

CUSTOM PROGRAMS AT UNC EXECUTIVE DEVELOPMENT
HELP YOUR ORGANIZATION GROW ITS GREATEST ASSET -
YOUR PEOPLE

WHY CUSTOMIZE?

We help you grow your executive talent.

Since 1954, The University of North Carolina's Kenan-Flagler Business School Executive Development program has partnered with organizations to help them address their business challenges. Our approach to executive development draws upon the power of applicable real-world experiences from our faculty and staff, integrated with the knowledge our client partners share about the challenges they face. We know that each organization is different, so we listen to develop a deep understanding of your business. And by helping your team excel, we create leaders who provide positive change that can be felt across the entire organization.

OUR MISSION: CREATING CUSTOMIZED LEARNING EXPERIENCES THAT IMPACT YOUR BOTTOM LINE.

Businesses today face some distinctive challenges. Perhaps your company is undergoing an organizational change, adjusting to a corporate merger or retooling a go-to-market strategy. Whatever the circumstances, our team at UNC Executive Development will create a program designed specifically for your organization to help overcome obstacles, accomplish specific goals and positively impact your company's future.

OUR METHOD: COMBINING POWERFUL PROGRAM CONTENT WITH REAL-WORLD EXPERIENCE.

To make our custom programs even more effective, UNC Executive Development leverages The Power of Experience by providing executives with insightful ways to learn from their own experiences, both in the classroom and at work. This proven learning philosophy will strengthen your executive team and build leadership skills in high-potential employees.

We will help you:

- Strengthen the leadership/business acumen of your executive team
- Develop executives and high potentials into senior leaders
- Drive innovation and expand your global reach
- Strategically manage organizational changes
- Meet new environmental and sustainability challenges
- Address cultural shifts resulting from a merger or acquisition



IN TODAY'S ECONOMY, YOU NEED AN
EXPERIENCED DEVELOPMENT
PARTNER DEDICATED TO DELIVERING
RESULTS THAT POSITIVELY AFFECT
YOUR BOTTOM LINE.



Collaboration is key.

From start to finish, our staff works closely with your development team to understand your organization and help you attain your learning objectives. It is this deep collaboration that sets UNC apart from other programs—we listen to your goals, assess your needs and constantly refine our programs to positively impact your business for years to come.

UNC Executive Development faculty members have extensive topic expertise and years of experience teaching executives. They are experts at translating cutting-edge research into practical learning and application.

When we partner to create a custom program, we learn about our client's needs and business culture. We then assemble a team of faculty and practitioners that best fit those particular needs. The team selections are based on the client's needs related to: **content**, **capacity** and **culture**.

CONTENT – What knowledge is needed to meet the client's needs? What subject matter expertise is required? What topics should be covered and to what depth? We ask these questions to identify the right faculty and experts for your program team.

CAPACITY – Learning isn't just about getting everyone in the same room at the same time. Whether you need development to come to you via onsite visits, virtual team meetings, or phone and email communication—we select faculty members who are available, accessible and teach the way your organization needs to learn.

CULTURE – Every company has an established culture that directly influences how your staff learns. Our experience with diverse groups, paired with our faculty's breadth of experience and specific teaching styles ensures you get customized education and a unique learning experience. Whether you need a challenge to your current culture, or a reflection of it, we tailor the learning delivery to fit you.





ASPIRE[®] INTEGRATES ADULT LEARNING DIMENSIONS

A new way to learn.

At UNC's Kenan-Flagler Business School Executive Development, we use our ASPIRE® learning model to drive custom program design. ASPIRE emerged from our philosophy of The Power of Experience. It integrates the fundamental dimensions of adult learning: aesthetic, social, physical, inspirational, rational and emotional. We actively incorporate different methods of adult learning, realizing that critical development also occurs outside traditional settings, through business simulations, team-building exercises, social networking and action learning.

