



Become a better leader.

**Discover new opportunities. Ask hard questions.
Push your comfort zone.**

WashU Olin's Nondegree Executive Education gives you access to pivotal business education that prepares you to tackle today's greatest business challenges. Taught by renowned executive education experts at Olin Business School, every course broadens your perspective and deepens your skill set.

TAKE A COURSE: Stay sharp, one day at a time, with sessions that pique your curiosity and build new skills. Your key takeaway of today may be your new action plan of tomorrow.

PURSUE A CONCENTRATION: Take a deeper dive into a business area by pursuing a concentration. Complete five session days in a concentration within two years to earn the Concentration Award.

EARN THE ADVANCED MANAGEMENT CERTIFICATE: Harness learning in multiple areas to create a competitive advantage for you and your organization. Complete five session days in each of the three concentrations in three years to earn the Advanced Management Certificate.

Where: The Charles F. Knight Executive Education & Conference Center on Washington University's Danforth Campus
When: All courses are held from 8:00 a.m. to 4:00 p.m.
Cost: \$920 per day for courses held in 2019

WE ENCOURAGE EARLY REGISTRATION

Olin Business School reserves the right to limit the number of participants in sessions in order to ensure optimum classroom engagement; change course dates and instructors when necessary; and cancel courses due to low enrollment. In the event of changes, participants will be given appropriate notice. For the most current schedule information, please visit our website at olin.wustl.edu/seminars.

PARTICIPANT CANCELLATION AND SUBSTITUTION POLICY

If you can no longer attend a course for which you are registered, notify Executive Programs via email at ExecEd@wustl.edu. Cancellations received with more than five business days' notice are eligible for transfer, credit, or refund. Cancellations received within five days of the course are eligible for participant substitution but are otherwise nonrefundable.

CONTINUING EDUCATION UNITS

Washington University is among many colleges and universities that award Continuing Education Units (CEUs) to participants of approved, noncredit courses or programs. If you require proof of participation, please make your request in writing to ExecEd@wustl.edu, and we will provide a letter of completion.

WASHU OLIN

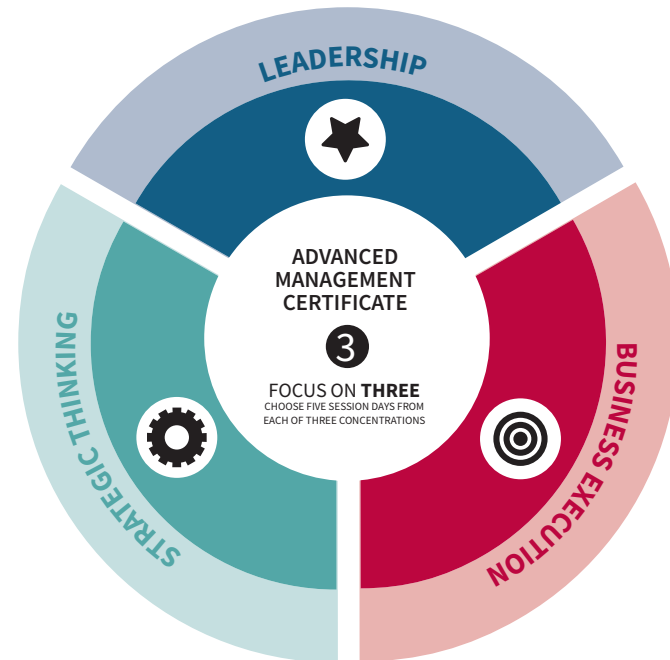
Advanced Management Certificate

Look at the bigger picture. Fuse learning in differing disciplines. Get a nuanced understanding of foundational principles and current business trends. The Advanced Management Certificate links strategy and leadership with executional skills to give you an integrated view of business functions. You'll improve your ability to identify synergies and provide more value within your organization.

Complete three concentrations with five session days in each to earn an Advanced Management Certificate.

FOCUSED, FLEXIBLE LEARNING

3 concentrations | 15 session days | 3 years to complete



AMC ALUMNI DISCOUNT

After you have completed the Advanced Management Certificate, you will be eligible for a 25 percent discount on future courses.



STRATEGIC THINKING CONCENTRATION

Leading Creativity January 30, 2019

Markus Baer, PhD

Enhance your understanding of the factors that drive creativity. Learn ways to boost your own creativity and to nurture the creativity of those with whom you work.

Strategy Workshop: Get Inside Your Competitor's Head March 6, 2019

John Horn, PhD

Learn how to assess a competitor's strategy and predict likely reactions by looking at the world from his or her perspective.

NEW Elements of Law for Business Advantage March 7, 2019

Mark Smith, JD

Learn how to navigate the main legal minefields of business and explore how you can make better decisions by viewing business through a legal lens.

Strategic Thinking April 16–17, 2019

Jackson Nickerson, PhD

Learn the concepts, frameworks, and tools for management decision-making based on clear logic and rationale.

NEW Calling BS: Finding Truth in Data April 30, 2019

Liberty Vittert, PhD

Numbers don't take a position—they're just information for us to interpret. This course helps you develop a healthy skepticism for how data is presented and examines how it's often purposefully distorted or inadvertently misinterpreted.

