MICHIGAN ROSS
Executive Education

COMPREHENSIVE LEADERSHIP

ASCENDING TO THE C-SUITE: FROM THEORY TO PRACTICE

This unique and experiential program is jointly offered through the University of Michigan's Ross School of Business and Inforum, a nonprofit organization headquartered in Detroit dedicated to accelerating the careers of women. This program is designed for senior-level women executives who aspire to the C-Suite. The program combines the world's leading business thinkers from Michigan Ross School of Business with leading business practitioners for an unprecedented educational experience. "Ascending to the C-Suite: From Theory to Practice" immerses you in specialized subjects whose mastery is critical for C-Suite executives yet often represent gaps in professional development for women leaders. Each topic is taught with a 360-degree view by pairing renowned Michigan Ross faculty with global business leaders.

Participants will dive deep into key business topics and leadership practices while hearing unfiltered insight and first-hand stories from executive role models. Participants will share a similar breadth and depth of experience in a learning environment that will foster strategic connections and relationships beyond the classroom.

Topics that will be covered in depth include advanced business and financial acumen, persuasion and influence, crisis communication, strategic innovation, and building and leveraging networks.

PROGRAM DATES
July 24-28, 2017

LOCATION
University of Michigan
Dearborn Campus

FEE // $8,700*
Includes:
- Tuition
- Instructional materials
- All breakfasts, lunches, and coffee/snack breaks
- Selected dinners

*This program does not qualify for any special pricing.

APPLY NOW
Applications due June 12, 2017

LEARN MORE
michiganross.umich.edu/inforum
or
inforummichigan.org

QUESTIONS
734.763.1000
rossexeced@umich.edu

or

Michele Shelton
313-567-0232
mshelton@informmichigan.org

ASCENDING TO THE C-SUITE: FROM THEORY TO PRACTICE

COMPREHENSIVE LEADERSHIP

WHO SHOULD ATTEND?

This program is recommended for participants who have a minimum 15 years prior leadership experience and may also include:

- Organizational levels that are one to two levels below C-Suite
- Executives with a consistent track record of career growth through promotions
- Current successor candidate to C-Suite executives
- Women business entrepreneurs with sustained business growth and success

TAKEAWAYS

- Return to your current role armed with an action plan that provides you with the strategic direction needed to successfully climb to the next leadership level in your organization
- Create a personal leadership plan and legacy statement to drive your future
- Gain a deeper understanding of Business Acumen including Strategy and Finance
- Further develop skills in Persuasion and Influence, Crisis Management/Communication, and Negotiations
- Gain appreciation for competencies required for success in global leadership
- Capitalize and more deeply understand your network and how to further expand your professional relationships
- Be inspired by leading role models who have ascended to the C-Suite through your participation in a combination of lectures, interactive sessions, and leadership exercises that seamlessly blend academic and practical learning.

Visit our websites for more information:
michiganross.umich.edu/inforum
inforummichigan.org

MICHIGAN ROSS
Executive Education

FACULTY

Lynn Wooten
Senior Associate Dean for Student and Academic Excellence Clinical Professor of Strategy and Management Organizations

Scott DeRue
Edward J. Frey Dean of Business, Stephen M. Ross Professor of Business,

Susan Ashford
Michael & Susan Jandernoa Professor of Management and Organizations, Chair of Management & Organizations

Paula Caproni
Professor Management and Organizations

Gautam Kaul
Professor of Finance & Fred M. Taylor Professor of Business Administration

Ray Reilly
Professor of Business Administration

Maxim Sytch
Michael R. and Mary Kay Hallman Fellow, Associate Professor of Management and Organizations

Cheri Alexander
Chief Innovation Officer, Faculty, Management and Organizations

ASCENDING TO THE C-SUITE: FROM THEORY TO PRACTICE

COMPREHENSIVE LEADERSHIP

PROGRAM HIGHLIGHTS:

- Learn how to pair Strategy and Finance with Business Acumen to garner momentum as you ascend to the C-Suite.
- Understand how successful leaders at the top echelons of their companies effectively utilize Crisis Management/Communication to redirect potentially adverse or harmful situations.
- Sharpen your ability to transform challenges into opportunities as you develop a personalized approach for establishing your negotiation leadership skills.
- Strengthen your capabilities as an Executive Global Leader as you gain real-world perspective from global industry leaders.

