

Created for senior and executive leaders, the Executive Program has been designed to provide you with the skills and abilities to meet organizational challenges now and in the future. Focusing upon the foundational principles of vision, mission, strategy and implementation, and viewed through the lens of new and cutting-edge insights from world-class faculty and industry-leading consultants, the Executive Program provides an environment where conventional thinking is challenged and new ideas explored.



Module four will be held in the beautiful mountains of Banff, Alberta. You will gain a refreshed perspective in this first class residency environment.

IS THIS PROGRAM FOR YOU?

- You are responsible for, or play a part in, setting the strategic direction of your organization.
- You are a senior leader with 12+ years of management experience in the private sector, public sector or not-for-profit sector.
- You are new to a C-suite position or soon to move into one.
- Past educational experiences including professional development, EMBA or MBA are assets.
- You have a desire to challenge your thinking and gain new insights into how to lead within your organization.
- You have a strong desire to grow as a leader within your organization.
- You wish to discuss solutions to industry challenges with other senior leaders from a variety of sectors.

PROGRAM HIGHLIGHTS

- Stretch your thinking and expand your theoretical knowledge to enable you to face the challenges of today and prepare your organization for future challenges.
- Be pushed to critically analyse the direction your organization is going and assess the direction it should be going.
- Take a strategic look at your leadership in setting the tone and direction for your organization.
- Gain insights into effective communication and negotiation to successfully lead a mission driven organization.
- Assess the positioning of your organization and look strategically at how you can prepare it for the future.
- Through simulations, case studies, guest speakers and interaction with your classmates, gain insights into how others have approached similar challenges to your own.

"Kudos to the Alberta School of Business for being a leader in providing a program for Executives that will be valued and continue to enlighten us as we create environments within the workplace that provide excellence in leadership. The program, instructors and participants create an extraordinary learning experience in all aspects."

*- Karen Egan,
Vice President, Human Resources & Learning and Development
Alberta Gaming and Liquor Commission*

"First and foremost I want to thank the Alberta School of Business for having the vision and foresight in creating a program in Executive Leadership. What I hope you realize, and maybe even more importantly, is that you created an experience; one that is born from marrying exceptional content with equally exceptional instructors and participants.

I believe that the learning outcomes from this experience will be one of the highlights of my life."

*- Bart Becker,
Vice-President, Facilities
University of Calgary*

MODULE 1: VISIONING – SETTING THE STRATEGIC DIRECTION – 3 DAYS

Communicating your Vision; Filling the Leadership Void; Setting the Tone at Top – Creating a vision and managing the challenges associated with its implementation are core leadership competencies for organizational growth and success. Module I of the Executive Program provides a high level overview of the skills and abilities necessary to successfully set the tone at the top. You will further enhance your understanding of governance and the role of management to achieve results.

MODULE 2: BEING A MISSION DRIVEN ORGANIZATION – 2 DAYS

Living the Mission; Negotiating for Results – As a senior leader, it is your responsibility not only to assist in crafting the organizational mission but to champion how it is lived by all team members. A clear and succinct mission will greatly enhance your ability to frame issues, challenges, and successes within a shared and mutually understood framework. Module II of the Executive Program outlines your corporate social responsibility and negotiation skills required to successfully lead a mission-driven organization.

MODULE 3: STRATEGY FORMULATION & IMPLEMENTATION – 2 DAYS

Strategic Thinking; Risk Management; Design Thinking – Having a sound business strategy facilitates a number of decisions, actions and results that would otherwise be challenging to obtain. This strategic plan encompasses your overall direction as well as the many detailed activities that occur within your organization. As a leader, you are responsible for ensuring your organization is well positioned to manage future challenges and leverage future opportunities. Module III of the Executive Program takes you from creation through to successful implementation of organizational strategy.

MODULE 4: EXECUTION – THE CORPORATE LANDSCAPE – 2 DAYS

Economic & Political Environment; Digital Strategies; Program Capstone – Successful implementation means navigating a sometimes changing environmental landscape. You need to understand present demands while taking into account future possibilities and challenges. As a senior leader the ultimate success of your projects will rely on your ability to successfully leverage organizational systems and structures in a way that will maximize ROI. You will understand the impacts of new technology and marketing approaches on your industry and organization. Module IV of the Executive Program synthesizes and integrates the program learnings into a cohesive experience, all contextualized within the unique economic and political realities of the Alberta marketplace.

Apply online at www.executiveeducation.ca
or call 1-866-492-7676