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
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</thead>
<tbody>
<tr>
<td><strong>Theme: Data Assets – Getting the Basics Down</strong></td>
<td><strong>Theme: Descriptive Analytics – Making Data Central</strong></td>
<td><strong>Theme: Predictive and Prescriptive – Advanced Models and Innovative Solutions</strong></td>
</tr>
<tr>
<td>The Business Value of Data Assets</td>
<td>Establishing a Data Driven Culture</td>
<td>Describing Advanced Analytics and Modeling Possibilities</td>
</tr>
<tr>
<td>Opportunities and Problems Solved by Data</td>
<td>Reporting, Managing, Distributing KPIs and Other Metrics</td>
<td>Matching Predictive Capabilities and Tools with Business Questions</td>
</tr>
<tr>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
</tr>
<tr>
<td>Data Systems Architecture, Governance, Access</td>
<td>Dynamic Business Intelligence Tools and Management</td>
<td>Advanced Modeling Techniques</td>
</tr>
<tr>
<td>Dinner</td>
<td>Guest Speaker</td>
<td>Future Innovations and Unstructured Data</td>
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<td></td>
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<td>Taking the Learning Home – 100 Day Action Plan</td>
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</tbody>
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What SOLUTIONS Can We DESIGN for You?

Linda Read  
Director of Business Development  
Scheller College of Business  
Georgia Institute of Technology  
Office: 404-385-0553  
Mobile: 678-296-6529  
Linda.read@scheller.gatech.edu