

2014-15 EDP Participants

Executive Development Program

Develop Your Strategy and Leadership Skills in Just Nine Months



Think differently.
Make a difference.
It's the Washington Way.

Foster
School of Business
UNIVERSITY of WASHINGTON

Why Choose the Michael G. Foster School of Business?

Ranked among the nation's top public business schools, the University of Washington's Foster School of Business enrolls more than 2,500 undergraduate and graduate students each year as well as more than 1,000 working professionals in Executive Education programs.

Since its establishment in 1917, the UW Foster School of Business has continued to rank high in the public, national and international academic space. The Economist's 2014 MBA rankings place Foster among the world's elite business schools. The Foster full-time MBA ranks #21 in the U.S. and #30 in the world.

Taught by award winning Foster MBA faculty, the Executive Development Program (EDP) is a work-compatible program designed for busy professionals who want to invest minimum time yet gain maximum value from the experience.

Nine-Month Program Meets Just Once Per Week

Classes meet just one evening per week from September through May so time away from work is minimal and typically does not affect travel commitments or day-to-day responsibilities.

Quickly Learn Core Business and Management Topics

Gain a broader perspective beyond your current area of expertise to make effective strategic decisions and accelerate your career.

Enhance Leadership Abilities

Discover your leadership style, learn how to motivate your team, work with colleagues, drive organizational change, promote innovation, and help your company succeed.

Gain Practical, Relevant Skills

Attend class one night and apply your new knowledge the next day. With real-world class content and curriculum, you will learn to use analytical tools and techniques that can immediately help you make effective strategic decisions.

Build Confidence

With an enhanced understanding of business functions, you will have the skills to more effectively communicate and implement your ideas.

Weekly Class Schedule: Mondays 4:30 – 9:00 p.m.

4:15 ARRIVE AT UW (PARKING PROVIDED)

4:30 FACULTY-LED SESSION

6:00 CATERED DINNER

6:45 COMPANY PRESENTATION BY A CLASS MEMBER

7:30 FACULTY-LED SESSION

9:00 ADJOURN



"Best. Decision. Ever! Participating in EDP has given me access to a variety of experts on a variety of topics to help me round out the business skills I was missing. As part of a growing company, I have been able to immediately apply everything I've learned in EDP. The camaraderie among the students also creates a supportive environment for discussion as we are grappling with similar challenges back on the job. Every detail of the program has been carefully considered so that I can focus on absorbing as much as possible."

CALI COLES RICE | EXECUTIVE VICE PRESIDENT,
CONSULTING OPERATIONS
THE MOSAIC COMPANY

Connect with Peers

Sharing insights and ideas with colleagues from other companies and industries is an invaluable and rewarding component of the Executive Development Program.

Develop Lifelong Connections with the Foster School of Business

As a graduate of the Executive Development Program, you will join an extended business community of Foster School of Business alumni.

Relevant *Curriculum* Designed to Support *Your Goals*

Offering a broad overview of core business topics, the Executive Development Program integrates leadership and strategy skills throughout the curriculum. Teaching focuses on tools and knowledge that you can use to become a more effective manager, analyst and decision-maker. Our curriculum provides an overview of the fundamental concepts and current issues of general management and gives you an integrated view of business enterprises. Core classes are supplemented with additional sessions that vary from year to year. The following are descriptions of core classes offered within the program:

