Are you looking for an exceptional executive education experience that will reignite your mind? A program where innovation and entrepreneurship are the presiding principles? Then come to the source. **There’s only one: Stanford.**
RENOVED FACULTY AND RESEARCH
Stanford Graduate School of Business (GSB) faculty includes 3 Nobel laureates, 5 recipients of the John Bates Clark Medal in Economics, 4 members of the National Academy of Sciences, and 19 members of the American Academy of Arts and Sciences. Stanford GSB faculty members lead each executive program and are deeply engaged with the participants. Research centers have been established to study current topics. For more information, please visit centers.stanfordexeced.com.

RESEARCH-BASED LEARNING MODEL
Research-based management frameworks provide the foundation for all Stanford GSB Executive Education programs. Study groups, interactive simulations, real-world business challenges, guest speakers, and case discussions reinforce the practical applications of these frameworks.

WORLDWIDE RECOGNITION AND ALUMNI BASE
With a global reputation for excellence, Stanford Graduate School of Business Executive Education programs have attracted close to 57,000 senior executives from more than 18,000 companies, creating a vast network of alumni from around the world.

GLOBALLY DIVERSE, SENIOR-LEVEL PARTICIPANTS
Faculty directors review all applicants to ensure a global mix of experienced participants for each program. Program demographics are carefully balanced, with approximately half of all participants coming from outside North America.
A COLLABORATIVE LEARNING COMMUNITY

The Knight Management Center, with 360,000 square feet in 8 buildings and 50% of its 12.5-acre site preserved for open space, consolidates the facilities of Stanford Graduate School of Business into a vibrant and unified indoor/outdoor, living/learning community. The Knight Management Center is Platinum-certified by the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) program, and features tiered classrooms with extensive floor-to-ceiling glass, the latest in audiovisual technology, and numerous breakout and study rooms.

GSB RESIDENCES

The residences are situated directly across the street from the Knight Management Center and are comprised of two buildings—Schwab Residential Center and Jack McDonald Hall. Residences offer fully furnished individual rooms and services including a business center, exercise room, dry cleaning, and daily housekeeping.

You will also be treated daily to the award-winning cuisine of Executive Chef Raul Lacara and the friendly and efficient service of the Schwab Executive Dining staff. Ranking #1 in the Financial Times Open Enrollment Survey for Food and Accommodation, Schwab Executive Dining’s on-premises kitchen under Chef Lacara’s leadership consistently receives high praise for its culinary excellence.

Custom Executive Programs

Stanford Graduate School of Business collaborates with select organizations to design and deliver custom executive programs that address an organization’s specific business challenges. To ensure maximum impact and relevance, these custom programs involve close cooperation between an organization’s executive leaders and Stanford faculty. Programs include a combination of highly interactive classroom sessions, case discussions, small group exercises, electronically mediated tools, and intensive study groups to encourage participants to think strategically and effectively manage change in their organizations. More information is available at custom.stanfordexeced.com.
“Stanford has been a game-changer for me. It has reinforced some things I already know and has given me a much better view into myself. It has also challenged me to think about things differently going forward. The program has not only given me a better perspective on what I can do to become a better leader, but also what I can do to make a bigger difference in the world.”

Jacqueline Hinman | Former President, CEO, and Chairwoman of the Board | CH2M Hill
General Management Programs

Stanford Executive Program: Be a Leader Who Matters
June 20 – August 1, 2020 / Tuition: $75,000 USD

Application Information – Apply in any of three rounds.
Early submission advised.
Round 1: October 25, 2019
Round 2: February 7, 2020
Round 3: April 3, 2020

Broaden your vision, navigate critical business challenges, and ignite change both personally and professionally at the Stanford Executive Program. Examine the economic, political, social, and ethical demands of top leadership. Gain new perspectives, actionable business strategies, leadership development, and 26 hours of 1:1 executive coaching in this six-week, academically rigorous program fueled by cutting-edge research and Silicon Valley innovation. It’s an experience that will impact the trajectory of your career, providing strategic skills, GSB alumni status, and connections that will last a lifetime.

