There Is No Force More Influential on Human Behavior Than Culture

What we wear, what we watch, who we marry, how we vote, what we support, what we do, and just about every aspect of daily living is informed by - and in many ways governed by - our cultural subscription. However, our understanding of culture lacks the depth necessary to fully harness its power and integrate it into our business practices, which inhibits today’s business leaders from fully leveraging its sway to get people to take action. Those who understand the dynamics of culture are more likely to have influence, while those who do not are almost always influenced by those who do.

This program helps participants achieve a level of cultural understanding to drive behavioral adoption, i.e., get people to buy, companies to innovate, teams to become more customer-centric, employees to adhere to a new policy, and the like. Subsequently, contemporary business leaders learn their impact to drive business success.

The program will help business leaders influence people to take action by harnessing the influence of culture. To achieve this ambition, the learning pedagogy for the program will oscillate between “know-why” (theory) and “know-how” (application) by focusing on both conceptual and practical exercises so that participants can put their new knowledge into action immediately following the program. The sessions will be active, discursive, and introspective to help widen our perspectives and ensure relevance.

True cultural engagement is the most powerful force for influencing behavior. If you want to get people to move, you have to understand the underlying cultural forces that make them tick.

Marcus Collins
Faculty Director, Clinical Assistant Professor, Author - For the Culture

KEY BENEFITS

- **Employ the Culture Cheat Code**: Learn how to move the needle on your business strategy.
- **Drive Organizational Innovation**: Develop a competitive business advantage by leveraging knowledge of consumer culture.
- **Develop a High-Productivity Organization**: Bridge the gap between corporate and employee cultures.
- **Strengthen Brand Reputation**: Employ cultural analysis and future state strategic planning to help strengthen your brand’s reputation.

WHO SHOULD ATTEND

- Managers, Directors, and Senior Leaders serving across varied functional areas.
- Executives seeking to hear from expert practitioners in the field who will bridge the gap between conceptual ideas and real-world, actionable strategy.

Contact us today | 734-763-1000 | rossexeced@umich.edu | michiganross.umich.edu/ftc
**PROGRAM STRUCTURE**

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
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<tbody>
<tr>
<td>Unpacking Culture and Its Influence</td>
<td>Cultural Intimacy: Concepts and Methods</td>
<td>Cultural Contagion</td>
<td>Future State</td>
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<td>&gt; Develop a new perspective on what</td>
<td>&gt; Learn how to achieve cultural intimacy</td>
<td>&gt; Learn how culture spreads in a population</td>
<td>&gt; Develop an action plan for integrating your new</td>
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<td>culture is</td>
<td>&gt; Understand the data paradox and how to resolve it</td>
<td>&gt; Gain an understanding of the levers available to influence this dynamic</td>
<td>knowledge and skills into your company culture</td>
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<td>&gt; Learn the mechanisms of culture</td>
<td>&gt; Develop methods for studying culture</td>
<td>&gt; Identify opportunities to apply this dynamic within your organization</td>
<td>Program Wrap Up</td>
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<td>&gt; Understand why it has such influence over us</td>
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<tr>
<td>Building a Culture of Innovation</td>
<td>Hit the Field</td>
<td>Cultural Interventions</td>
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<td>&gt; Learn how culture is built</td>
<td>&gt; Exercise research methods</td>
<td>&gt; Develop innovative strategies and practices to realize organizational opportunities</td>
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<td>&gt; Learn how culture can impact a company’s ability to innovate</td>
<td>&gt; Learn the importance of cultural intimacy and how to achieve it</td>
<td>&gt; Learn how to put all the concepts together and apply them</td>
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<td>&gt; Learn how a company can leverage diversity to drive value</td>
<td>&gt; Develop an ability to observe and understand culture</td>
<td>&gt; Establish new ideas, processes, and policies to help your organization win</td>
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**THE EXPERT**

Learn from the same faculty who teach in our highly-ranked degree programs.

Marcus Collins  
FACULTY DIRECTOR  
Clinical Assistant Professor of Marketing

**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.

9.4/10  
OVERALL SATISFACTION SCORE FOR OPEN PROGRAMS  
– Financial Times, 2023

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* The program fee includes tuition, instructional materials, meals, select dinners, and course materials. Living accommodations are not included and must be arranged independently. Dates and fees are subject to change.

* This sample schedule is meant to be representative of the program structure and content. Timing and session topics are subject to change. Visit the website for the most up-to-date information.

For more information, contact:  
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rossexeced@umich.edu  
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**REGISTER TODAY!**