MICHIGAN ROSS

EXECUTIVE EDUCATION

LEADERSHIP IMPACT THROUGH INNOVATION

In an enterprise-centric design-driven culture you are not only concerned with putting the customer first, but also with providing real, measurable results that offer a distinct competitive advantage. Learn how to take charge and lead this innovation in your organization.

HONG KONG

July 6-10, 2020
December 7-11, 2020

REGISTER TODAY!

um-asia.exec.ed@umich.edu
+852-2509-9088

TOP 5 GLOBAL PROVIDER

Financial Times, 2019

LEADERSHIP IMPACT THROUGH INNOVATION

Design winning solutions for business challenges

Experience our design thinking methodology, Customer-Centric Design, in one of our most hands-on programs. Using your own design challenge or initiative as your case for the week, our world-renown faculty will help you prepare for and conduct customer interviews, create a prototype or solution, and gather feedback on it. You'll then learn how to build support for implementation and develop an action plan. Register as an individual, or bring 5-7 people involved in the same initiative and you can work together through the week as a team.

INDIVIDUAL BENEFITS

- Learn and apply our design thinking methodology
- Develop a prototype or solution and an implementation plan for your design challenge or initiative
- Understand ways to build momentum behind your project and implementation plan

ORGANIZATIONAL BENEFITS

- Apply design thinking to improve your company's bottom line
- Master a new framework to accelerate your organization's innovation initiatives
- Leverage the psychological drivers that lead to the adoption of new and useful ideas

WHO SHOULD ATTEND:

- Project leaders or program managers
- Teams or individuals in charge of critical initiatives
- Managers or key executives leading change or responsible for creating a culture of innovation

Typical areas include:

- Innovation
- Business Strategy
- Operations and Project Management
- New Product Development/R&D

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PROGRAM STRUCTURE

This new, fast-paced program is built upon our successful and most sought-after design thinking programs used by hundreds of our custom clients. 'During the program, you are given the opportunity to complete two rounds through the methodology: once using a live case study and a second time using a personal design challenge or initiative. You'll emerge with a prototype and an implementation plan upon which you can immediately take action. Attend as an individual, or bring your project team and spend the week working on your most important initiative with our expert faculty to guide you.

DAY 1

- The business case for design and innovation
- Leaders as designers
- Team-based design exercise

DAY 2

- Team exercise - Live Simulation
- Strategic idea generation
- Advanced brainstorming – the process

DAY 3

- Identifying the most promising concepts to test
- Designing experiments to rapidly test concepts
- Refine the concept from test results

DAY 4

- Strategic adoption
- Gaining buy-in
- Action-based cases
- Initial concept presentations

DAY 5

- Informed concept presentations
- Alignment
- Introducing change to your organization
- Articulating your innovator point of view

OUR WORLD-CLASS FACULTY

At Michigan Ross, you'll engage with some of the world's most renowned experts. Our 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.

JEFFREY SANCHEZ-BURKS | FACULTY DIRECTOR

Professor of Management & Organizations

Professor Sanchez-Burks is an award winning scholar and executive educator who designs, directs and delivers executive leadership development programs in more than 20 countries around the world working in diverse industries including financial services, arts & entertainment, government, manufacturing, and medicine. His research centers on topics that inform how to develop innovative solutions, bridge cultural divides and manage the emotional tenor and tempo of organizations. Sanchez-Burks has presented in the TEDx series, and his research has been covered in *The Wall Street Journal, The New York Times, The Harvard Business Review,* National Public Radio and numerous distinguished academic journals.

JOHN BRANCH | FACULTY

Professor of Business Administration

John Branch is an award-winning educator; he is the winner of the Executive Education Teaching Award and the Weekend M.B.A. Teaching Award from Ross School of Business, March 2015. In addition, Branch was recognized as the 2014 Council on Global Engagement Award Nominee with The University of Michigan; and in 2011 he earned the Sherwin-Williams Distinguished Teaching Award Atlanta, U.S.A., to highlight a few of his professional accolades. Branch is also a consultant, speaker and educational leader with nearly 25 years of experience in more than fifty countries, most notably in the Republics of the former U.S.S.R., including Latvia, Russia and Kyrgyzstan. He has conducted management training in, and consulted to, numerous international companies including British American Tobacco, Anheuser-Busch, British Telecom, Cargill, Mercedes Benz, DELL, Coca-Cola, Michelin, Ericsson, and Nestle'.