Executive Leadership Development: Analysis to Action
February 9 – 14 and April 19 – 24, 2020 (a three-module program)
Tuition: $28,500 USD

Application Deadline: January 3, 2020

Executive Leadership Development is a rigorous three-month general management program that prepares you to take the helm—to analyze critically, lead confidently, and articulate strategically. The first module focuses on general management, finance, and design thinking. Between modules, return to your office to work on a design challenge for your company, hone your leadership style and effectiveness with Stanford’s proprietary 360° leadership assessment, and participate in one-on-one coaching sessions. Module Three rounds out the program with an emphasis on personal leadership and soft-skills.
Executive Program for Growing Companies

August 2 – 13, 2020
Tuition: $25,500 USD
Application Deadline: June 19, 2020

Learn how to create and execute strategies to move faster, operate more efficiently, and expand into new markets in this two-week general management and leadership program focused on the challenges and opportunities facing rapidly growing companies.

Executive Program in International Management

In collaboration with the National University of Singapore

August 16 – 30, 2020
Tuition: $20,900 USD (lodging in Singapore not included)
Application Deadline: July 3, 2020

Tackle strategic business issues faced by companies operating in the Pacific Rim by exploring recent developments in business management, strategy, and leadership from the United States and Asia.

Specialized Programs

CORPORATE GOVERNANCE

Directors’ Consortium

In collaboration with Stanford Law School

March 16 – 20, 2020
March 16, 2020: Finance and Accounting Basics Optional Sessions
Tuition: $14,000 USD; $16,200 USD with optional Finance & Accounting Sessions
Application Deadline: January 31, 2020

Develop leading-edge strategies, frameworks, and best practices for making complex and crucial board decisions in this academic partnership between Stanford Graduate School of Business and Stanford Law School.

FINANCIAL MANAGEMENT

The Emerging CFO: Strategic Financial Leadership Program

February 23 – 28 and April 26 – May 1, 2020 (a two-module program)
Tuition: $28,500 USD
Application Deadline: January 10, 2020

Think beyond finance and learn how to make better financial decisions, build strategic partnerships with key stakeholders, and develop a more effective leadership style. This comprehensive, two-module program combines a rigorous curriculum with one-on-one coaching.
Finance and Accounting for the Nonfinancial Executive
October 18 – 23, 2020 / Tuition: $13,000 USD
Application Deadline: September 4, 2020
Become a well-informed, strategic user of accounting and financial data so you can communicate with competence and confidence and learn to make better, more strategic decisions.

Mergers and Acquisitions
July 19 – 24, 2020
Tuition: $13,500 USD
Application Deadline: June 5, 2020
Explore the strategic, financial, legal, organizational, and cultural factors needed for success in an M&A transaction. Experience an interdisciplinary curriculum, key insights from M&A practitioners, and a week-long, hands-on simulated merger deal.

INNOVATION
The Corporate Entrepreneur: Driving Innovation and New Ventures
March 8 – 13 and May 17 – 22, 2020 (a two-module program)
Tuition: $25,500 USD
Application Deadline: January 24, 2020
Drive new ventures in established organizations with this intense two-module program that will prepare you to innovate from within, overcoming internal obstacles. Gain the skills needed to formulate, evaluate, and launch new ventures and tackle a real business challenge through a hands-on project.

Customer-Focused Innovation
October 11 – 16, 2020
Tuition: $16,000 USD
Application Deadline: August 28, 2020
Discover the best of Stanford GSB and the Hasso Plattner Institute of Design (d.school) in one integrated program. Learn strategic frameworks to build a customer-centric organization and critical mindsets, tools, and techniques to drive your teams to breakthrough outcomes and innovations.
Tap into the innovation engine that powers Silicon Valley. Access the minds that have nurtured and educated successive generations of the world’s most successful business innovators. Profit from associating with other highly gifted peers selected from all over the world. Present your concepts face to face to leading real-world executives. Discover an invaluable catalyst for positive change in yourself, your company, and your career.
Design Thinking Bootcamp: From Insights to Innovation
In collaboration with the Hasso Plattner Institute of Design at Stanford

Spring: March 24 – 27, 2020
Application Deadline: February 7, 2020

Summer: July 7 – 10, 2020
Application Deadline: May 22, 2020

Fall: September 8 – 11, 2020
Application Deadline: July 24, 2020

Tuition: $13,000 USD
Get your hands dirty learning the fundamentals of design thinking to gain key customer insights and develop innovative solutions. Leave the program feeling energized to immediately implement new design thinking behaviors into your organization.