“ At UNC, our distinct view of learning drives every executive development experience we design. This approach—we call it The Power of Experience—provides executives with sustainable methods for leveraging all of their experiences in the classroom and in the workplace. For each executive the result is individualized, accelerated leadership development that continues throughout his or her career. ”

JAMES W. DEAN, JR.
Dean, Kenan-Flagler Business School

An environment designed for learning.

When your executives travel to our world-class facility in Chapel Hill, we host them in an environment designed to foster adult learning. In addition to providing an atmosphere for reflection and enrichment, the Rizzo Conference Center is wired for business, allowing us to integrate various technologies into any custom learning experience, including video conferencing and virtual global team meetings. Our residence and dining facilities add to the Carolina Experience with comfortable rooms and inspiring cuisine. In fact, our world-class residence and dining facilities consistently lead international rankings of custom executive programs.

We also deliver the Carolina Experience to our client partners across the globe, from Houston to Paris, Singapore, India and South Africa. Wherever your business takes you, UNC's Executive Development programs are designed to travel.



How we create custom programs for your organization.

At every stage of the custom experience process, we work to understand your organization's culture, vision and values. We set program objectives that address your organization's business goals. The result is a program unique to your company's needs and expectations.

We follow a multi-stage process to create your program:

- Initial meeting and assessment of needs
- Proposal delivery
- Pre-program design and development
- Program management and delivery
- Program assessments and evaluation

Our Custom Client Partners.

At UNC Executive Development, we partner with organizations from a wide spectrum of industries and backgrounds.

Our custom partners have included:

- Asahi Glass Co.
- Caterpillar Inc., Latin America
- Cisco Systems, Inc.
- Dentsply
- GP-CK Birla Group
- Eastman Chemical
- Exxon Mobil
- Glen Raven
- Grant Thornton International
- Medco
- Nucor
- Sony Ericsson
- SPX
- Syngenta AG
- Telkom SA
- Time Warner
- United States Navy
- U.S. Army

What do our client partners say about working with UNC Executive Development?

100% of our clients surveyed would recommend UNC Executive Development as a preferred custom executive development provider.

100% of client respondents indicated that their UNC Executive Development program positively impacted their business.

96% of our clients were “very” or “extremely” satisfied with the quality of UNC Executive Development’s faculty and found them approachable and receptive to helping outside of the classroom.

The #1 reason our clients chose UNC Executive Development as a custom executive education provider? Client responses resulted in a tie between **Partnership** and **Customer-centered approach**.

- Partnership (83%) – capacity to effectively work with you to develop and deliver programs
- Customer-centered approach (83%) – tailoring programs to meet unique client needs

Our client partners describe our faculty and staff as “*learning partners*,” who deliver “*high-quality instruction*” which is “*on target*.”

Clients describe their UNC Executive Development experience as: *inspiring, relaxing, enjoyable, invigorating, professional, great value, customer-focused, innovative, cutting-edge, cooperative and comprehensive.*

* All statistics and quotes from the 2008-2009 Annual Client Survey. The UNC Executive Development Annual Client Survey is 100% independently administered by Client Opinions, Inc. of Chapel Hill, NC, and represents actual results from current, previous and past client responses.

SINCE 1954, UNC EXECUTIVE DEVELOPMENT HAS PARTNERED
WITH ORGANIZATIONS TO CREATE CUSTOM EXECUTIVE DEVELOPMENT
PROGRAMS TO ANSWER THEIR BUSINESS CHALLENGES.

Blending our decades of experience with ground-breaking research and innovation enhances our ability to drive lasting impact for organizations. We create custom executive learning experiences that address our client partner's business challenges and ensure the organization's leaders have the tools and knowledge to lead effectively. We also deliver learning experiences based on our open enrollment programs for companies upon request.

For information on how we can create a program to fit your organization's needs and to learn more about The Power of Experience, please contact us at 1-800-862-3932 or UNC_EXEC@UNC.EDU.