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Executive Programs
Olin Business School
Washington University in St. Louis
Campus Box 1158
One Brookings Drive
St. Louis, MO 63130



Build Your Own Program

Advanced Management Concentrations


Gain the business knowledge you need with Olin Executive Education courses from Washington University. Whether you're looking to renew core competencies or broaden knowledge in a new area, these leading-edge, highly interactive courses catalyze new thinking and deliver tools that will help you tackle tough business challenges. And they are taught by renowned Executive Education experts at Olin Business School.

Take a Course: Stay sharp, one day at a time, with sessions that pique your curiosity and help you better address new challenges and opportunities. Learn it today; apply it tomorrow.

Pursue a Concentration: Take a deeper dive into a business area by pursuing a concentration. Take four sessions in a concentration within two years to earn the Concentration Award.

Earn the Advanced Management Certificate: Build an executive certificate tailored to your interests, goals, and constraints. When you complete four concentrations within three years, you'll be awarded the Advanced Management Certificate. (16 total accumulated days)

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



DESIGNED LEARNING

2017-18 Executive Education Courses

The WashU Advanced Management Certificate



Whether you take one course or choose the Advanced Management Certificate, you will find that WashU's Executive Education provides **FOCUSED, FLEXIBLE LEARNING.**

WashU Advanced Management Certificate

Complete **four** concentrations to earn an Advanced Management Certificate.

BUSINESS EXECUTION CONCENTRATION

Business & Technology August 16, 2017

Bryan Doerr

Technology evolution creates business challenges and opportunities across industries. Learn how companies successfully harness technology to capture new value.

Corporate Law & Governance October 11, 2017

Hillary Sale, JD

Explore corporate governance from the perspective of those who are charged with leadership and oversight of a corporation. Gain an understanding of fiduciary relationships and conflicting interests.

Selling & Persuasion November 1, 2017

Rich Ryffel

Whether you want people to buy your products or buy into your ideas, selling skill is crucial for success in business. Learn a solution-oriented approach to selling with passion and purpose.

High-Impact Productivity February 21, 2018

Peter Boumgarden, PhD

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

Reputation Management March 14, 2018

Anthony Sardella

Learn how data techniques can help you better understand and strengthen customers' impressions of your overall brand.

Customer Analytics April 11, 2018

Seethu Seetharaman, PhD

Learn about the "big data" decision support tools firms use to understand their customers better, evaluate the marketplace, and make better marketing decisions.

STRATEGIC THINKING CONCENTRATION

Strategy & Alignment September 20, 2017

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.

Enterprise Innovation October 17, 2017

Joe Dwyer, JD

Learn how to engage your firm in true business model change. Examine the best practices for surmounting innovation challenges to unlock sustainable competitive advantage.

Strategies for Continuous Growth October 18, 2017

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.

Strategy Execution November 14, 2017

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 some of the common obstacles that arise along the way.

Market Strategy & Value Creation March 7, 2018

Sam Chun, PhD

Gain a systems-view of strategy, execution, and leadership, and learn to swiftly identify and address challenges you face in your organization.

Strategic Thinking April 23–24, 2018*

Jackson Nickerson, PhD

Learn the concepts, frameworks, and tools for management decision making that help grow your organization and build its competitive advantage.

FINANCIAL MANAGEMENT CONCENTRATION

Finance for Nonfinancial Managers September 19, 2017

Todd Milbourn, PhD

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

Accounting Essentials for Nonfinancial Managers October 25, 2017

Tom Fields, PhD

Learn how management accounting can be used to better understand what drives costs, how budgets are set, and how resource and spending decisions are made.

Project Valuation & Capital Budgeting April 10, 2018

Todd Milbourn, PhD

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

Management Foundations: Financial Statements May 9, 2018

Tom Fields, PhD

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

LEADERSHIP CONCENTRATION

Leading a Culture of Excellence August 23, 2017

Robert Mixon, Major General (retired)

Learn the "Big 6" leadership principles that enable leaders to drive change through trust, excellence, and empowerment.

Leading & Managing Change November 28–29, 2017*
Lee Konczak, PhD

Effective change management is critical to your organization's growth and profitability. Explore the best practices, models, methods, and tools that help you successfully lead change.

Emotional Intelligence March 6, 2018

Hillary Anger Efenbein, PhD

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

Leading through Influence March 14–15, 2018*

Stuart Bunderson, PhD

This course helps you develop the three critical skills of informal leadership: navigating politics, understanding power, and exercising influence.

Cornerstones of Leadership May 2, 2018

Dan Coughlin

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

TALENT MGT/ORG DEV CONCENTRATION

Coaching Workshop September 13, 2017

Paul Paese, PhD

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

Creating Value through Trust October 3, 2017

Kurt Dirks, PhD

Understand the nature of trust in the workplace and how trust within a team drives growth and improved performance.

Maximizing Team Effectiveness October 4, 2017

Paul Paese, PhD

Leverage the basics of team design—context, structure, and process—to lead your team for maximum effectiveness.

Building Brand through Workforce Engagement February 9, 2018

Fred Bandaña and Steve Friedman

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

Managing the Millennial Wave February 27, 2018

Andrew Knight, PhD

Gain greater insight into the factors that shape the millennial generation's perspective, and learn how best to engage and motivate millennials to success.

Motivating People May 16, 2018

Markus Baer, PhD

Identify the misconceptions surrounding human motivation by recognizing key motivational principles. Also, discover scientifically proven ways to boost motivation.

* 2-day course

WHERE: The Charles F. Knight Executive Education & Conference Center on Washington University's Danforth Campus

WHEN: All courses are held from 8 a.m. to 4 p.m.

COST: \$845 per day (2017 courses); \$880 per day (2018 courses)

Register today at olin.wustl.edu/seminars. For more information, call **314-935-9494** or send an email to ExecEd@wustl.edu.

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/courses.

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.