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

2017 Executive Education Partnership Program to be held at University of Oklahoma Health Sciences Center, Oklahoma City, Okla.
APPLICATION

Please complete the application form in this brochure and return it to Oklahoma State University by June 2, 2017. 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 the University of Oklahoma Health Sciences Center at Research Parkway which is located in Oklahoma City, Oklahoma within blocks of the State Capitol and the Bricktown District. The hotel where participants will stay is the Embassy Suites OKC Downtown/Medical Center.

HOTEL INFORMATION AND TRANSPORTATION

A block of sleeping rooms has been reserved at the Embassy Suites OKC Downtown/Medical Center ($98 per night plus tax for single occupancy, $108 for double occupancy). Contact Embassy Suites at 1-800-445-8667 and mention the "Executive Education Partnership Program with OSU and OU" for the discounted rate. Room reservations must be made by June 24, 2017. A shuttle will be provided free of charge on a daily basis as needed from the hotel to the OU Health Sciences Center and back. Parking is $10 per day.

PROGRAM FACULTY COORDINATORS

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

FACULTY/INSTRUCTORS

• Raj Basu, Vice President of Student Affairs, OSU-Tulsa, and Associate Professor of Management, Spears School of Business, OSU
• Bret Bradley, Associate Professor of Management and Entrepreneurship, Michael F. Price College of Business, OU
• 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. Brenneman 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
• Richard Gajan, Thoma Family Clinical Assistant Professor of Entrepreneurship, Spears School of Business, OSU
• William Megginson, George Lynn Cross Research Professor, Co-Director of Center of Financial Studies, OU
• Andrew Urich, Associate Professor of Management and Eastin Center Chair and Director for Talent Development, in the Eastin Center, Spears School of Business, OSU
• Alexis Washington, Assistant Professor of Management, Spears School of Business, OSU

DATE AND FEES

Date: July 24 – 28, 2017
Fee: $4,750 per person
Includes instruction, food, program supplies, shirt, group photo, and electronic program materials
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 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.

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<thead>
<tr>
<th></th>
<th>Monday (July 24)</th>
<th>Tuesday (July 25)</th>
<th>Wednesday (July 26)</th>
<th>Thursday (July 27)</th>
<th>Friday (July 28)</th>
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<tbody>
<tr>
<td>8:00 a.m. to</td>
<td>Registration (9:00)</td>
<td>Being a Self-Aware Leader EI 360</td>
<td>Building Powerful Communications Skills</td>
<td>Using Evaluations and Motivational Skills to Create a High Performance Work Environment</td>
<td>Executive’s Guide to Mentoring</td>
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<tr>
<td>10:00 a.m. to</td>
<td>Dr. Alexis Washington OSU</td>
<td>Dr. Lupe Davis OU</td>
<td>Dr. Michael Buckley OU</td>
<td>Dr. Raj Basu OSU</td>
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<td>10:15 a.m. to</td>
<td>12:15 p.m. Break</td>
<td>20 minute break</td>
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<tr>
<td>1:15 p.m. to</td>
<td>Networking Icebreaker Facilitated by OSU Wellness Center</td>
<td>Being a Self-Aware Leader EI 360 (continued)</td>
<td>Using Business Analytics</td>
<td>The Essence of Leadership: Strategies for Influencing Others</td>
<td>Business Simulation</td>
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<tr>
<td>3:15 p.m. to</td>
<td>Building a Coaching Culture</td>
<td>Business Ethics</td>
<td>Financial Acumen</td>
<td>Innovative Thinking</td>
<td>Industry Reports</td>
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<tr>
<td>3:15 a.m. to</td>
<td>Dr. Lee Manzer OSU</td>
<td>Dr. Dan Ostas OU</td>
<td>Dr. William Megginson OU</td>
<td>Richard Gajan OSU</td>
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<td>3:45 p.m. to</td>
<td>Negotiations</td>
<td>Business Simulation</td>
<td>Open</td>
<td>Keynote Speaker</td>
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<td>5:45 p.m.</td>
<td>Dinner</td>
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<td>Pattyye Moore Director, ONEOK, ONE Gas, QuikTrip Red Robin (Board Chair)</td>
<td>Reception</td>
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<td>6:45 p.m.</td>
<td>Business Simulation Introduction</td>
<td>Business Simulation</td>
<td>Business Simulation</td>
<td>Business Simulation</td>
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TOPICS

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). Next, we will describe how EI facilitates relationship-development, decision-making and stress-management. 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 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, to collaborate with openness to develop new products and redesign the company, and to strategically use data to make better system-wide decisions. 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.

FINANCIAL ACUMEN
Recognizing revenue and profit potential opportunities in business is a key element in financial acumen. On a daily basis, many executives refer to financial reports to make key decisions and it is important to understand the significance of important financial indicators. The use of financial analysis in your business practices will help to maintain fiscal discipline and help you better guide the organization.

INNOVATIVE THINKING
In this increasingly competitive and dynamic marketplace, businesses must continuously innovate to stay ahead of the competition. This session focuses on teaching Lean Launch principles that GE and other large corporations have adopted to leap ahead of their competitors. Whether you are trying to improve internal processes, or introduce a new product or a new service, using an iterative process of Customer Discovery focused on the customer’s Value Proposition greatly increases your likelihood of success. Learning to think and behave like a startup company means a focus on innovation towards customer satisfaction driven by customer demand.

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.

USING BUSINESS ANALYTICS
In this session you will learn how companies in a variety of industries such as insurance, retail, hospitality and healthcare use business analytics to make smarter decisions and get better results. You also will see several demonstrations of predictive models and text mining using state-of-the-art analytics software (SAS Enterprise Miner).

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
Register now to attend the July 24-28, 2017 Executive Education Partnership Program

Quotes from 2016 participants of the Executive Education Partnership Program

“LIKED HANDS-ON EXERCISE...SPEAKERS WERE VERY ENERGETIC AND ENGAGING.”

“I LOVED IT! I LOOK FORWARD TO SENDING MY TEAM MEMBERS IN THE FUTURE.”

“It was great to have multiple receptions for networking.”

“Dr. Manzer was very entertaining and good at capturing the audience. Stories were appropriate and relevant.”

“Dr. Ostas used some good cases to teach business ethics that made the topic to be better understood.”

» FOR MORE INFORMATION AND TO REGISTER:
Center for Executive and Professional Development | Spears School of Business | Oklahoma State University
Telephone: 405.744.5208 | Toll free: 1.866.678.3933 | E-mail: kelle.scott@okstate.edu | Web: cepd.okstate.edu