ASCENDING TO THE C-SUITE
From Theory to Practice

DETROIT
June 1 - 5, 2020

REGISTER TODAY!
inforummichigan.org
313.567.0232 or
michiganross.umich.edu/inforum
734.763.1000

TOP 5 GLOBAL PROVIDER
Financial Times, 2019
What Women Executives Must Know to Close the C-Suite Gap

This unique and experiential 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. Topics are 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 business strategic and financial acumen, social styles, positive leadership, persuasion and influence, crisis communication, and true networks.

PROGRAM BENEFITS

• 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 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 communications, and negotiations
• 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
WHO SHOULD ATTEND:
This program is recommended for participants who have a minimum 15 years prior leadership experience and may also include:
- Organizational positions that are one to two levels below the C-suite
- Executives with a consistent track record of career growth through promotions
- Current successor candidates to C-suite executives
- Women entrepreneurs with sustained business growth and success

PROGRAM STRUCTURE
This dynamic program features a diverse group of faculty and executive speakers. It attracts participants from a wide variety of industries, organizations, and countries. The fast-paced learning environment fosters collaboration, dialogue, and introspection. Program topics will be presented through a combination of action-learning activities, simulations, group discussions, team exercises, lectures, case studies, and projects. This program is customized to participants’ unique, personal and current leadership challenges.

DAY 1
- Welcome and introduction to the course
- Team building activity - personal artifact
- Introduction to business, strategy, and financial acumen
- Social styles activity
- Welcome dinner with a panel of executives

DAY 2
- Business, strategy, and financial acumen continues
- Positive leadership
- Core stories and being who you are
- Overnight experience

DAY 3
- Take a tour of CoLab: Robert Bosch’s Innovation Center
- Business and crisis communications
- Free evening

DAY 4
- Negotiation skills
- True networks
- Networks and their power
- Celebration dinner and executive speaker

DAY 5
- Persuasion and influence
- Your leadership legacy
- Creation of a real-world legacy
- Graduation ceremony

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FACULTY AND EXECUTIVE SPEAKERS

At Michigan Ross, faculty have collectively authored hundreds of articles and dozens of books. They travel the world, sharing their expertise with Fortune 100 companies in virtually every sector. They’re prolific thinkers and creators of revolutionary studies and frameworks. Most importantly, they are determined and dedicated to leveraging their extensive knowledge to help you succeed.

Inforum executive speakers are global business leaders at Fortune 500 companies who offer their real world insights and experiences at each stage of the curriculum. These senior executives generously share what they’ve learned about what works — and sometimes what hasn’t. Their stories of strategy, growth, crisis management, and frontline corporate leadership bring the learning to life.

UM EXECUTIVE EDUCATION FACULTY*

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
Robert G. Rodken Professor of Business Administration

MAXIM SYTCH
Associate Professor, Management and Organization
Michael R. and Mary Kay Hallman Fellow

CHERI ALEXANDER
Faculty, Management and Organizations, and Chief Innovation Officer

INFORUM EXECUTIVE SPEAKERS*

TERRY BARCLAY
President and CEO
Inforum

SHARI BURGESS
Vice President and Treasurer
Lear Corp.

TERESA CARROLL
Former President and Executive Vice President
Kelly Services

KATHY OSWALD
Chief Administrative Officer
H2O Energy

HEATHER RIVARD
Senior Vice President, Distribution Operations, DTE Energy

MAXIMILIANE STRAUB
Chief Financial Officer and Executive Vice President, Controlling, Finance and Administration
Robert Bosch LLC

*For the most current 2020 faculty and speaker program updates, please check our website.
Michigan Ross Executive Education was recently named a Top 5 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 delivers open enrollment programs in Hong Kong and Mumbai and custom programs wherever our partners request. We invite you to join us for any of our open enrollment or custom program offerings and to experience firsthand the Michigan Ross difference.

A WORLD-CLASS EXPERIENCE

We strive to make every aspect of your program a world-class experience. Our program directors work closely with faculty before, during, and after the program to ensure you achieve your objectives. Program managers facilitate a seamless transition between classroom and off-site activities and assist with anything you might need — ensuring your focus is on learning, not logistics.

For specific program questions or concerns contact Inforum’s Michele Shelton at 313.567.0232, mshelton@inforummichigan.org or Michigan Ross at 734.763.1000, rosexeced@umich.edu.

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$9,000* US

Fee Includes:
- Tuition
- Instructional materials
- All breakfasts, lunches, and snack breaks
- Select dinners
- Overnight accommodations provided Wednesday night
- Program materials, assessments, and simulations

Applications due April 1, 2020.

Fee is payable in advance in US dollars and is subject to change. Check our website for our cancellation, transfer and substitution policy.

*This program does not qualify for any special pricing.

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“More than I expected was the magic that happened when you start to combine the research-based learning that comes with faculty and a world-class university with the experience and the proven results that come with business leaders.”

-Vice President, Bosch Automotive Service Solutions

“Having a really unique opportunity to be with an exclusive executive women program is priceless.”

-Managing Partner, Patina Solutions

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