The Innovative Health Care Leader:
From Design Thinking to Personal Leadership
In collaboration with the Stanford School of Medicine

June 7 – 12, 2020
Tuition: $13,000 USD
Application Deadline: April 24, 2020

Experience the best of Stanford GSB and School of Medicine in this groundbreaking program focused on thriving in the rapidly changing world of health care. Use hands-on design thinking to find creative solutions. Develop new models and mindsets to navigate through uncertainty while building personal leadership skills to drive innovation.

The Innovative Technology Leader
Winter: January 19 – 24, 2020
Application Deadline: December 6, 2019

Summer: July 12 – 17, 2020
Application Deadline: May 29, 2020

Tuition: $13,000 USD
Tailored to the complex and changing role of the technology leader, this unique program combines classroom learning, Silicon Valley speakers, and hands-on design thinking sessions to teach strategy, innovation, and leadership.
Stanford Go-to-Market – Mexico City

Please see program website for more details

Refine your business plan and develop a go-to-market strategy through in-person sessions in this intensive program.

Stanford Ignite – Full-Time

June 21 – July 15, 2020
Tuition: $14,950 USD; $500 USD for Stanford graduate students and postdoctoral scholars
Application Deadline: March 2020

Acquire the business fundamentals and the hands-on experience needed to turn your ideas into ventures in a four-week, full-time program.

Stanford Ignite – Part-Time

January 14 – March 5, 2020
Tuition: $14,950 USD; $1,525 USD for Stanford graduate students and postdoctoral scholars
Application Deadline: October 10, 2019

Acquire the business fundamentals and the hands-on experience needed to turn your ideas into ventures in an eight-week, part-time program.

Stanford Ignite – Post-9/11 Veterans

June 21 – July 15, 2020
Tuition: $2,500 USD
Application Deadline: March 2020

Acquire the business fundamentals, hands-on experience, and career advice needed to turn your ideas into ventures in a program tailored to veterans.

MARKETING

Innovative Marketing for Strategic Advantage

August 2 – 14, 2020
Tuition: $25,500 USD
Application Deadline: June 19, 2020

Transform your organization’s marketing and drive customer-centric innovation in this comprehensive, immersive learning experience. This interdisciplinary program combines cutting-edge research and Silicon Valley innovation with a full-day, hands-on marketing challenge.
NEGOTIATION

Influence and Negotiation Strategies Program

October 4 – 9, 2020
Tuition: $13,000 USD

Application Deadline: August 21, 2020

Learn to get more of what you want, how to influence without authority, and know when it’s wise to walk away. Hone your negotiation skills through daily simulations and research-based discussions in this hands-on program.

ORGANIZATIONAL LEADERSHIP

Big Data, Strategic Decisions: Analysis to Action

August 2 – 7, 2020
Tuition: $13,000 USD

Application Deadline: June 19, 2020

Harness the power of data analytics to make better decisions and gain a competitive edge for your business in this innovative and experiential five-day program. Enhance performance, products, and processes with creative and strategic approaches to data. Put learning into action with a data simulation, and explore the future of big data and artificial intelligence.

NEW! The Emerging COO: Driving Innovation and Operational Excellence

Online: March 30 – May 9, 2020
On Campus: May 10 – 15, 2020
Online + On the Job: May 18 – June 29, 2020
Tuition: $15,200

Application Deadline: February 7, 2020

Designed for emerging and experienced COOs, this hands-on program blends immersive online learning with six experiential days on the Stanford Graduate School of Business campus, in the heart of Silicon Valley. When you return to the office, you will put learning into action working on a specific business challenge for your organization. Over the course of the three-month program, you’ll learn from Stanford GSB faculty with expertise in everything from agile manufacturing and supply chain to design thinking, lean startup, and storytelling. It’s a unique opportunity to develop, deepen, and apply your learning.
“Rarely have I been in such an international environment surrounded by people who share the same professional issues. The richness of the conversations and the sheer breadth of expertise in the room, made every moment worthwhile. Orchestrated by professors who excel both at research and teaching, made this two-week course an excellent educational and professional investment.”

Romeo Baertsoen | Partner | The Skein Company
NEW! Harnessing AI for Breakthrough Innovation and Strategic Impact

July 19 – 24, 2020
Tuition: $13,000 USD

Application Deadline: June 5, 2020

Leverage the power and potential of artificial intelligence in this one-week interdisciplinary program from Stanford GSB and the Human-Centered Artificial Intelligence Institute (HAI). Learn about AI technologies, consider ethical and social implications, and discover strategies and frameworks to gain a competitive edge.