Competitive Strategy	Understand the nature of the competitive process and the source of firm level competitive advantage.
Leadership and Organizational Effectiveness	Learn the critical role of leadership in creating and sustaining effective organizations. Learn how to articulate a vision and motivate your team to implement it successfully. Understand transformational leadership. Develop your ability to shape the future through effective leadership practices and an integrated leadership philosophy.
Business Communication Skills and Strategies	What you say and how you say it matters. This session is designed to equip you with fundamental tools to persuasively pitch and present to any audience.
Financial and Managerial Accounting	Learn to successfully interpret and utilize accounting data for planning and financial reporting.
Finance	Enhance your understanding of finance principles and practices, including cash flow analysis, capital budgeting and relationships between risk and return.
Entrepreneurship and Innovation	Gain insight into how entrepreneurs conceive, adapt, and execute strategies to create new enterprises. Examine how leaders effectively use structure and processes to enhance innovation and creativity within their organizations.
Organizational Leadership	Explore concepts and principles fundamental to organizational leadership. Major topics include teamwork, perception and decision-making, motivation, strategic organizational design, corporate culture, and organizational change.
Negotiating Skills	Become a more effective negotiator with proven techniques for building and maintaining relationships, applying appropriate power and influence, structuring agreements and developing buy-in.
Ethical Leadership	Explore frameworks for analyzing and addressing ethical issues in organizations. Increase ability to provide ethical leadership within and for the organization.
Marketing Strategy	Understand how the basic concepts of market segmentation and positioning are essential to the strategic planning process. Learn industry and competitor analysis techniques and make better resource allocation decisions.
Brand Management Strategy	Learn how to create and maintain a market-oriented organization to lessen price pressure on products and grow a stable base of loyal customers. Identify key factors in successful brands that apply to your enterprise.

For the current schedule with dates and faculty information, visit:

foster.washington.edu/EDP

Study With *World-Class* Foster School Faculty

With a focus on strategic thinking and leadership development, this nine-month work-compatible program provides an overview of core management functions, practical performance tools and current business challenges. The program is designed for maximum impact, providing information and resources each week that can be applied immediately.

Throughout the program, you will put your skills to work right away as you:

- Learn to make more **tactical decisions**
- Acquire useful **management tools**
- Become a more **effective leader**

The Executive Development Program improves your management skills to enhance your career. In addition to presenting you with a relevant, real-world curriculum, the program encourages interaction among the participants.



Commitment to Teaching

Study with the same professors and lecturers who teach in the Executive MBA, Technology Management MBA and full-time MBA programs at the University of Washington.



"The Executive Development Program is perfectly designed for today's working professionals seeking to enhance their business management skills. The curriculum offered throughout the program has been very applicable to our daily challenges in starting, running or growing a business or teams."

DAVID TANG | COO/CO-FOUNDER
WIDENET CONSULTING GROUP

The Foster School of Business and its faculty are recognized nationally and internationally for their teaching experience and scholarship. Faculty members have extensive consulting and real-world experience. Balancing theory with practical application, they continually refine class content to address the ever-changing marketplace.

EDP faculty members have experience teaching executives and they are known for their ability to make courses relevant to business professionals. They use case studies from real organizations as teaching examples and focus on ways to apply learning at work. Many faculty members consult with organizations around the world, allowing them to bring current business issues to the classroom.

Engaging Ways to Learn

In-Class Lectures: Benefit from the knowledge and current research of the University's talented faculty as they present essential business topics.

Case Studies: Understand how to analyze strategic business issues by examining real-world problems and developing strategies and solutions.

Interactive Classroom Experience: Faculty members present information in their areas of expertise and then engage the class in thought-provoking discussions where participants are encouraged to share their experiences and learn from one another.

Employers Earn a Valuable *Return on Investment*

More than 450 local companies have sponsored their most talented managers and employees to attend the Executive Development Program. For the past 40 years, companies such as Holland America, PEMCO Insurance and Swedish Medical Center, have discovered that the Executive Development Program is an effective way to provide leaders with advanced business education without demanding substantial time away from work and family.

EDP participation results in better decision-making and evaluation methods, a more enterprise-wide perspective, and out-of-the-box thinking that comes from sharing best practices with leaders in other industries. Managers have an opportunity to learn innovative strategies and processes from top MBA faculty members at the University of Washington Foster School of Business and a group of experienced peers.

