

2016 PROGRAM GUIDE



A photograph of a Stanford University campus scene. In the foreground, a large, modern, multi-story building with a tiled roof and large windows is visible. To the right, a person is walking on a paved path. In the background, a large, white, domed building (the Hoover Tower) is visible against a clear blue sky. The image is partially obscured by a large red diagonal shape on the left side.

Are you looking for
an exceptional executive
education experience that will
reignite your mind?

A program where innovation and entrepreneurship are the presiding principles? A place you've never been but will return to every day of your life? Then come to the source. **There's only one: Stanford.**





Why Stanford Graduate School of Business?

WORLDWIDE RECOGNITION AND ALUMNI BASE

With a global reputation for excellence, Stanford Graduate School of Business (GSB) Executive Education programs have attracted close to 50,000 senior executives from more than 18,000 companies, creating a vast network of alumni from around the world.

RESEARCH-BASED LEARNING MODEL

Research-based management frameworks provide the foundation for all Stanford GSB Executive Education programs. Study groups, interactive simulations, real-world business challenges, guest speakers, and case discussions reinforce the practical applications of these frameworks.

RENOWNED FACULTY AND RESEARCH

Stanford Graduate School of Business faculty includes 3 Nobel laureates, 3 recipients of the John Bates Clark Medal in Economics, 5 members of the National Academy of Sciences, and 18 members of the American Academy of Arts and Sciences. Stanford GSB faculty members lead each executive program and are deeply engaged with the participants. Research emphasis changes to reflect the issues faced by business leaders today. Research centers have been established to study current topics. For more information, please visit centers.stanfordexeced.com.

GLOBALLY DIVERSE, SENIOR-LEVEL PARTICIPANTS

Faculty directors review all applications to ensure a global mix of experienced participants for each program. Program demographics are carefully balanced, with approximately half of all participants coming from outside North America.

A COLLABORATIVE LEARNING/LIVING COMMUNITY

The Knight Management Center, with 360,000 square feet in 8 buildings and 50% of its 12.5-acre site preserved for open space, consolidates the facilities of Stanford Graduate School of Business into a vibrant and unified indoor/outdoor, living/learning community. The Knight Management Center is Platinum-certified by the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) program, and features tiered classrooms with extensive floor-to-ceiling glass, the latest in audiovisual technology, and numerous breakout and study rooms.

SCHWAB RESIDENTIAL CENTER

Most program participants reside on campus at the Schwab Residential Center, located across the street from the Knight Management Center. Designed by renowned Mexican architect Ricardo Legorreta, the Schwab Center offers residents ample privacy for study and reflection while promoting collegial interaction. Enjoy comfortable private rooms that include a private bath, extra-long double bed, desk, personal computer with high-speed internet service, phone with direct outside line and voicemail, television, and ample study space. Each room is also wheelchair-accessible and shares a full kitchen with a neighboring room. Exercise more than just your mind with the center's exercise room and concierge services.

You will also be treated daily to the award-winning cuisine of Executive Chef Raul Lacara and the friendly and efficient service of the Schwab Executive Dining staff. Earning the coveted *Financial Times* Executive Dining Award eight years running, Schwab Executive Dining's on-premises kitchen under Chef Lacara's leadership consistently receives high praise for its culinary excellence.

Custom Executive Programs

Stanford Graduate School of Business collaborates with select organizations to design and deliver custom executive programs that address an organization's specific business challenges. To ensure maximum impact and relevance, these custom programs involve close cooperation between an organization's executive leaders and senior Stanford faculty. Programs include a combination of highly interactive classroom sessions, case discussions, small group exercises, electronically mediated tools, and intensive study groups to encourage participants to think strategically and effectively manage change in their organizations. More information is available at custom.stanfordexeced.com.



“The interaction with Stanford faculty, the exposure to global industry leaders, and the diversity of my peer group were remarkable. The overall experience was invigorating and I return to work with a new set of leadership tools to put into action.”

Diane Bryant | Senior Vice President and General Manager | Intel Corporation



General Management Programs

Stanford Executive Program: Be a Leader Who Matters

June 19 – July 30, 2016 / Tuition: \$63,500

Optional Leadership Coaching: \$5,900

Application Deadline: April 29, 2016

Broaden your vision, navigate critical business challenges, and ignite change both personally and professionally at the Stanford Executive Program. Examine the economic, political, social, and ethical demands of top leadership. Gain innovative, actionable business strategies and leadership development in this six-week, academically rigorous program, fueled by cutting-edge research and Silicon Valley innovation. It's an experience that will impact the trajectory of your career, providing strategic skills, GSB alumni status, and connections that will last a lifetime.

