2024
EXECUTIVE EDUCATION PROGRAMS
Building a Better World Through Business

#1 EXECUTIVE EDUCATION PROVIDER IN NORTH AMERICA
- Financial Times, 2023
Building a Better World Through Business

MICHIGAN ROSS EXECUTIVE EDUCATION

Michigan Ross is committed to building a better world through business. We offer leaders like you the opportunity to impact every member of your organization. No matter whether you are trying to impact a single leader, an entire department, or adopt a new culture throughout your organization, our exceptional learning experiences led by renowned faculty and expert practitioners help you get there.

ACTION-BASED LEARNING

Michigan Ross pioneered action-based learning 25 years ago to provide exceptional learning experiences drawn from our world-class research, client-centric design process that elevates thinking and drives unparalleled business results in formats that fit your lifestyle. Through our experiential learning approach, you and your colleagues leave our programs with actionable plans and evidence-based tools that ensure a significant positive impact. Our approach helps you create more value for your customers, employees, shareholders, and communities.

PURPOSE-DRIVEN LEADERS

Purpose-driven leaders inspire others. A purpose-driven leader creates a virtuous cycle by demonstrating the qualities that inspire and earn respect from everyone they encounter to drive positive business outcomes. Our programs are infused with opportunities to help you discover your purpose and provide practical techniques to design, lead, and influence the changes needed in the culture of an organization.

POSITIVE IMPACT

Michigan Ross has served over 20,000 participants around the globe in our Executive Education programs with over 3,000 companies served and over 95 countries represented.

20,000+ 3,000+ 95+

Participants Companies Countries

“Our executive education offerings are absolutely essential to engaging with business leaders around the globe to be a premier source of talent, knowledge, inspiration, and connection. Through these connections, we can have a foundational impact on the future of business and society worldwide.”

– Sharon Matusik, Ross School of Business Dean

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Our Faculty:
Experts in learning and leading
Michigan Ross Named #1 Provider in North America for Executive Education by the Financial Times in 2023

Michigan Ross Open Enrollment programs provide a variety of ways for you to develop yourself and your team, as well as add Michigan Ross to your resume. Our open programs are offered both online and in-person. Within our online programs we offer both synchronous and asynchronous programs, with the majority of our programs combining both formats and utilizing a variety of interactive elements including cohort discussions, simulations, live virtual sessions, and more.

Our online certificate program, the Accelerated Management Development Certificate Program provides a comprehensive curriculum and actionable takeaways for business leaders looking to learn a systematic and strategic approach to problems via an in-depth understanding of core business concepts. Visit our website for more information.

Michigan Ross Executive Education offers digital credentials to help you take your career to the next level. Take any of our full programs, and you'll receive a digital badge to share on LinkedIn or other social media profiles. Or enhance your executive profile further with an executive certificate earned from select programs or series. Get the knowledge you need from a globally recognized institution to get noticed and get ahead.
ACCELERATED MANAGEMENT DEVELOPMENT CERTIFICATE PROGRAM

ONLINE

Strengthen your business acumen, broaden your management capabilities, gain actionable tools and advance your career in a personalized, fully online learning experience. This program incorporates four interdisciplinary courses plus one specialty course which allows participants to enhance general management skills and gain enterprise understanding and mindset to broaden beyond their functional area. Participants will develop an in-depth understanding of core business concepts and gain knowledge of emerging topics, learn a systematic approach to solving business problems and successfully apply it to real world scenarios, and develop the capacity to reflect on their own behavior and understand its broader impact on their organization.

Who Should Attend: Professionals moving into greater organizational responsibility and/or looking for comprehensive business knowledge as they move beyond their functional leadership role, including those without prior formal business education, and functional and technical experts.

This program includes assurance of learning through assessments and course projects. Courses offered in the full Accelerated Management Development program are also available to take as an individual open enrollment course. Visit the website for more details.

Program admission is by application only.

Foundational courses include:
- Analytical Thinking
- People-Driven Thinking
- Strategic Decision-Making
- Value-Driven Thinking

Specialty courses include (Select one of three):
- Digital Transformation & Innovation
- Diversity, Equity & Inclusion
- Managing the Future Workforce

Michigan Ross is thrilled to be able to take advantage of all the innovations that have been happening in the digital space in order to offer you this comprehensive, interactive, and personalized online certificate program that will help you advance your career.

