Register now to attend the July 23-27, 2018 Executive Education Partnership Program

July 23-27, 2018 | Campus of Oklahoma State University

A Premier Program for Business and Government

...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 | 215 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 14 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 curriculum of the Executive Education Partnership Program is designed to equip executive and upper-level managers like 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 strategic decisions**

3. **Increase your understanding of the special functions and responsibilities of your organization**

4. **Improve your analytical and decision-making skills at a strategic level**

The 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.

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.

## AGENDA

### THE PROGRAM’S UNIQUE ASPECT

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<table>
<thead>
<tr>
<th>Time</th>
<th>Monday (July 23)</th>
<th>Tuesday (July 24)</th>
<th>Wednesday (July 25)</th>
<th>Thursday (July 26)</th>
<th>Friday (July 27)</th>
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<tbody>
<tr>
<td>8:00 a.m. to 10:00 a.m.</td>
<td>Registration Begins at 9:30 a.m. (Program begins at 10:15 a.m.)</td>
<td>Being a Self-Aware Leader EI 360 Dr. Alexis Smith-Washington, OU</td>
<td>Using Evaluations and Motivational Skills to Create a High Performance Work Environment Dr. Michael Buckley, OU</td>
<td>From Traditions to Gen Z: Leading Generations at Work Dr. Ken Eastman, OSU</td>
<td>Executive’s Guide to Mentoring Dr. Raj Basu, OSU</td>
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<tr>
<td>10:00 a.m. to 10:15 a.m.</td>
<td>Networking Icebreaker Facilitated by OSU Wellness Center</td>
<td>20 minute break</td>
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<td>Break</td>
<td>Break</td>
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<td>10:15 a.m. to 12:15 p.m.</td>
<td>Building a Coaching Culture Dr. Lee Manzer, OSU</td>
<td>Managing Ethical Challenges Dr. Meagan Baskin, OU/UCO</td>
<td>The Strength of Difference: Toward a Positive, Diverse, and Inclusive Workplace Dr. Lupe Davidson, OU</td>
<td>Strategic Thinking: Value Focused and Evidence Based Decision Making Dr. Andrew Urih, OSU</td>
<td>Business Simulation Industry Reports Dr. Lee Manzer, OSU</td>
</tr>
<tr>
<td>1:15 p.m. to 3:15 p.m.</td>
<td>Building a Coaching Culture Dr. Lee Manzer, OSU</td>
<td>Managing Ethical Challenges Dr. Meagan Baskin, OU/UCO</td>
<td>The Strength of Difference: Toward a Positive, Diverse, and Inclusive Workplace Dr. Lupe Davidson, OU</td>
<td>Strategic Thinking: Value Focused and Evidence Based Decision Making Dr. Andrew Urih, OSU</td>
<td>Program Participants</td>
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<tr>
<td>3:15 p.m. to 3:45 p.m.</td>
<td>Break</td>
<td>Break</td>
<td>Break</td>
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<tr>
<td>3:45 p.m. to 5:45 p.m.</td>
<td>Negotiations Dr. Bret Bradley, OU</td>
<td>Business Simulation Dr. Goutam Chakraborty, OSU</td>
<td>Open</td>
<td>Keynote Speaker Sam Combs, Managing Partner &amp; CEO, COMSTAR Advisors</td>
<td>Business Simulation</td>
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<tr>
<td>5:45 p.m.</td>
<td>Dinner</td>
<td>Dinner</td>
<td>Dinner</td>
<td>Reception</td>
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<td>6:45 p.m.</td>
<td>Business Simulation Introduction Dr. Goutam Chakraborty, OSU</td>
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**Lunch and Introductions Lunch Lunch Lunch Lunch**

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**Strategic Thinking: Value Focused and Evidence Based Decision Making Dr. Andrew Urih, OSU**

**Business Simulation**

**Managing Partner & CEO, COMSTAR Advisors**

**Summary of Program (1:00-2:00)**

**Keynote Speaker**

**Business Simulation**

**Business Simulation**

**Business Simulation**
TOPIES

BEING A SELF-AWARE LEADER
Emotional Intelligence (the ability to effectively identify and engage emotion) and Self-Awareness (the ability to accurately perceive ourselves and our impact on others) have become two of the hottest topics in executive development. Emotional intelligence (EI) and self-awareness (SA) are indicators of highly effective leaders. This presentation is devoted to enhancing participants’ self-awareness through the lenses of Emotional Intelligence (EQ360). Participants are guided through reflective and competency-building discussion and exercises.

BUILDING A COACHING CULTURE
Many organizations recognize the value of mentoring and coaching. These tasks are given to specific individuals within the organization. Some organizations, however, are considering the creation of an organizational environment where all employees willingly accept personal responsibility for maintaining the organization’s vision—in other words, they wish to create a “coaching culture.” This session addresses a culture where executive, manager, and peer coaching is commonly accepted.