Accountability and Incentives May 7, 2019

Lamar Pierce, PhD

Understand how incentives, policies, and job design shape the behavior and productivity of employees and how best to align performance management to the firm's overall strategy.

Strategies for Continuous Growth September 27, 2019

Anjan Thakor, PhD

Learn how to create and lead an organization focused on both top- and bottom-line growth, and to balance the tensions inherent in any growth strategy.

Leading Innovation October 11, 2019

Markus Baer, PhD

Learn the key aspects of the innovation process and how you can accelerate innovation in your organization to deliver new value and drive efficiency.

Strategy & Alignment November 5, 2019

Lamar Pierce, PhD

Learn to successfully align employees and resources to support corporate goals and directives, and to identify conflicts between strategy and internal processes.

Strategy Execution November 6, 2019

Jackson Nickerson, PhD

What does it take to turn a plan into results? This program explores several approaches for choosing the best path from strategy to action, as well as common obstacles that arise along the way.

NEW People Analytics for Strategic Human Resource Management December 3, 2019

Andrew Knight, PhD and Peter Boumgarden, PhD

Learn how analytics can enable strategic decision-making on a variety of people-related issues, such as recruiting, performance, leadership development, job design, and compensation.



BUSINESS EXECUTION CONCENTRATION

NEW Business Operations Toolkit: From Revenue to Profit January 15–17, 2019

Samuel Chun, PhD; Tom Fields, PhD; Sergio Chayet, PhD

In this in-depth session, learn how the functional domains of marketing, operations, and financial management provide the operating backbone of a business.

High-Impact Productivity February 14, 2019

Peter Boumgarden, PhD

Drive greater career performance by understanding the constraints executives face and applying the best tools and practices of highly productive executives.

Management Foundations: Financial Statements May 15, 2019

Tom Fields, PhD

Make better fiscal decisions with an improved understanding of the different types of financial documents and the information each contains.

Project Valuation and Capital Budgeting May 16, 2019

Todd Milbourn, PhD

Gain the financial, budgeting, and forecasting tools that help you win support for projects that create value for your organization.

NEW Digital Marketing Strategy: Succeeding in the Age of the Customer September 11, 2019

Michael Wall

Learn how firms are successfully using digital mediums to engage savvy consumers, win business, and cultivate loyalty. Optimize your digital marketing strategy based on goals and circumstances.

Executive Communication Strategies October 9, 2019

Cynthia McCafferty

Learn how to adapt messages by communication channel and audience. Hone your message crafting and delivery skills for use in a variety of situations.

Finance for Nonfinancial Managers October 23, 2019

Todd Milbourn, PhD

Demystify corporate finance and gain a big-picture understanding of how the capital market system fits together. This course focuses on performance metrics, capital allocation, and value creation.

Negotiation Workshop November 19, 2019

John Horn, PhD

Learn the key elements of a negotiation position and best practices to effectively advocate for the needs of your company.



LEADERSHIP CONCENTRATION

Leading through Influence February 5–6, 2019

Stuart Bunderson, PhD

Develop the three critical skills of informal leadership: navigating politics, understanding power, and exercising influence.

Emotional Intelligence February 27, 2019

Hillary Anger Elfenbein, PhD

Learn how to facilitate workplace relationships through self-awareness, self-mastery, social awareness, and relational management.

NEW Cultivating Executive Presence March 12, 2019

Catherine Dunkin

Founded on current executive presence research, this course presents specific strategies to better use your personal attributes and values to cultivate a strong, authentic executive presence.

Building Brand through Workforce Engagement April 26, 2019

Fred Bendaña and Steve Friedman

Explore the top workforce engagement strategies for building alignment between your brand and your people.

Cornerstones of Leadership May 8, 2019

Dan Coughlin, The Coughlin Company

Bring out the best in yourself and others through optimized personal effectiveness, greater resilience, and improved leadership and communication with others.

NEW Modern Leadership: Understanding and Using Empathy June 3–5, 2019

Paul Paese, PhD; Andrew Knight, PhD and Rebecca Hollander-Blumoff, JD, PhD

Empathy is an essential capability across all domains of leadership. This in-depth session presents ways to improve and actively use empathy to more effectively lead others.

Coaching Workshop August 28, 2019

Paul Paese, PhD

Improve your ability to lead change, address conflicts, and facilitate dialog among members of your firm.

Motivating People August 29, 2019

Markus Baer, PhD

Identify the misconceptions surrounding human motivation, recognize key motivational principles, and discover scientifically proven ways to boost motivation.

Change Leadership September 26, 2019

Stacy Jackson, PhD

Examine the intersection of strategy, values, and leadership as it relates to successful leadership. Apply proven frameworks to better prepare your organization for change.

Leading & Growing Highly Effective Teams December 11–12, 2019

Markus Baer and Paul Paese, PhD

Apply the principles of values-based leadership to activate your team's true potential. Leverage the basics of team design to lead your team to maximum effectiveness.

WashU's Executive Education courses offer learning for a lifetime of achievement. Register online at olin.wustl.edu/seminars.