– Gwen Yu, Faculty Director

Exceptional Online Experience
- Integrated Course Design
- Peer-Learning Community
- Real-World Application
- Subject Matter Experts
- Live Sessions
- Certificate/Badging
MASTERING WORKPLACE RELATIONSHIPS: STRATEGIES FOR PROFESSIONAL IMPACT (4 WEEKS)

ONLINE

Being effective at influencing diverse stakeholders is critical to being an effective leader. Learn the most effective influence practices and techniques to drive change among diverse stakeholders. This four-week course features an innovative proprietary simulation to help you increase your influence at work and beyond, attract attention to new ideas, and get things done without relying on formal authority. This course allows you to achieve leadership development more effectively and less expensively, automatically leading to organizational improvement.

Who Should Attend: Leaders at all levels and functions. Employees in customer-facing, boundary-facing and cross functional roles. People seeking a unique, sustainable leadership development experience. Teams seeking to showcase results within the broader organization by maximizing their abilities in influence and persuasion.

PRACTICING POSITIVE LEADERSHIP (4 WEEKS)

ONLINE

Demonstrate the strategic value of positive leadership within your organization. Positive Leadership is the key to creating empowering, virtuous organizations with strong employee engagement and consistently outperforming competitors. This four-week online course will help you explore new techniques to increase employee engagement, leverage empowerment to drive productivity, and share best practices with your cohort. Drawing on a diverse body of research, Professor Kim Cameron’s real-world, evidence-based examples demonstrate how leaders can affect organizational culture, positivity, and productivity.

Who Should Attend: Senior-level directors, assistant/associate and managing directors challenged to lead transformative experiences and implement positive leadership practices within the organization. Other senior leaders including business unit managers, General and regional managers, Program/brand/project and other team leaders who want to instill better engagement and performance from the teams they lead.
BECOMING WHO YOU REALLY ARE: HOW TO GROW YOURSELF AND YOUR ORGANIZATION (100-DAY JOURNEY)

ONLINE

Investing 10 minutes a day in this self-guided online leadership journey elevates your performance. And, after 100 days, the habit of daily reflection continues your growth.

Now organizations can do leadership development in a fashion that is more effective, less expensive, and drives improvement seamlessly. This 100-day course is designed to allow you to dive deeply into areas where transformation is most needed in your life, relationships, and the impact you have on others.

This online course includes five separate 4-week (20-day) chapters that collectively combine to create the complete 100-day online course experience. Individual chapters include:

Discovering Your Leadership
Wielding Transformative Power
Accelerating Deep Change
Entering the Fundamental State of Leadership
Leading without Authority

Individual 20-day chapters are available for group experiences of 20 persons or more or can also be taken as an addition to a custom program learning development experience. Contact us for specific program details.

Who Should Attend: People seeking a unique, sustainable leadership development experience. Teams seeking extraordinary results through a common language and supportive approaches.

BUILDING BOARD EXPERTISE ON SUSTAINABILITY (NEW)

ONLINE

Explore why sustainability is crucial for boards. Board members face an ever-increasing range of sustainability risks and opportunities, from the fiduciary role of directors for oversight of climate, integration of sustainability and strategy, to the evolving disclosure landscape. This program brings together business and sustainability experts from Michigan Ross, the Erb Institute and Ceres, and non-profit leaders in sustainable business to deliver a unique educational experience and provide the essential climate and sustainability skills needed by every board member in today’s rapidly evolving board rooms.

Who Should Attend: Board members – new or senior executives who plan to serve on boards in the near future. Professionals from different disciplines, including law, investor relations, public affairs, policy, media, and communications. Past participants include C-suite executives and senior executives.

“The content is spot-on for our goal of positive leadership. It provides many different layers and approaches to teach the material. By making it a daily habit, it becomes a constant reminder of the type of leaders we aspire to be. The format is perfect for rolling it out at our organization. It is low cost. Multiple sessions allow us to send another batch of leaders through the training. It is remote learning which makes it accessible by all.”

– Chester Kustarz, Duo Security
STRATEGIC LEADERS PROGRAM
IN-PERSON
Strategic leaders inspire their teams to move their organization forward. Your effectiveness as a senior leader is measured by the performance of the leaders you manage. They rely on your ability to align, inspire, and drive business results.