Since 1970, the business community has sponsored nearly 2,000 participants by underwriting full or partial tuition, ensuring release time one afternoon a week and supporting their application of new learning at work.

Participants and sponsors report strong returns on their investment in the Executive Development Program, including:

- Improved budgeting, cost management and increased confidence in making decisions based on financial statements
- New methods to assess marketplace issues and develop competitive strategies
- Ability to increase organizational effectiveness and implement organizational change

Organizational *Benefits*

By investing in the Executive Development Program for your managers, you cultivate future leaders and strategic thinkers who will directly impact your company's growth and success. Participants quickly gain new skills and knowledge that significantly increases their overall effectiveness as leaders. The program also provides them an opportunity to learn from their peers in other companies and industries, and to build a valuable professional network.

SPONSORING ORGANIZATIONS

Absolute Manufacturing	Philips Healthcare
Adobe	Port of Seattle
Associated General Contractors	Port of Tacoma
Bakker Bedrijfswagens	PPG Aerospace
Bigger Picture	Premera Blue Cross
The Boeing Company	Puget Sound Energy
Brooks Sports, Inc.	RealNetworks, Inc.
Cobalt Mortgage, Inc.	Russell Investments
Cypress Semiconductor	Ryther Child Center
Fire Systems West, Inc.	Safeco Insurance
First Choice Health	Seattle Children's Hospital
Foss Maritime	Signature Landscape Services, Inc.
Group Health Cooperative	Suquamish Clearwater Casino
Holland America Line	Starbucks
Intellectual Ventures	Swedish Medical Group
Lease Crutcher Lewis	ThyssenKrupp
Microsoft Corporation	Vigor Industrial
NORPAC	Washington Business Alliance
Peking University	Weyerhaeuser
PEMCO	WideNet Consulting Group

Why is EDP the right choice for Swedish Medical Center?

Swedish Medical Center is the largest, most comprehensive, non-profit health care provider in the Greater Seattle area. For Swedish, it's not just about facilities, research, and new techniques. It's about people coming together to provide the most compassionate care possible. One of their values is continuous learning and improvement and as a way to achieve that value they turn to the Foster School of Business.

2014-15 EDP participants pictured, left to right:

Janice Connolly, Chief of Staff-Elect, Swedish Medical Group

Daniel Landis, Physician, Swedish Cancer Institute

Tracie Lievense, Director, Development Services, Swedish Medical Center Foundation

Not Pictured: Todd Czartoski, Chief of Neurology, Swedish Medical Center



Find Out More *and Apply*

Discover how the Executive Development Program can help you expand your opportunities and achieve your professional goals.

Visit the Executive Development Program Website:

Visit foster.washington.edu/EDP to find the most current information about the program and to apply.

Schedule a Class Visit:

Experiencing a class is the best way to explore the program. You are invited to sample a class on a subject that interests you, meet a professor, and also speak with participants during dinner. Please visit foster.washington.edu/EDP or call the Executive Education office at 206.543.8560 to arrange your class visit.

Talk to Executive Development Program Alumni:

The Executive Education office can connect you with alumni who can answer your questions and explain their experience. Call 206.543.8560 to make arrangements.

Let Us Come to You:

If you do not have time to visit the UW campus, a program representative will meet you on-site to answer questions and present information about the Executive Development Program. Employers interested in sponsoring employees can request an on-site information session for groups.

Tuition:

The tuition for the 2015-16 Executive Development Program is \$22,350. The tuition includes instruction, textbooks and materials, meals and rooms at off-site sessions, dinners on campus, parking, and the Executive Development Program certificate of completion.

Application Deadline: July 1

Applications received after the July 1 deadline are considered on a space-available basis.

Contact Us:

Please contact us with any questions about the program, application process or eligibility requirements.

APPLY ONLINE TODAY

WEB: foster.washington.edu/EDP

PHONE: 206.543.8560

E-MAIL: execed@uw.edu

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