Accelerate your individual leadership skills with optional executive coaching sessions, including a 360-degree assessment and personalized six-month Leadership Action Plan.

Executive Leadership Development: Analysis to Action

Winter 2017. See website for details.

Tuition: \$34,000

Learn how to transition from manager to leader with a cutting-edge curriculum that helps you analyze critically, articulate strategically, think holistically, and lead with confidence. In this comprehensive two-module program, you'll use critical analytical thinking to communicate an argument and design thinking principles to solve real-world business challenges. This intensive program also includes enhanced content and coaching over the course of six months to refine your own set of personal leadership skills and leave you inspired and motivated to rethink what's next for your career.

Executive Program for Growing Companies

July 10 – 21, 2016 / Tuition: \$23,500

Application Deadline: June 3, 2016

Learn how to create and execute strategies to move faster, operate more efficiently, and expand into new markets in this two-week general management and leadership program focused on the challenges and opportunities facing rapidly growing companies.

Executive Program in International Management

In collaboration with the National University of Singapore

August 13 – 27, 2016 / Tuition: \$18,800 (lodging in Singapore not included)

Application Deadline: July 11, 2016

Tackle strategic business issues faced by companies operating in the Pacific Rim by exploring recent developments in business management, strategy, and leadership from the United States and Asia.

Specialized Programs

CORPORATE GOVERNANCE

Directors' Consortium

In collaboration with Stanford Law School, University of Chicago Booth School of Business, and Tuck School of Business at Dartmouth

April 5 – 8, 2016 (at Stanford)

April 4, 2016: Finance and Accounting Basics Optional Session

Application Deadline: March 7, 2016

4-day Tuition: \$10,000 / 5-day Tuition: \$11,500 (lodging is not included)

Develop leading-edge strategies, frameworks, and best practices for making complex and crucial board decisions in this unparalleled academic partnership between Stanford Graduate School of Business, Stanford Law School, University of Chicago Booth School of Business, and Tuck School of Business at Dartmouth.

FINANCIAL MANAGEMENT

The Emerging CFO: Strategic Financial Leadership Program

February 26 – March 3 and April 30 – May 5, 2017 (a two-module program)

Tuition: See website for details. / *Application Deadline: January 17, 2017*

Think beyond finance and learn how to make better financial decisions, build strategic partnerships with key stakeholders, and develop a more effective leadership style. This comprehensive, two-module program combines a rigorous curriculum with one-on-one coaching.

Finance and Accounting for the Nonfinancial Executive

November 13 – 18, 2016 / Tuition: \$11,000

Application Deadline: October 14, 2016

Become a well-informed, strategic user of accounting and financial data so you can communicate with competence and confidence and learn to make better, more strategic financial decisions.

Mergers and Acquisitions

July 24 – 29, 2016 / Tuition: \$12,000

Application Deadline: June 17, 2016

Explore the strategic, financial, legal, organizational, and cultural factors needed for success in an M&A transaction. Experience an interdisciplinary curriculum, key insights from M&A practitioners, and a week-long, hands-on simulated merger deal.

INNOVATION

NEW! The Corporate Entrepreneur: Driving Innovation and New Ventures

August 28 – September 2 and October 23 – 28, 2016 (a two-module program)

Tuition: \$23,000 / *Application Deadline: July 18, 2016*

Drive new ventures in established organizations with this intense two-module program that will prepare you to innovate from within, overcoming internal obstacles. Gain the skills needed to formulate, evaluate, and launch new ventures and tackle a real business challenge through a hands-on project.

Customer-Focused Innovation

October 2 – 7, 2016 / Tuition: \$15,000

Application Deadline: September 2, 2016

Discover the best of Stanford GSB and the Hasso Plattner Institute of Design (d.school) in one integrated program. Learn strategic frameworks to build a customer-centric organization and experiment with ideation and prototyping to develop innovative solutions.

Tap into the innovation engine that powers Stanford and Silicon Valley. Access the minds that have nurtured and educated successive generations of the world's most successful business innovators. Profit from associating with other highly gifted peers selected from all over the world. Present your concepts face-to-face to leading real-world executives. Discover an invaluable catalyst for positive change in yourself, your company, and your career.





Design Thinking Boot Camp: From Insights to Innovation

In collaboration with the Hasso Plattner Institute of Design at Stanford

Spring: March 22 – 25, 2016 / Application Deadline: February 22, 2016

Summer: July 12 – 15, 2016 / Application Deadline: June 13, 2016

Fall: September 20 – 23, 2016 / Application Deadline: August 22, 2016

Tuition: \$11,500

Get your hands dirty learning the fundamentals of design thinking to gain key customer insights and develop innovative solutions. Leave the program feeling energized to immediately implement new design thinking behaviors into your organization.