Learn to make better decisions under pressure, navigate complex problems more effectively, develop talent more deliberately, tackle fierce conversations, and lead with more creativity, inspiration, and intensity. The strategic leadership program is designed to prepare high-potential mid to senior level leaders with a new set of executive skills.

The Strategic Leaders Program, through the Competing Values Framework, will challenge you to adopt new research-backed ways of thinking that will increase your impact as a leader. You’ll emerge with an action plan to drive positive results in your organization and a skill set to advance your career.

Who Should Attend: Mid- and senior-level leaders who manage other managers. Those ascending to or currently in general management roles.

“\nThe structure and content were world class and provided frameworks that are relevant and actionable.\n”

– Apollo Paredes, Masonite Corporation

THE POSITIVE LEADER
IN-PERSON
The Positive Leader is designed for senior executives who need to inspire their teams to operate at their fullest potential. The curriculum is based on the Competing Values Framework. Developed by Prof. Kim Cameron and Bob Quinn, this framework has been adopted globally by executives at leading organizations for personal and organizational transformations.

This program will help you develop a vision for your leadership and build a toolkit of positive business practices to create an engaged and thriving organization. A reflective self-assessment is included to help you understand how others see you at your best. The weeklong, in-person course culminates in peer-based work sessions, guided by an executive coach to help you develop a solution to your most pressing leadership challenge.

Who Should Attend: Senior leaders and executives seeking a positive leadership vision, field-tested tools, and positive business practices.

Program admission is by application only.

ASCENDING TO THE C-SUITE:
From Theory to Practice
IN-PERSON
Ascending to the C-Suite is a leadership development program created for women leaders, integrating the teachings of some of our foremost professors with the wisdom of executives currently working in industry. Course content focuses on negotiation, innovation, and financial acumen. Industry data suggests females who project strength and confidence in these areas are more easily identified as capable leadership candidates who are well-prepared for the rigors associated with leading from the C-Suite. This program is delivered in partnership with Inforum, founded in 1962, and the only professional organization in Michigan dedicated to proven professional programs and original research to accelerate careers for women. Participants are transformed by applying the learnings in the classroom and return to work prepared to lead at the highest leadership levels. Lifelong networks are formed at this intersection of theory and practice.

Who Should Attend: Participants with at least 15 years prior leadership experience and may include organizational levels generally one to two levels below C-Suite (understanding there may be differences in larger organizations).Executives with a consistent track record of promotions and/or who are current successor candidates to C-Suite executives will find this program heightens their career plan. This program is open to all without regard to gender or gender identity.

Program admission is by application only.

EMERGING LEADERS PROGRAM
IN-PERSON
To succeed as a leader, you must be prepared to take on new challenges that stretch your abilities. The Emerging Leaders Program is designed to support new people managers as they prepare for the challenge of leading teams. This 5-day program will help you to identify your unique leadership style and motivating ideals. The coursework is focused on self-leadership, organizational networks and team culture. You will have the opportunity in this program to lead teams in simulations, assess the strength of your networks and understand how your approach to coaching can create an inclusive, high-performing team culture.

Who Should Attend: High-potential, early- to mid-level leaders with three to ten years of experience. Managers preparing for next-level responsibilities.

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Many new and established concepts come together in this program to provide a way of simplifying and applying a framework that aligns HR strategy to business strategy...

– Shawna Dover, First Command Financial Services

An immersive executive development program that cuts through all the ‘noise’ with proven research. It inspired and energized me as a strategic player for my organization.

– Julie Nuter, Argonne National Laboratory

The program exceeded my expectations and changed the way I think about HR as a whole. If you’re looking for the best program in HR, this is the one.

– Zaki A. Al-Miush Arraf, Saudi Aramco
LEADING FUTURE-READY TEAMS

IN-PERSON

Join peer leaders of teams and organizations to dive into the latest research and experience the most effective team leadership practices. Reinvigorate your understanding of your role as a team leader and discover practical ways to optimize and adapt your leadership approach to managing workload and stress and develop agile and adaptive teams to meet the highly emotional challenges of our changing times.

For leaders whose teams are remote and globally-distributed, this program also offers practical lessons for unifying remote teams and creating an inclusive culture. Participants create a personalized action plan they can put into use immediately upon return to the office. The work of the future demands a new approach. Prepare to lead teams that deliver results today and are built for tomorrow’s challenges. Your ability to build future-ready teams that deliver exceptional results will ensure you’re ready to take on whatever tomorrow brings.