Leading Change and Organizational Renewal

In collaboration with Harvard Business School

March 15 – 20, 2020 (at Harvard)
October 25 – 30, 2020 (at Stanford)
Tuition: $15,500 USD

Application Deadline: September 11, 2020

Explore cutting-edge research, proven methodologies, and design thinking technology to identify and overcome barriers to strategic change. Design a comprehensive strategy and action plan for promoting innovation in your organization.

Managing Teams for Innovation and Success

May 31 – June 5, 2020
Tuition: $13,000 USD

Application Deadline: April 17, 2020

Learn how to create, manage, and lead teams to foster innovation and success using evidence-based research, team simulations, and design thinking principles. Appropriate for individuals and small groups or teams from the same organization.

People, Culture, and Performance: Strategies from Silicon Valley

August 16 – 21, 2020
Tuition: $13,000 USD

Application Deadline: July 3, 2020

Reinvent your approach to talent management using Silicon Valley models and mindsets. In this powerful six-day program, you will immerse yourself in the principles of design thinking, people analytics, growth and performance, and diversity. Return to the office with a personal agenda and action plan.
PERSONAL LEADERSHIP

Asian American Executive Program
August 2 – 7, 2020
Tuition: $13,000 USD

Application Deadline: June 19, 2020
Gain the confidence, connections, and community you need to advance your career with a first-of-its-kind leadership program to address the gap in effective training for high-achieving Asian American executives.

Executive Program in Leadership: The Effective Use of Power
September 27 – October 2, 2020
Tuition: $13,500 USD

Application Deadline: August 14, 2020
Explore the sources and uses of power and learn new methods for developing personal influence through collaboration. This program focuses on the impact of your personal leadership style and includes a 100-day action plan tailored to you and your organization.

Executive Program in Women’s Leadership
May 3 – 8, 2020
Tuition: $13,500 USD

Application Deadline: March 20, 2020
Transform common career roadblocks into breakthrough opportunities with the essential strategies, skills, and networking you need to enhance your power, navigate the workplace, and take the lead.

Interpersonal Dynamics for High-Performance Executives
June 21 – 26, 2020
Tuition: $16,000 USD

Application Deadline: April 24, 2020
Discover what it takes to become an authentic leader and hone the essential interpersonal “soft skills” needed for success. This immersive and experiential program will improve your abilities to engage and influence others.
At Stanford you will happily discover that the minds that routinely solve the big problems can teach you how to innovate—and how to build a corporate culture of innovation.
NEW! Interpersonal Dynamics Weekend Lab: Leadership from the Inside Out
March 19 – 22, 2020 (in Paris)
Application Deadline: February 7, 2020
August 27 – 30, 2020 (in New York City)
Application Deadline: July 17, 2020
Tuition: $7,000 USD
Immerse yourself in a “T-Group” Weekend Lab focused on interpersonal dynamics and effective leadership behaviors. Engage in real-time feedback to better understand your impact and influence on others, and develop stronger interpersonal skills.

LGBTQ Executive Leadership Program
July 26 – 31, 2020
Tuition: $13,000 USD
Application Deadline: June 12, 2020
Explore how being LGBTQ influences and strengthens your personal leadership style in this unique program. Discover cutting-edge research on strategy, innovation, and organizations while expanding a collaborative network with other LGBTQ executives.
STRATEGY

Executive Program for Nonprofit Leaders
May 24 – 29, 2020
Application Deadline: April 10, 2020
Please see program website for more details
Gain general management training—combining conceptual knowledge with individual experiences—and increase your impact in the nonprofit sector.

Executive Program in Social Entrepreneurship
February 2 – 7, 2020
Application Deadline: December 12, 2019
Please see program website for more details
Move the mission of your social impact organization forward and gain a richer understanding of how to integrate organizational mission and strategy.

Executive Program in Strategy and Organization
August 9 – 21, 2020
Tuition: $25,500 USD
Application Deadline: June 26, 2020
Diagnose and solve strategic issues and develop action plans for implementing real change. This two-week program explores cutting-edge research on global advantage, game theory, strategic interaction, and the role of leading by design to apply within your own organization.