NEW! The Innovative Health Care Leader: From Design Thinking to Personal Leadership

In collaboration with Stanford School of Medicine

May 22 – 27, 2016 / Tuition: \$12,000 / Application Deadline: April 18, 2016

Experience the best of the Stanford GSB and School of Medicine in this groundbreaking program focused on thriving in the rapidly changing world of health care. Use hands-on design thinking to find creative solutions. Develop new models and mindsets to navigate through uncertainty while building personal leadership skills to drive innovation.

NEW! The Innovative Technology Leader

(formerly The Innovative CIO program)

July 31 – August 5, 2016 / Tuition: \$12,000

Application Deadline: June 24, 2016

Tailored to the complex and changing role of the technology leader, this unique program combines classroom learning, Silicon Valley speakers, and hands-on design thinking sessions to teach strategy, innovation, and leadership.

MARKETING

Strategic Marketing Management

August 7 – 17, 2016 / Tuition: \$18,500

Application Deadline: July 8, 2016

Integrate digital, brand, and business strategies in this comprehensive program that combines core marketing fundamentals, consumer-centric strategies, and Silicon Valley innovation.



“Rarely have I been in such an international environment surrounded by people who share the same professional issues. The richness of the conversations and the sheer breadth of expertise in the room, made every moment worthwhile. Orchestrated by professors who excel both at research and teaching, made this two-week course an excellent educational and professional investment.”

Romeo Baertsoen | Vice President of Strategic Marketing | Barco



NEGOTIATION

Influence and Negotiation Strategies Program

October 9 – 14, 2016 / Tuition: \$12,000

Application Deadline: September 12, 2016

Learn to get more of what you want, how to influence without authority, and know when it's wise to walk away. Hone your negotiation skills through daily simulations and research-based discussions in this hands-on program.

ORGANIZATIONAL LEADERSHIP

Leading Change and Organizational Renewal

In collaboration with Harvard Business School

October 30 – November 4, 2016 (at Stanford)

Application Deadline: September 30, 2016

Tuition: \$14,500

Explore cutting-edge research, proven methodologies, and design thinking techniques to identify and overcome barriers to strategic change. Design a comprehensive strategy and action plan for promoting innovation in your organization.

Managing Talent for Strategic Advantage

August 21 – 26, 2016 / Tuition: \$11,000 / Application Deadline: July 22, 2016

Discover how to recruit, manage, and develop the very best talent in this intensive program that brings together HR executives and business leaders to explore the complexities and interdependencies of effective talent strategy.

Managing Teams for Innovation and Success

June 12 – 17, 2016 / Tuition: \$11,000 / Application Deadline: May 16, 2016

Learn how to create, manage, and lead teams to foster innovation and success using evidence-based research, team simulations, and design thinking principles. Appropriate for individuals and teams.

PERSONAL LEADERSHIP

Advanced Leadership Program for Asian-American Executives

August 7 – 12, 2016 / Tuition: \$12,000 / Application Deadline: July 15, 2016

Gain the confidence, connections, and community you need to advance your career with a first of its kind leadership program to address the gap in effective training for high-achieving Asian-American executives.

Executive Program for Women Leaders

May 1 – 6, 2016 / Tuition: \$13,000 / Application Deadline: April 1, 2016

Transform common career roadblocks into breakthrough opportunities with the essential strategies, skills, and networking you need to enhance your power, navigate the workplace, and take the lead.

Executive Program in Leadership: The Effective Use of Power

September 24 – 30, 2016 / Tuition: \$13,000

Application Deadline: August 26, 2016

Explore the sources and uses of power and learn new methods for developing personal influence through collaboration. This program focuses on the impact of your personal leadership style and includes a 100-day action plan tailored to you and your organization.

Interpersonal Dynamics for High-Performance Executives

June 26 – July 1, 2016 / Tuition: \$14,500

Application Deadline: May 20, 2016

Discover what it takes to become an authentic leader and hone the essential interpersonal “soft skills” needed for success. This immersive and experiential program will improve your abilities to engage and influence others.

NEW! LGBT Executive Leadership Program

July 31 – August 5, 2016 / Tuition: \$12,000

Application Deadline: June 24, 2016

Explore how being LGBT influences and strengthens your personal leadership style in this unique program. Discover cutting-edge research on strategy, innovation, and organizations while building a foundational network with other LGBT executives.