BUILDING POWERFUL COMMUNICATION SKILLS
Communication comes to the forefront of organizations when it breaks down, usually with a pledge for more effective communication as the solution to an organizational failure. However, a reactive approach to communication practices ignores the potential for superior organizational communication to be a source for added value in high performing companies. This session will share research on the communication practices of high performing organizations with attention to the ways small changes in internal and external communication can save time, build relationships, cement loyalties, and add organizational value.

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

MANAGING ETHICAL CHALLENGES
Ethical decision making in an organization does not occur in a vacuum. As leaders, we formulate our “ethics” based on concepts, ideals and variables. Organizational success is intertwined with broader ethical and social issues. This session will provide you with an appreciation of the principles, policies and practices related to ethical decision-making, social responsibility, compliance mechanisms, and the benefits of developing strategic and tactical programs. In addition, it provides the opportunity for a case-based analysis of some common ethical challenges.

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. The session will also consist of a simulation to allow attendees to put into practice the skills discussed.

THE STRENGTH OF DIFFERENCE: TOWARD A POSITIVE, DIVERSE, AND INCLUSIVE WORKPLACE
This interactive workshop invites participants to discuss, analyze, and synthesize ideas related to diversity and inclusion on the job. After this workshop, participants will be able to articulate how diversity is a source of strength in our work environment.

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.

Please see website for goals of sessions and competencies. cepd.okstate.edu/openenrollment/eepp
DATE AND FEES
Date: July 23 – 27, 2018
Fee: $4,750 per person
Includes instruction, food, program supplies, shirt, group photo, and electronic program materials

APPLICATION
Please complete the application form in this brochure and return it to Oklahoma State University by June 1, 2018. 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 in the new business building for Spears School of Business which is located on the campus of Oklahoma State University in Stillwater, Oklahoma. The hotel where participants will stay is the Atherton Hotel, connected to the Student Union, on the OSU campus.

HOTEL INFORMATION
Hotel: 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.

PROGRAM FACULTY COORDINATORS
• L. Lee Manzer, Professor of Marketing, Spears School of Business, OSU
• Interim – Bret Bradley, Associate Professor of Management and Entrepreneurship, Michael F. Price College of Business, OU

FACULTY/INSTRUCTORS
• Meagan Baskin, Ph.D., Director of Assessment, Assistant Professor of Management, College of Business, University of Central Oklahoma and Ph.D. Graduate of OU
• Raj Basu, OSU-Tulsa, and Associate Professor of Management, Spears School of Business, OSU
• Michael R. Buckley, JC Penney Company Chair of Business Leadership, Professor of Management and Professor of Psychology, Michael F. Price College of Business, OU
• Goutam Chakraborty, Ralph A. and Peggy A. Brennemann Professorship and Professor of Marketing, Spears School of Business, OSU
• Lupe Davidson, Assistant Professor of Business Communication, Co-Director for Center for Social Justice, Affiliate Faculty for Women’s and Gender Studies, Michael F. Price College of Business, OU
• 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, Assistant Professor of Management, Spears School of Business, OSU
• Andrew Urich, 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
Executive Education Partnership Program

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Quotes from 2017 participants of the Executive Education Partnership Program

“SPEAKERS AND TOPICS ARE TOP NOTCH!”

“DR. BASU ... WHAT CAN I SAY! HE IS GREAT! GREAT MATERIAL AND A PRESENTATION STYLE LIKE NO OTHER. I COULD LISTEN TO HIM FOR HOURS!”

“DR. BUCKLEY WAS A FANTASTIC SPEAKER – HE DID AN EXCELLENT JOB OF KEEPING THE GROUP ENGAGED.”

“THE BUSINESS SIMULATION WAS GREAT! DR. CHAKRABORTY WAS SURGICAL IN HIS EXPLANATIONS ABOUT BUILDING A BUSINESS AND ALL THE DIFFERENT ASPECTS OF THE PROCESS. EXCELLENT!”

“DR. DAVIDSON WAS GREAT! PASSION IN THE SUBJECT WAS OUTSTANDING WHICH MADE THE TOPIC A SUCCESS!”

“DR. URICH DID AN OUTSTANDING JOB...GREAT MATERIAL AND HELD EVERYONE’S ATTENTION THE WHOLE TIME. ONE OF THE BEST PRESENTERS THAT I HAVE EVER LISTENED TO.”

» FOR MORE INFORMATION AND TO REGISTER:
Center for Executive and Professional Development  |  Spears School of Business  |  Oklahoma State University
Telephone: 405.744.5208  |  E-mail: kelle.scott@okstate.edu  |  Web: cepd.okstate.edu