Strategy Beyond Markets: Building Reputation and Competitive Advantage
August 16 – 21, 2020
Tuition: $13,000 USD
Application Deadline: July 3, 2020
Develop strategies to build your company’s reputation, manage risk, and seize competitive advantage in today’s complex, highstakes business environment. Explore beyond-market forces—from government legislation and regulation to activism and the media. Learn how to integrate your market strategy with stakeholder relations through cutting-edge academic research and relevant, real-time cases—from Uber to European Union privacy.
Stanford LEAD

Spring: March 2020
Application Deadline: February 2020

Fall: September 2020
Application Deadline: August 2020

Tuition: $19,000 USD

Stanford LEAD leverages the best of Stanford Graduate School of Business to prepare you to thrive in a state of constant change. This innovative online program provides you with the skills, confidence, and support to become a more impactful leader as you learn, engage, accelerate, and disrupt. Bringing together a global cohort of leaders, LEAD creates a vibrant community of change agents prepared to transform themselves, their organizations, and the world.
Challenge your current leadership approach in this year-long program that blends a flexible approach to learning with live online engagements with faculty and peers. The LEAD program offers:

- The strength of Stanford in a flexible format
- Research-based, academically rigorous curriculum taught by world-class Stanford GSB faculty in interactive virtual sessions
- An immersive, integrated education where new skills are continually developed and applied real-time for immediate and high-impact results
- Direct, real-time engagement with and personalized feedback from GSB faculty and seasoned peers
- A global community of peers, offering a diverse set of perspectives for efficient knowledge transfer, networking, and support

**Stanford Innovation and Entrepreneurship Certificate**

**Start today at create.stanford.edu / Tuition: $995 USD per course**

Discover new ways of thinking and acting that will help solve your business challenges. Study design thinking, business development, leadership, customer empathy, collaboration, and more, so that you can break free from how things have always been done. Learn to make real change in your organization, regardless of industry. You’ll learn practical methods for recognizing opportunities for change, and implementing solutions. This is an online, self-paced, customizable program.

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All programs, dates, and tuition are subject to change. Please visit our website for the most current information: stanfordexeced.com.

To be removed from future Stanford Graduate School of Business Executive Education mailings, please email stanfordconnection@gsb.stanford.edu or return this mailing to 655 Knight Way, Stanford, CA 94305-7298 USA.
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Sign up today to receive the Stanford Executive Report, a monthly e-newsletter that provides executives and human resource professionals with relevant faculty research and updates on upcoming events and programs. Please visit news.stanfordexeced.com.

JOIN THE CONVERSATION
Participate in online discussions and build valuable business relationships through Stanford GSB social media networks. Follow Stanford GSB on Twitter @StanfordGSB or our company page on LinkedIn: linkedin.stanfordexecutive.com.

VOLUNTEER WITH SEED
The Stanford Institute for Innovation in Developing Economies, known as Seed, is working to end the cycle of global poverty. Seed believes that business is one of the most powerful engines of change to move developing economies to greater prosperity. By volunteering as a Seed Coach or Consultant, you help accelerate that change. Learn more at stanford.io/seed-volunteer.

Take the Next Step
For more information or to apply to a program, please contact Stanford GSB Executive Education at:
Phone: +1.650.723.3341
Toll Free: +1.866.542.2205 (USA & Canada)
executive_education@gsb.stanford.edu
stanfordexeced.com
2020 PROGRAM CALENDAR

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Volunteer with Seed
The Stanford Institute for Innovation in Developing Economies, known as Seed, is working to end the cycle of global poverty. Seed believes that business is one of the most powerful engines of change to move developing economies to greater prosperity. By volunteering as a Seed Coach or Consultant, you help accelerate that change. Learn more at stanford.io/seed-volunteer.

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Toll Free: +1.866.542.2205 (USA & Canada)
executive_education@gsb.stanford.edu
stanfordexeced.com
## 2020 Calendar

### GENERAL MANAGEMENT PROGRAMS

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### SPECIALIZED PROGRAMS

#### CORPORATE GOVERNANCE

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#### FINANCIAL MANAGEMENT

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<td>The Emerging CFO: Strategic Financial Leadership Program</td>
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#### INNOVATION

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*Please check website for the latest dates and tuition information.*
Executive Education

Stanford Graduate School of Business
655 Knight Way
Stanford, CA 94305-7298

Phone: +1.650.723.3341
Toll Free: +1.866.542.2205 (USA and Canada)
Fax: +1.650.723.3950

executive_education@gsb.stanford.edu

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