STRATEGY

Executive Program in Strategy and Organization

August 14 – 26, 2016 / Tuition: \$23,500

Application Deadline: July 15, 2016

Diagnose and solve strategic issues and develop action plans for implementing real change. This two-week program explores cutting-edge research on organizing for global advantage, game theory, strategic interaction, and the role of power and leadership.

At Stanford you will happily discover that innovation is not a stripe on a chromosome— but that the minds that routinely solve the big problems can teach you how to innovate— and how to build a corporate culture of innovation.





Strategies and Leadership in Supply Chains

August 21 – 26, 2016 / Tuition: \$11,000 / Application Deadline: July 15, 2016

Develop a comprehensive, global approach to supply chain management and learn how to influence the strategic and organizational direction of your company using research-driven frameworks and best practices.

NEW! Strategy Beyond Markets: Building Competitive Advantage Through Government Relations and Public Affairs

August 21 – 26, 2016 / Tuition: \$12,000 / Application Deadline: July 15, 2016

Develop a more holistic business strategy to compete in today's complex, high-stakes business environment. Explore beyond market forces—from legislation and regulation to activism and the media. Learn how to proactively manage risk and seize new opportunities through cutting-edge academic research and relevant, real-time cases—from ObamaCare to EU privacy.

ONLINE

Stanford Innovation and Entrepreneurship Certificate

Start today at create.stanford.edu / Tuition: \$995 per course

Power your career with self-paced online courses with strategies you can apply immediately. Topics developed and taught by faculty from Stanford School of Engineering and Stanford GSB to empower entrepreneurs and innovators. Earn a certificate on your own schedule by completing 8 of 12 courses, in any order or combination.

NEW! Stanford LEAD Certificate: Corporate Innovation

Spring 2016 / Check website for dates and application deadline

Tuition: \$16,000

Learn. Engage. Accelerate. Disrupt. Learn new strategies and get inspired to accelerate and drive change in your organization. Exchange ideas and collaborate with GSB faculty, peers, and teaching teams through live virtual interactions, group projects, and discussion forums. Build a strong network of highly-qualified change agents and receive a prestigious Stanford GSB Certificate upon completion.

All programs, dates, and tuition are subject to change. Please visit our website for the most current information: stanfordexeced.com.



Other Learning Opportunities

In addition to open enrollment and custom programs, Stanford Graduate School of Business offers numerous continuing education opportunities to improve critical analytical thinking skills, expand leadership abilities, hone innovative thinking capabilities, and increase awareness of new research to stay ahead of the competition.

COMPLIMENTARY WEBINARS

Stanford GSB Executive Education offers a series of faculty-led webinars throughout the academic year that cover a wide range of current business topics. For more information on past and upcoming webinars, please visit webinars.stanfordexeced.com.

STANFORD MASTER OF SCIENCE IN MANAGEMENT FOR EXPERIENCED LEADERS (STANFORD MSx PROGRAM)

This full-time, one-year general management program prepares mid-career managers with successful track records for global senior management responsibilities. Fellows graduate with a Master of Science in Management degree. For more information and program dates, please visit StanfordMSx.com.

VOLUNTEER WITH SEED IN AFRICA

The Stanford Institute for Innovation in Developing Economies (SEED) was founded in 2011 to bridge a critical gap in global efforts to address prosperity around the world. Our unique approach focuses on private-sector job creation by transforming local and regional businesses with exceptional growth and impact potential. We are currently seeking innovative business leaders to volunteer in Africa and lead path-breaking initiatives that transform local businesses into market leaders, impacting lives on a massive scale. For more information, please visit seed.stanford.edu/volunteer.



Stanford GSB has saved the following resources by using New Leaf Reincarnation paper, made with 100% recycled fiber, 100% post-consumer waste, and processed chlorine-free: 101 fully grown trees, 55,059 gallons of water, 112 million BTUs of energy, and 19,744 pounds of greenhouse gases.



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Sign up today to receive the Stanford Executive Report, a monthly e-newsletter that provides executives and human resource professionals with relevant faculty research and updates on upcoming events and programs. Please visit news.stanfordexeced.com.

JOIN THE CONVERSATION

Participate in online discussions and build valuable business relationships through Stanford GSB social media networks. Follow Stanford GSB on Twitter [@StanfordBiz](https://twitter.com/StanfordBiz) or join the Executive Education public LinkedIn group: social.stanfordexecutive.com. And be sure to follow our company page on LinkedIn: linkedin.stanfordexecutive.com.

Take the Next Step

For more information or to apply to a program, please contact Stanford GSB Executive Education at:

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