

Dates
July 11 - 22, 2010

Application Deadline
June 1, 2010

Tuition
\$20,000 USD
Price subject to change

Tuition includes accommodations,
meals, and materials.

EXECUTIVE PROGRAM FOR GROWING COMPANIES

To compete successfully, today's business leaders must take an entrepreneurial approach to driving and sustaining growth. As global rivalry intensifies and product life cycles shorten, growing companies must continually devise and execute strategies to move faster, operate more efficiently, and expand into new markets.

This general management program enables you to develop the strategic thought processes and skills necessary to successfully grow your business in today's dynamic global marketplace.

KEY TAKEAWAYS

- Development of strategic competencies for leading and transforming growing companies
- Interdisciplinary frameworks for managing growth across all functional areas
- Tools to foster and sustain an entrepreneurial organizational culture

CONTENT OVERVIEW

The Executive Program for Growing Companies offers a general management curriculum customized for organizations facing the opportunities and challenges of growth. While strategic leadership is the key theme of the program, the broad curriculum also covers all major functional business areas in depth. For example, finance sessions cover topics such as debt financing, leveraged buyouts, and initial public offerings; marketing sessions examine global market entry strategy, brand management, and customer relationship management; and human resource sessions explore management and measurement systems in growing firms. The program also incorporates leading research from Stanford's world-renowned Center for Entrepreneurial Studies.

HIGHLIGHTED SESSIONS

The Business Challenge Exercise

Before the program begins, participants are encouraged to submit a growth-related strategic challenge they are facing for discussion during the program. Under the guidance of a faculty mentor, groups of participants from non-competitive industries apply their experience

and new learning to propose solutions to each business challenge.

Strategic Leadership of Growing Companies in Dynamic Environments

This session takes the perspective of the general manager and is concerned with strategic leadership of growing companies in highly dynamic environments. The major purpose of the course is to sharpen our capacity for strategic thinking and to provide frameworks to help company leaders set strategic direction and lead the strategy-making process in sometimes turbulent environments. The course uses lecture and discussion sessions to provide concepts and tools for strategic analysis. It uses case studies of the evolution of companies that grew from small startups to large established organizations to apply these concepts and tools in real settings and to show the role of strategic leadership in company evolutions.

Winning Through Innovation

Participants analyze recent research on how market-leading companies from several different industries use leadership, organizational design, and culture to create and sustain competitive advantage. Using real-world examples, participants identify the common characteristics of these companies and learn new strategies for leading cultural change within their own organizations.

WHO SHOULD ATTEND

This program is designed for two primary audiences: CEOs and top executives in smaller companies, and division or business unit leaders within larger organizations. Applicants should have at least 10 years of management experience.



SAMPLE DAILY SCHEDULE

- Wake-Up**
Optional early morning exercise session
- Breakfast**
Full breakfast at Schwab Residential Center
- Morning Session I**
Strategic Analysis: Competencies and Market Position
- Morning Session II**
The Leader as Organizational Architect
- Morning Session III**
Worldwide Niche Marketing for Growing Companies
- Lunch**
Buffet lunch with optional patio dining
- Afternoon Session**
Going Public for the First Time: The Financial Implications
- Late Afternoon**
Individual study
- Dinner**
Cocktail reception followed by a served dinner
- Evening**
Study group discussions

www.gsb.stanford.edu/exed/epgc



STANFORD
GRADUATE SCHOOL OF BUSINESS

“ Attending the Executive Program for Growing Companies was a life-altering experience. My classmates were outstanding and Stanford’s faculty really showed why this is one of the premier institutions in the world. Our company has been growing at a rate of over 100% per year; and, after attending the program, I believe that we can keep growing extremely fast for a long time if we keep innovating and executing. ”

* EDUARDO CRUZ / PRESIDENT AND CEO / ARS HUMANO S.A.

“ The program allowed me to step back to reflect on the direction of my company. It enabled me to learn and interact with others outside my industry to gain a different perspective. This will serve me well as I lead the company in its new growth phase. ”

* DEREK GLANVILL / PRESIDENT AND CHIEF OPERATING OFFICER / MCCARTHY BUILDING COS., INC.



FACULTY DIRECTOR



George Foster, the Paul L. and Phyllis Wattis Professor of Management and Dhirubhai Ambani Faculty Fellow in Entrepreneurship for 2009-2010, conducts research on the management of new enterprises, the globalization strategies of growing companies, and the performance of venture-backed entrepreneurial companies. He is actively involved in the Silicon Valley business community and serves on the boards of directors of a venture capital firm and several start-up companies.



OTHER FACULTY

Wasim Azhar

Lecturer in Marketing

Robert A. Burgelman

Edmund W. Littlefield Professor of Management

Antonio Dávila

Professor of Entrepreneurship and Accounting and Control, IESE Business School, Universidad de Navarra

James M. Lattin

Robert A. Magowan Professor of Marketing

Hau L. Lee

Thoma Professor of Operations, Information, and Technology; Director of the Stanford Global Supply Chain Management Forum

Margaret A. Neale

John G. McCoy–Banc One Corporation Professor of Organizations and Dispute Resolution; Graduate School of Business Trust Faculty Fellow for 2009-2010

Charles A. O’Reilly III

Frank E. Buck Professor of Management; Hank McKinnell–Pfizer Inc Director of the Center for Leadership Development and Research

George G. C. Parker

Dean Witter Distinguished Professor of Finance, Emeritus; Faculty Director of the Stanford Sloan Master’s Program

Jeffrey Pfeffer

Thomas D. Dee II Professor of Organizational Behavior

Joseph D. Piotroski

Associate Professor of Accounting

Hayagreeva Rao

Atboll McBean Professor of Organizational Behavior and Human Resources; Morgan Stanley Director of the Center for Leadership Development and Research

TYPICAL PARTICIPANT MIX

Industry

17% Computers, Technology
13% Communications
11% Financial Services, Insurance
8% Agriculture, Natural Resources
6% Health Care, Medicine
6% Media, Entertainment
5% Energy, Utilities
5% Hospitality, Food Service
29% Other

Geographic Origin

48% North America
15% Asia Pacific
15% Europe
10% Africa, Middle East
7% Central, South America
5% Australia, New Zealand

Job Function

64% General Management
8% Marketing, Sales
8% R&D, Product Development
5% Finance, Accounting, Legal
15% Other