Who Should Attend: Team leaders and project managers at all levels. Intact work teams (contact us for special pricing); Leaders of virtual and hybrid teams.

Focused Programs

THE BUSINESS OF CULTURE: UNLOCKING THE POWER BEHIND WHAT WE BUY, WHAT WE DO, AND WHO WE WANT TO BE

IN-PERSON

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.

Participants will learn how to achieve a level of cultural understanding to drive behavioral adoption. Subsequently, contemporary business leaders learn their impact to drive business success. This program will help business leaders take action by harnessing the influence of culture.

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.

SUSTAINABLE LEADERSHIP IN THE ESG ERA

IN-PERSON

Learn why ESG leaders must drive innovative ESG strategies for sustainable transformation. This program integrates leading research with industry best practices, providing participants with a solid foundation of evidence-based knowledge to inform their decision-making and drive sustainable business practices.

Through a combination of interactive lectures, case studies, group discussions, and experiential learning activities, participants transition from consumers of ESG data and sustainability reports to producers and leaders of sustainable business in the ESG era. This program was developed in coordination with the Erb Institute, which has been at the forefront of redefining sustainability for over 25 years.

Who Should Attend: This program is designed for all executives who are passionate about driving sustainable transformation, integrating ESG principles, and creating long-term value for their organizations and stakeholders. Participants in these roles will find this program beneficial for them and their organizations.
Great program and the focus on leadership, strategy, innovation and inner voice were illuminating, insightful and with pragmatic advice. – Chris Akayan, Mirvac Pty Ltd

The group was very diverse in terms of nationalities and backgrounds, which provided an excellent base to discuss and learn from each other. The program included live discussion of topics and experiences making it down to earth and applicable. – Myen Moodley, Standard Bank

The course gave me snips of information to help me realize I am a leader. Then gave me the information to become a stronger leader. – Stacey Rose, Blue Buffalo
HYBRID PROGRAMS

Michigan Ross Executive Education collaborates with Northwest Executive Education to build two new leadership programs, the Chief Operating Officer (COO) Program, and the Chief Technology Officer (CTO) program. Both programs offer a significant professional program experience for global participants. Both the COO and CTO programs offer an immersive 8-month multi-modular program designed to prepare you to excel in your leadership journey as a future-focused and inspired COO, or as a visionary CTO leader capable of leading global organizations amidst a rapidly evolving business and technology arena.

CHIEF OPERATING OFFICER PROGRAM
HYBRID (IN-PERSON AND ONLINE)

The new-age COO is a strategic partner to the CEO, playing a pivotal role in transforming organizational vision into reality while driving organizational success and inspiring global teams to deliver outstanding results. The program will empower you with insights, knowledge, and best practices in strategy, leadership, operational excellence, and innovation needed to navigate the complex landscape of modern business confidently.

Through a dynamic curriculum, you will explore cutting-edge frameworks and tools to administer a strategic approach to leadership and organizational excellence to drive long-term growth, profitability, and business efficiencies. Through this transformative learning journey, you will evolve into a strategic COO primed to lead and transform organizations.

Who Should Attend: This program is recommended for participants who have a minimum of 10 years of work experience in functional, technical, or business roles and may also include:
• CXOs, Directors, Presidents, VPs, etc.
• Executives with demonstrated career progression and success across levels
• Senior functional managers and business heads with experience in developing or executing tech-driven initiatives
• Managers of managers
• Individuals with outstanding careers and leadership roles in a variety of settings

It is also recommended COO and CTO program participants have:
• A strong drive to succeed and aspirations for reaching beyond the obvious career milestones
• A graduate degree with a strong academic track record
• Fluency in written and spoken English

All attendees must apply through Northwest Executive Education and be accepted. Space is limited.

CHIEF TECHNOLOGY OFFICER PROGRAM
HYBRID (IN-PERSON AND ONLINE)

With this program, you will be ready to succeed as a transformational CTO with a growth mindset approach and skills to lead the integration of strategy, innovation, and cutting-edge technologies. This experiential program is designed for senior executives who aspire to succeed in the strategic role of Chief Technology Officer, with the foresight, expertise, and capabilities to leverage technology to build a decisive competitive advantage for the organization.

