



Global Leadership and Strategy Program

Think Beyond Boundaries

July 13-23, 2015

2014 GLS Participants



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

Foster
School of Business
UNIVERSITY of WASHINGTON

Expand your company's *global potential* and *network*

Prepare to develop and expand your international business expertise through the Global Leadership and Strategy program at the University of Washington's Michael G. Foster School of Business. This two-week intensive executive education program in Seattle, Washington offers executives and senior managers powerful ideas and useful tools for leadership and strategic thinking tuned to the realities of today's global economy.

Throughout this dynamic program, you will learn from the Foster School's experienced faculty as well as guest speakers who are senior executives in multinational corporations. You will also learn from, and interact with, your fellow participants who are a diverse group of international business leaders. The program provides insight into the development and execution of a successful global strategy.

WHY CHOOSE THE UNIVERSITY OF WASHINGTON (UW) FOSTER SCHOOL OF BUSINESS?

- 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 US and #30 in the world.
- Bloomberg selected Washington state as the #1 Most Innovative State in the nation in 2013. The ranking is due to the large technology workforce, high productivity rates and plethora of public companies in aerospace, biotechnology and computer technology.
- With its strategic port location and Pacific Rim access, Seattle is an economic hub for high technology, aerospace and international commerce. The Foster School of Business has ties to many of the region's Fortune 500 companies, including Costco, Microsoft, The Boeing Company, Weyerhaeuser, Nordstrom, PACCAR, Amazon.com, Expedia.com, and Starbucks.
- Many of the same faculty members who teach in Foster MBA programs also teach in the Global Leadership and Strategy Program.



"It was important for me to take a break from my routine and immerse myself into a program that can help me understand and better prepare me to address various

issues, craft strategies that are sustainable in a global economy and provide leadership in growing cross cultural business."

AVINASH TIWARI | VICE PRESIDENT
SIMON GOLUB & SONS



ABOUT THE PROGRAM

How can global companies effectively shelter core assets, stay true to their cultural values, and position themselves for maximum advantage? Leadership and Strategic Thinking are two core components in answering these questions and helping companies move forward. While global competition gets tougher those companies with strong leadership and strategic thinkers will get ahead. Come and join a group of leaders from around the globe who can help you sharpen your leadership and critical thinking skills. You will learn about the following topics during the ten-day program:

GLOBAL LEADERSHIP

Leadership is a necessary component for global success in any business. Influential leaders are adept at building teams and partnerships that transcend personal interests and cultural differences within organizations and between countries. In these sessions, you will:

- Learn to apply successful leadership and decision-making models to develop your full potential as a global business leader
- Develop the critical leading and influencing skills necessary to sustain long-term organizational success through a combination of class sessions, discussion, simulation, and self-assessment

COMPETITIVE STRATEGY AND ENTREPRENEURSHIP

Explore why firms succeed and why they fail. The focus will be on the factors that increase the probability of competitive success. The objective is to sharpen your ability to analyze, evaluate, and modify organizations' strategies in light of changing conditions in the economic, technological, political/legal and social environments. Broadly, the focus will be on the context within which the decision maker operates, the pressures of performance and both the personal and professional limitations of the individual executive as he or she tries to manage effectively.

GLOBAL ECONOMICS

Learn about the impact of global economics in strategy formulation by developing a framework for understanding global economics. This program will give you:

- An overview of the four markets in the global economy:
 - 1) Goods and services
 - 2) Domestic financial
 - 3) Foreign exchange
 - 4) Labor and capital
- An understanding of recession and boom causes by focusing on the components of total spending on final goods and services: consumption, investment, government spending, and net exports
- Insight on the movements in current exchange rates as well as the consequences for countries that tie their currency to the U.S. dollar

INVESTMENT VALUATION

These sessions will provide an overview of how to use time value of money tools to make decisions and estimate valuations such as:

- Define the internal rate of return, or IRR
- Estimate an investment's relevant costs and benefits
- Calculate future free cash flows
- Develop a framework for capital budgeting decisions

Network with business leaders from the U.S. and abroad in a collaborative learning environment

FOSTERING CREATIVITY AND INNOVATION

Examine the structures and processes that facilitate organizational creativity and innovation. Sessions will focus on an often overlooked facet of managerial success—knowing how and when to make the right social connections which can enhance managerial influence and efficiency, and how networks can promote or hinder creativity and innovation.

STRATEGIC MARKETING AND GLOBAL BRANDING

Marketing is the art and science of creating customer value and marketplace exchanges that benefit the organization and its stakeholders. The ultimate goal of most businesses is to make a profit, and profits fundamentally depend on the firm's ability to persuade consumers to buy their products/services. These sessions will examine:

- Understanding consumer decision making
- Formulating a marketing program
- The eight steps necessary for building and maintaining a strong brand
- Building brand equity and determining the optimal strategies for international brand expansion.

GLOBAL STRATEGY

Effective global strategy requires an array of knowledge, including how to manage key relationships at all levels and across countries and cultures; understanding the choices involved in setting and implementing strategies for global competition; and knowing how differences in values and norms can influence how people work together to execute a strategy. During these sessions you will:

- Examine ownership structures of international ventures and the challenges of cross-border collaboration
- Develop a broader vision and gain insight on how to position your organization to operate and compete effectively worldwide
- Analyze the benefits and drawbacks of globalization, free trade and the focus of the World Trade Organization

For more information on program topics, schedule and faculty, please visit: foster.washington.edu/gls

Take the Next Step

PROGRAM SCHEDULE

We continually fine-tune our content to address the critical issues businesses are facing today. Our faculty and guest speakers focus on thinking strategically and how to most effectively prepare your organization now for stronger positioning in the future.

Visit our website at foster.washington.edu/GLS for the most current program schedule.

REGISTRATION AND TUITION

Apply online at foster.washington.edu/GLS

The GLS tuition rate for 2015 is US\$5,850. The tuition includes instruction, all instructional materials, executive education facilities, coffee and refreshments, most meals, and a Certificate of Completion from the Michael G. Foster School of Business.

The registration deadline is **July 1, 2015**, but it is strongly encouraged that you register early as space is limited.

PARTICIPANT CRITERIA

Please note that all classes and written materials will be presented in English. Participants must be proficient in English in order to participate actively in discussions, study group sessions, and to effectively interact with other executives.



ACCOMMODATIONS

For those participants requiring lodging, a special rate has been arranged with the Hotel Deca (www.hoteldeca.com), which is located within walking distance from the University of Washington campus. You may call the hotel directly at 1.800.899.0251 to make a reservation, or Executive Education will be happy to make a reservation on your behalf.

Visit our website at foster.washington.edu/GLS for current information on room rates at Hotel Deca.

REFUND POLICY

If a registered participant withdraws at least two weeks prior to the start of the program a replacement from the same organization who meets participant criteria may be made. If a suitable replacement is not available, or if the organization chooses not to participate, a US\$500 cancellation fee will be charged.

REGISTER ONLINE TODAY

WEB: foster.washington.edu/gls

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