Special Invitation...

...from Oklahoma State University, the University of Oklahoma and the Executive Education Partnership Program partner organizations to help develop top management in your organization.

PROGRAM OBJECTIVES:

» Improve your analytical and decision-making skills at a strategic level

» Broaden your perspective of your role as a leader

» Increase your ability to work together effectively through team building

» Learn new skills and exchange ideas in an interactive setting

Spears School of Business | Center for Executive and Professional Development | 294 Business Building
Stillwater, OK 74078 | Phone: 405.744.5208 | Web: cepd.okstate.edu

Michael F. Price College of Business | 307 W. Brooks Adams Hall 7B | Norman, OK 73019
Phone: 405.325.2500 | Web: price.ou.edu
THE CHALLENGE

Organizations are facing a transformation of their competitive, economic, and cultural environments. Executives like you must demonstrate the strategic capability and creative leadership necessary to gain the confidence of a changing workforce.

THE PROGRAM

You are invited to join in this state-of-the-industry program designed to prepare you for the challenges you face in today's business environment. The program is a collaboration of Oklahoma State University, the University of Oklahoma and 13 major state corporations and organizations. It represents a high level of commitment not only from the comprehensive state universities but also from the organizations willing to pursue the development, delivery, and administration of a top-quality educational experience.

A representative from each organization serves on the Executive Education Partnership Advisory Board to ensure that the curriculum and instruction are the most relevant possible. The program draws on faculty from a variety of fields to enhance the business performance and organizational effectiveness of successful business men and women. You are actively involved in your self development throughout this program. Simulations and peer feedback link the learning sessions with decision making and strategic planning in your own organization.

THE BENEFITS

The Executive Education Partnership Program offers the following benefits:

1. An educational experience designed to improve the way you think and make decisions
2. An opportunity for you to exchange ideas and learn new skills in an interactive setting
3. A pooling of resources from OSU and OU to deliver a top-quality program and an advisory board to ensure relevance and quality

PARTICIPANTS—WHO SHOULD ATTEND

The program will be most beneficial for executive and upper-level managers like you who have at least 5 years of management and supervisory experience and who are assuming greater responsibilities. It will be particularly helpful as you confront the challenges of managing multifunctional resources in project implementations and work toward improving your overall leadership effectiveness in strategy execution.

WHAT YOU WILL LEARN

The curriculum of the Executive Education Partnership Program is designed to equip you with the appropriate knowledge and skills to lead in today’s rapidly changing business environment. This program will help you with the following:

1. Broaden your perspective of your role as a manager
2. Build an understanding of the changing structure of your organization to make it more competitive
3. Increase your understanding of the special functions and responsibilities of business in society
4. Improve your analytical and decision-making skills at a strategic level
5. Increase your ability to work effectively through team building
The Program’s Unique Aspect

As a participant, you are actively involved in self development throughout this program. Business simulations and peer feedback link the learning sessions with decision making and strategic planning in your organization.

The Executive Education Partnership Program is a customized, executive education program developed with input from the organizations participating as partners. This business/academic partnership allows bridges to be built between the educational and business communities. The program is presented by outstanding faculty, all of whom are widely acknowledged as experts in their respective fields. Senior faculty from the University of Oklahoma and Oklahoma State University—serving as on-site “hosts”—assure continuity and provide extra opportunities for one-on-one consultation with participants.

