



EXECUTIVE PROGRAM FOR GROWING COMPANIES
STANFORD GRADUATE SCHOOL OF BUSINESS
JULY 12–23, 2009

WEEK ONE

	<i>Sunday, July 12</i>	<i>Monday, July 13</i>	<i>Tuesday, July 14</i>	<i>Wednesday, July 15</i>	<i>Thursday, July 16</i>	<i>Friday, July 17</i>	<i>Saturday, July 18</i>
8:00–9:20 am	2:00–5:00 pm Check in at Schwab Residential Center	A Perspective on Strategic Leadership in Dynamic Environments Robert Burgelman	The Role of Strategic Leadership in a Company's Evolution II Robert Burgelman	Strategy is Destiny: Tool II – An Evolutionary Framework of the Strategy-Making Process Robert Burgelman	Valuation II: Applied Financial Valuation Joseph Piotroski	Designing the Right Supply Chain Hau Lee	7:00–8:45 am Breakfast at Schwab Center
9:20–9:40 am		Break	Break	Break	Break and Group Photo	Break	
9:40–11:00 am		The Role of Strategic Leadership in a Company's Evolution I Robert Burgelman	Strategy is Destiny: Tool I – Dynamic Forces Driving Firm Evolution Robert Burgelman	Valuation I: Principles of Financial Valuation Joseph Piotroski	Valuation III: IPO Decision Making Joseph Piotroski	AAA Supply Chain Hau Lee	9:00–10:20 am Uncovering Our Hidden Assumptions About How to Enhance Organizational and Individual Performance Jeffrey Pfeffer
11:00–11:20 am		Break	Break	Break	Break	Break	
11:20 am–12:40 pm		Debt Capacity and Corporate Recapitalization in American Corporations George Parker	Company Growth Strategies: Managing in Rocky Economic Times I George Foster	Company Growth Strategies: Managing in Rocky Economic Times II George Foster	Competing Internationally Against Giants Wasim Azhar	Customer Focused Innovation Hayagreeva Rao	
12:45–1:45 pm		Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
2:00–3:20 pm		Leverage Buyouts George Parker	Creating and Delivering Value to Customers Jim Lattin	Customer Intimacy and Customer Relationship Management (CRM) Jim Lattin	Building a Global Brand from Mass to Class Wasim Azhar	Selection of Executive Talent Hayagreeva Rao	
3:20–5:45 pm		4:15 pm Optional Campus Tour	Individual Study Time	Individual Study Time	Individual Study Time	Individual Study Time	
5:45–7:15 pm		5:45 pm Reception 6:15 pm Dinner	5:45 pm Reception 6:15 pm Dinner	5:45 pm Reception 6:15 pm Dinner	5:45 pm Reception 6:15 pm Dinner	5:45 pm Reception 6:15 pm Dinner	
7:15–9:00 pm		7:30 pm Study Group Discussions	Study Group Discussions	Study Group Discussions	Study Group Discussions	Study Group Discussions	



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WEEK TWO

	<i>Sunday, July 19</i>	<i>Monday, July 20</i>	<i>Tuesday, July 21</i>	<i>Wednesday, July 22</i>	<i>Thursday, July 23</i>
8:00–9:20 am	No scheduled activities 9:30–11:00 am Brunch Schwab Center	Winning Through Innovation I	Building Systems for Growth	Company Growth Strategies: Managing in Rocky Economic Times III	Company Growth Strategies: Managing in Rocky Economic Times III
		Charles O'Reilly	Antonio Davila	George Foster	George Foster
9:20–9:40 am		Break	Break	Break	Break
9:40–11:00 am		Rolling Out Global Brands in Emerging Markets	Structuring the Company for Growth	New Recruit Exercise	Developing New Growth Platforms
		Wasim Azhar	Antonio Davila	Margaret Neale	Antonio Davila
11:00–11:20 am		Break	Break	Break	Break
11:20 am–12:40 pm		11:30 am–3:20 pm BUSINESS CHALLENGE Assigned Study Rooms Schwab Center	Winning Through Innovation II	Integrative and Distributive Tactics	Transitioning from Founder to External CEO
		12:45–1:30 pm Working Lunch Box Lunch available in Rosenberg Lounge	Charles O'Reilly	Margaret Neale	Antonio Davila
12:45–1:45 pm			Lunch	Lunch	
2:00–3:20 pm			Winning Through Innovation III	Barriers to Negotiation	Box Lunch available in * Check out of Schwab no later than 4:00 pm
		Charles O'Reilly	Margaret Neale		
3:20–5:45 pm		Individual Study Time	Individual Study Time	Individual Study Time	
5:45–7:15 pm	5:45 pm Reception 6:15 pm Dinner Blue Courtyard, Schwab	5:45 pm Reception 6:15 pm Dinner	5:45 pm Reception 6:15 pm Dinner	6:00–8:00 pm Closing Dinner and Reception	
7:15–9:00 pm	New Study Group Discussions	Study Group Discussions	Study Group Discussions	Late Evening Reception Rosenberg Lounge	