ABOUT MICHIGAN ROSS

Top 10 Global Provider - *Financial Times 2017*

Michigan Ross Executive Education was recently named a Top 10 global provider by the Financial Times. The *FT* survey examined the open enrollment programs offered at 75 schools, weighing factors from faculty to follow-up. Among the highlights, Ross excelled with unique course design, renowned faculty, and participants reporting new skills and learning to impact personal and organization performance. We offer 30+ diverse open enrollment offerings and numerous custom programs annually, serving more than 4,000 executives around the world.

Ross has locations in Hong Kong, Mumbai, Malaysia, Singapore, and Thailand and delivers programs globally wherever our partners request. We invite you to join us for any of our open enrollment or custom program offerings and to experience first-hand the Michigan Ross difference.

ABOUT INFORUM

Founded in 1962, Inforum is the only professional organization in Michigan - and one of a few in the country - that combines strategic connections, proven professional development programs, a respected forum for new ideas, and original research to accelerate careers for women and boost talent initiatives for companies. Inforum programs serve a broad range of women in different stages and types of careers - from nonprofit professionals, to emerging and rising corporate leaders, tech entrepreneurs, veterans and corporate board leaders. Inforum also conducts and publishes original research on women's leadership influence. For more information, visit inforummichigan.org or call 877.633.3500.

MICHIGAN ROSS
Executive Education

inFORUM

SPECIAL GUEST SPEAKERS

Terry Barclay
President and CEO, Inforum

Laura Berman
Author and Metro Columist (retired), Detroit News

Shari Burgess
Vice President & Treasurer, Lear Corporation

Gerald Johnson
Manufacturing Vice President NA, General Motors

Nancy M. Schlichting
Chief Executive Officer (retired), Henry Ford Health System

Maximiliane Straub
Chief Financial Officer and Executive Vice President Controlling, Finance and Administration, Robert Bosch LLC

Diana Tremblay
Vice President Global Business Services, General Motors Company

MICHIGAN ROSS
Executive Education

ASCENDING TO THE C-SUITE: FROM THEORY TO PRACTICE

inFORUM

PRE-WORK	MONDAY 7/24/17	TUESDAY 7/25/17	WEDNESDAY 7/26/17	THURSDAY 7/27/17	FRIDAY 7/28/17
	Breakfast				
	Welcome and Introduction to the Course *Terry Barclay and Cheri Alexander* Team Building Activity – Personal Artifact	Reflection			
		Business Acumen Continues BA Illustrated *Ray Reilly*	Negotiation Skills *Sue Ashford*	Persuasion and Influence *Paula Caproni*	Gerald Johnson Address Fundamental State of Leadership *Scott DeRue*
	Break				
Personal Artifact Network Assessment	Introduction to Business Acumen and the C-suite Mindset *Ray Reilly*	Business Acumen *Ray Reilly (continued)*	Negotiation Skills *Sue Ashford (continued)*	Persuasion and Influence *Paula Caproni (continued)*	Your Leadership Legacy *Scott DeRue*
	Networking Lunch	Networking Lunch	*Lunch Speaker Diana Tremblay*	Networking Lunch	Networking Lunch
Readings Finance on-line Videos Webinar Kick-off	Networks and their Power *Maxim Sytch*	Business Acumen *Ray Reilly (continued)*	Business Communications and Business Crisis Challenge *Lynn Wooten*	Advanced Financial Acumen *Gautam Kaul*	Creation of a Real World Legacy *Nancy Schlichting* Global Leadership Competencies *Cheri Alexander*
	Break				
	Networks Continued – *Maxim Sytch*	Strategic Management and Innovation at the Top *Maximiliane Straub*	Business Communications /Crisis Communications *Lynn Wooten*	Advanced Financial Acumen *Gautam Kaul (continued)*	Graduation Ceremony
	Welcome Dinner with Storytelling Activity *Cheri Alexander*	Free Evening	The Media Perspective on Business Communications and Executive Effectiveness *Laura Berman*	Celebration Dinner Keynote Speaker Financial Literacy to Lead through Uncertainty *Shari Burgess*	