<table>
<thead>
<tr>
<th>Monday (July 27)</th>
<th>Tuesday (July 28)</th>
<th>Wednesday (July 29)</th>
<th>Thursday (July 30)</th>
<th>Friday (July 31)</th>
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</thead>
<tbody>
<tr>
<td>8:00 a.m. to 10:00 a.m.</td>
<td>Being a Self-Aware Leader EI 360</td>
<td>Business Ethics</td>
<td>From Traditionals to Gen Z: Leading Generations at Work</td>
<td>Executive’s Guide to Mentoring</td>
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<tr>
<td>Monday Only</td>
<td>Registration Begins at 9:45 a.m.</td>
<td>Dr. Alexis Smith Washington, OSU</td>
<td>Dr. Dan Ostas, OU</td>
<td>Dean Ken Eastman, OSU</td>
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<tr>
<td>10:00 a.m. to 10:15 a.m.</td>
<td>20 minute break</td>
<td>Break</td>
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<tr>
<td>10:15 a.m. to 12:15 p.m.</td>
<td>Networking Icebreaker</td>
<td>Being a Self-Aware Leader EI 360</td>
<td>Negotiations</td>
<td>The Essence of Leadership: Strategies for Influencing Others</td>
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<tr>
<td></td>
<td>Facilitated by OSU Wellness Center</td>
<td>(continued)</td>
<td>Dr. Bret Bradley, OU</td>
<td>Dr. Andrew Urich, OSU</td>
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<tr>
<td>Lunch and Introductions</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
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<tr>
<td>1:15 p.m. to 3:15 p.m.</td>
<td>Increasing Productivity Through Accountability</td>
<td>Using Evaluations and Motivational Skills to Create a High Performance Work Environment</td>
<td>Your Personal Leadership Assessment Report</td>
<td>Strategic Thinking: Value Focused and Evidence Based Decision Making</td>
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<tr>
<td></td>
<td>Dr. Lee Manzer, OSU</td>
<td>Dr. Michael Buckley, OU</td>
<td>Dr. Bret Bradley, OU</td>
<td>Dr. Andrew Urich, OSU</td>
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<tr>
<td>3:15 p.m. to 3:45 p.m.</td>
<td>Break</td>
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<tr>
<td>3:45 p.m. to 5:45 p.m.</td>
<td>Using Personality Patterns to Improve Communication</td>
<td>Business Simulation</td>
<td>Business Simulation</td>
<td>Executive Panel Briefing and Q&amp;A Session (3:45-5 p.m.)</td>
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<td>Kristen Partridge, OU</td>
<td>Dr. Goutam Chakraborty, OSU</td>
<td>Dr. Goutam Chakraborty, OSU</td>
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<tr>
<td>5:45 p.m.</td>
<td>Dinner</td>
<td>Dinner</td>
<td>Dinner</td>
<td>Reception (5-6 p.m.)</td>
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<tr>
<td>6:45 p.m.</td>
<td>Business Simulation Introduction</td>
<td>Business Simulation</td>
<td>Special Event</td>
<td>Business Simulation (Will begin at 6 p.m.)</td>
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<td></td>
<td>Dr. Goutam Chakraborty, OSU</td>
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IDENTIFYING IMPORTANT FACTORS THAT IMPACT YOUR ABILITY TO PERSUADE AND USE BARGAINING POWER TO YOUR ADVANTAGE. THESE GOALS ARE ACHIEVED BY WELL-RECEIVED MESSAGERS, LEARN TO AVOID CONFLICTS AND CONFRONTATIONS AND MESSAGE. YOU WILL DEVELOP THE POWER NECESSARY TO BE AN EFFECTIVE AND INTERACTIVE. LEARN TO BREAK THROUGH THE BARRIERS THAT OFTEN BLOCK YOUR INFLUENCE OTHERS DURING DISCUSSIONS, INFORMAL NEGOTIATIONS AND PERSONAL RELATIONSHIPS. PARTICIPANTS WILL IDENTIFY STRATEGIC WAYS OF TAILORING BOTH VERBAL AND NON-VERBAL COMMUNICATION METHODS TO MATCH PERSONALITY TYPES, HELPING THEIR ORGANIZATIONS SAVE TIME, MANAGE CONFLICT, AND BUILD STRONGER INTERPERSONAL RELATIONSHIPS THAT ULTIMATELY SHAPE ORGANIZATIONAL CULTURE.

BUSINESS ETHICS
This session provides an opportunity to discuss ethical issues that arise in organizational settings by employing a series of interactive case studies. Best practices for corporate compliance programs are examined. The session also surveys the regulatory environment and proposes techniques for managing ethical and legal issues to better meet organizational goals.

BUSINESS SIMULATION: INTEGRATION OF LEARNED CONCEPTS
Decision making and teamwork are essential leadership skills. The simulation will broaden your understanding of target market selection and positioning of brands in that market, value creation in product design, cash flow planning, profitability analysis, and strategic planning and management. The overall experience will stimulate you to consider the effects of your decisions on the organization. A spirit of team dynamics, competition and integration of concepts learned are skills you can take back with you and apply immediately to your organizational setting.

THE ESSENCE OF LEADERSHIP: STRATEGIES FOR INFLUENCING OTHERS
Profitable relationships are the key to any successful enterprise. This session will help you develop the skills necessary to establish and maintain a productive working relationship with both outside clients and individuals within your organization.

EXECUTIVE'S GUIDE TO MENTORING
Your employee's productivity is most directly impacted by your ability to mentor him or her. This session will focus on your ability to influence others during discussions, informal negotiations and personal interactions. Learn to break through the barriers that often block your message. You will develop the power necessary to be an effective and well-received messenger, learn to avoid conflicts and confrontations and use bargaining power to your advantage. These goals are achieved by identifying important factors that impact your ability to persuade and connect with others around you.

FROM TRADITIONS TO GENERATIONS AT WORK
Five generations are converging in the workplace. Examine how the different life experiences of Traditionalists, Baby Boomers, Generation X, Millennials, and Generation Z create challenges in communicating and collaborating. You will also consider ways to bridge the generational divide.

INCREASING PRODUCTIVITY THROUGH ACCOUNTABILITY
Authenticity is a severe threat to productivity and individual initiative. Focusing on accountability in your organization will increase productivity. This session investigates how such cultures are specifically created within organizations, how to recognize such creation variables, and what may be done to stem the growth of accountability.