MARCUS COLLINS | FACULTY

Professor of Business Administration

Marcus Collins is a culturally curious thinker with academic insight into the cognitive drivers that impact consumer behavior. He is the Chief Consumer Connections Officer at Doner Advertising and was named one of *Crain's* 2016 40 under 40 award recipients; earlier this same year Collins also earned *Advertising Age*'s 40 under 40. His strategies and creative contributions have led to the successful launch of Budweiser's "Made In America" music festival, Bud Light Platinum, the Brooklyn Nets (Hello Brooklyn!), and State Farm's "Cliff Paul" campaign. Before his work in advertising, Marcus worked in partner marketing for iTunes and led digital strategy for Beyoncé. In addition to his agency duties at Doner, Marcus is an AACSB certified clinical instructor and teaches social media marketing at the Stephen M. Ross School of Business at the University of Michigan, and at Hyper Island.

> *"I've lost track of how many "Ah-ha!" moments I had in the program! Very thought provoking material and amazingly engaged professors."*

[FACULTY NOTE: Selected faculty will teach in each session of the program.]

THE MICHIGAN DIFFERENCE

THE UNIVERSITY OF MICHIGAN

Founded in 1817, University of Michigan is one of the first public universities in the U.S. U-M is one of only two public institutions in the U.S. consistently ranked in the top ten, and has more than 100 top-ranked graduate programs.

U-M maintains a global presence including initiatives in Southeast Asia, Brazil, Russia, India, and China.

MICHIGAN ROSS

Founded in 1924, the Stephen M. Ross School of Business at the University of Michigan is grounded in the principle that business can be an extraordinary vehicle for positive change in today's dynamic and global economy. Our unique approach focuses on action-based learning and interdisciplinary, team-oriented situations.

As a general management institution, Michigan Ross has earned acclaim for academic excellence: Approximately 230 faculty members research, consult and teach in all areas of business.

EXECUTIVE EDUCATION

Michigan Ross offers 30+ diverse open enrollment offerings and numerous custom programs annually, serving more than 4,000 executives around the world.

Open Enrollment Programs
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 invite you to join us for any of our open enrollment programs in Michigan (U.S.), Hong Kong or Mumbai and to experience first-hand the Michigan Ross difference.

Michigan Ross Custom Programs
Ross delivers custom executive development programs for organizations throughout the world, wherever our partners request. In close collaboration with you, we identify clear business and learning objectives, design learning experiences that align with those objectives, and bring together a world-class faculty team — often including your company's leaders as teachers — to deliver a truly transformational experience for your top talent. And we do all of this with a deep commitment to delivering results and a return on your investment.

No matter your business challenge or strategic priority, Ross can be your partner in success. Contact us to arrange a consultation: um-asia.exec.ed@umich.edu.

REAL IMPACT:

Measurable Return On Investment

One of the United States' top integrated health delivery systems turned to Michigan Ross to help their leaders link core competencies to customer benefits; improve strategic agility and leadership; measure and drive customer service and satisfaction; and build high-performance teams.

An independent study was conducted to assess the organizational and personal impact of engaging with Michigan Ross. Here is what was found:

310% return on program investment

Significant reduction in key service area wait times

25% of participants were promoted within six months of program completion

15% improvement in decision-making

16% improvement in teamwork

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LEADERSHIP IMPACT THROUGH INNOVATION

> *"High knowledge and experience based. Much research and original content. Highly visual and interactive."*

> *"It was great to meet people from other industries. We learned about and can take back tools we can actually use."*

Explore our programs at: michiganross.umich.edu/execed

HONG KONG

July 6-10, 2020 | December 7-11, 2020

$8,500 US

- Fee is payable in advance in US dollars and is subject to change
- Check our website for our Cancellation, Transfer and Substitution Policy

Fee includes:

- Tuition, books, instructional materials, and coffee breaks

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Program offerings are subject to change; visit website for the most up-to-date information.