Who Should Attend: This program is recommended for participants who have a minimum of 10 years of work experience in functional, technical, or business roles and may also include:
• CXOs, Directors, Presidents, VPs, etc.
• Executives with demonstrated career progression and success across levels
• Senior functional managers and business heads with experience in developing or executing tech-driven initiatives
• Managers of managers
• Individuals with outstanding careers and leadership roles in a variety of settings
Adient partnered with Michigan Ross to develop a leadership development program to advance our ESG initiatives. It was important that the material developed could easily apply to real-world situations. The content and instructors had to be highly engaging as well. I’m pleased to say that our expectations were exceeded...

- Doug Del Grosso, President and CEO, Adient
EXECUTIVE COACHING
Michigan Ross provides preferred access to executive leadership coaches, each an expert at communicating knowledge, influencing thought, leading change, and addressing leadership behaviors. Because Michigan Ross Executive Coaches are actively involved in a wide range of business challenges and issues, our coaches are able to advise and support executives and teams at all levels of an organization. Specializing in executive development, strategy, innovation, and team building, Michigan Ross Executive Coaches are chosen as collaborative partners by leading executives from companies large and small across the globe.

KEYNOTE SPEAKERS
Michigan Ross world-renowned faculty can deliver pragmatic research with high energy and share intellectual insights through dynamic speaking engagements for your event. Speaker engagements offer greater scheduling flexibility, allowing faculty to meet you where you are and deliver at your site.

INDUSTRY SPECIFIC, CAREER-TRANSITION OFFERINGS
We deliver specialized programs and serve varied corporate development interests. Examples include: Women in Healthcare Leadership, Ascending to the C-Suite for senior women executives, sports leadership programs (NFL) and more.

ONLINE PROGRAMMING
Michigan Ross online programs allow you to share existing best practices with peers across the organization. Bring your teams together across time and distance. Ross virtual programs revitalize the way to solve organizational challenges through online learning and collaboration. This approach allows participants to integrate their learning, ideation, and application directly into their daily content. The online program format increases employee engagement while leveraging empowerment and driving productivity.

GLOBAL LOCATIONS
Ross offers learning development opportunities around the globe. Global locations include Europe, South Asia, the Middle East, and the United States, including U-M’s campus in Ann Arbor, MI. Our expertise in global business markets helps us create programs relevant to the region-specific challenges of your business. Companies across continents benefit from the same seamless learning experience and access to Ross faculty, regardless of where the program is held: on-site, online, or on the Ross campus.

CORPORATE PARTNERSHIP
True partnership means working together towards a common goal. Enjoy special pricing when sending a team or multiple leaders together to diverse programs to influence results more broadly in your organization.

ALUMNI ADVANTAGE
Reaffirm your commitment to lifelong learning, make a difference, and save your company money with Michigan Ross Alumni Advantage. Michigan alumni enjoy exclusive offers from our Alumni Advantage Program. Michigan Ross alumni not only receive tuition scholarships but can pass along discounts to their staff, colleagues, or clients. U-M alumni are also eligible for significant partial scholarships.
DIVERSITY, EQUITY, AND INCLUSION

At Michigan Ross, our purpose is to create a better world through business. Our dedication to academic excellence for the public good is inseparable from our commitment to diversity, equity and inclusion. We invite you to join us in expanding opportunities for increased participation of members from all communicates in our Executive Education programs.

For more about our commitment to DEI, visit https://michiganross.umich.edu/about/diversity

PARTICIPATING ORGANIZATIONS
A FEW OF THE MANY...

Adient
Citibank
Comcast
Continental
Dow Chemical
Duo Security
ExxonMobil
Ford Motor Company
FTHR
Google
HSBC
Larsen & Toubro
Lenovo
Lexmark
Life Time
Mahindra
Nissan
NTR
Phillips Healthcare
Pinkerton
Ramco
Rexam PLC
Saudi Aramco
STC
Schaeffler AG
Standard Bank
Stellantis
Stryker
TATA
The Coca-Cola Company
Thrivent Financial
Toyota
Webasto
Wells Fargo Bank
Zoetis Inc.
This program changed my leadership lens and how my values reflect my work. I’ve learned how to identify my strengths and how to leverage those strengths to be my best and incite change.

– Martin Hessler, Thrivent Financial