NEGOTIATIONS
The evidence is clear—top performers have strong negotiation skills. However, the evidence is also clear that great negotiators are made, not born. In this session we will discuss the fundamentals of negotiating such as preferred negotiating styles, our goals, the other party’s underlying needs and interests, and the use of leverage. A simulation will allow attendees to put into practice the skills discussed.

STRATEGIC THINKING: VALUE FOCUSED AND EVIDENCE BASED DECISION MAKING
Both organizations and individuals profit from the ability to create value. Leaders have the ability to make smart decisions, solve problems and maintain profitable relationships. This program focuses on the vital role that mindset and thinking play in the development of these skills. Participants will be encouraged to challenge the status quo and question conventional wisdom. In short, the goal of this session is to help you become conscious of your thought processes and to give you tools and ideas to improve the way you think—to empower you to create more value.

USING EVALUATIONS AND MOTIVATIONAL SKILLS TO CREATE A HIGH PERFORMANCE WORK ENVIRONMENT
It is really quite amazing. Individuals come to work motivated to perform and we always seem to do whatever we can to wring that motivation out of them. We do this by implementing practices which are less than optimal in capitalizing on that motivation. In order to remedy this issue, we must first understand how this happens, what we might do to avoid this problem, and those strategies which will enable us to capitalize on that motivation individuals bring to work. Performance evaluation will be used as an illustration of how we can motivate individuals to become the best contributors possible.

YOUR PERSONAL LEADERSHIP ASSESSMENT REPORT
Aristotle said that “knowing yourself is the beginning of all wisdom,” and indeed the best leaders have a deep and accurate understanding of their own personal strengths and weaknesses. This session builds on the self-assessment you will do before class. During the session you will receive the results, hear the instructor describe what they mean, have time to think about them, and finally share and hear from others about what they mean and how to capitalize on the feedback going forward.
APPLICATION

Please complete the application form in this brochure and return it to Oklahoma State University by June 19, 2020. Early enrollment is encouraged. A waiting list will be started when the program reaches capacity. For the benefit of participants, sponsoring organizations and the program, the committee seeks to admit people with comparable management responsibilities but who have diverse skills and experiences.

FACILITIES

The program will be held at Spears School of Business which is located on the campus of Oklahoma State University in Stillwater, Oklahoma.

HOTEL INFORMATION

There is a group block at the Atherton Hotel at Oklahoma State University. For reservations you may call 405-744-6835 or email stay@okstate.edu, please let them know you are with the Executive Education Partnership Program. Deadline for accepting reservations is June 26, 2020.

PROGRAM FACULTY COORDINATORS

• L. Lee Manzer, Ph.D., Emeritus Professor of Marketing, Spears School of Business, OSU
• Dan Ostas, J.D, Ph.D., Professor of Legal Studies and James G. Harlow, Jr. Chair in Business Ethics, Michael F. Price College of Business, OU

FACULTY/INSTRUCTORS

• Raj Basu, Ph.D., Associate Professor, Department of Management, Spears School of Business, OSU
• Bret Bradley, Ph.D., Associate Professor of Management and Entrepreneurship, Michael F. Price College of Business, OU
• Michael R. Buckley, Ph.D., JC Penney Company Chair of Business Leadership, Professor of Management and Professor of Psychology, Michael F. Price College of Business, OU
• Goutam Chakraborty, Ph.D., SAS® Professor of Marketing Analytics, Spears School of Business, OSU
• Ken Eastman, Ph.D., Dean, Norman and Suzanne Myers Endowed Chair for Excellence in Business Administration and Richard W. Poole Professorship for Excellence, Department of Management
• Alexis Smith Washington, Ph.D., Associate Professor of Management and William S. Spears Chair in Business, Spears School of Business, OU
• Kristen Partridge, Vice President for Student Affairs, Associate Dean of Students, OU
• Andrew Urich, J.D., Associate Professor of Management and Eastin Center Chair and Director for Student Development, in the Eastin Center for Career Readiness, Spears School of Business, OSU

DATE AND FEES

Date: July 27-31, 2020
Fee: $4,850 per person
Includes instruction, food, program supplies, shirt, group photo, and electronic program materials
Register now to attend the July 27-31, 2020 Executive Education Partnership Program
Quotes from 2019 participants of the Executive Education Partnership Program

“The Executive Education Partnership Program provided valuable teachings in topics that all leaders must be able to apply to further develop individuals and enhance company culture and performance.”

“Stretch outside your comfort zone with business simulation applying real time the leadership, negotiation, emotional intelligence, and communication training you’ll receive from the most dynamic, hilarious, engaged and motivating presenters from the University of Oklahoma and Oklahoma State University.”

“Great program. The quality of speakers were very high. Learned so many different things in this short period of time.”

FOR MORE INFORMATION AND TO REGISTER:
Center for Executive and Professional Development | Spears School of Business | Oklahoma State University
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