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.**
Why Stanford Graduate School of Business?

RENOYED 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.

STANFORD 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 22 – August 3, 2019 / Tuition: $73,000 USD*

*Application Information – Apply in any of three rounds.*
*Early submission advised.*
*Round 1: October 26, 2018*
*Round 2: February 1, 2019*
*Round 3: April 5, 2019*

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**

*January 12 – 17 and April 19 – 24, 2020 (a two-module program)*
*Tuition: $28,000 USD*

*Application Deadline: November 29, 2019*

Learn how to transition from manager to leader with a cutting-edge curriculum that helps you analyze critically, articulate strategically, think holistically, and lead with confidence. In this comprehensive two-module program, you’ll use strategic frameworks and design thinking principles to solve real-world business challenges. This intensive program also includes enhanced content and coaching over the course of six months to refine your own set of personal leadership skills and leave you inspired and motivated to rethink what’s next for your career.
Executive Program for Growing Companies
August 4 – 15, 2019
Tuition: $25,000 USD
Application Deadline: June 21, 2019
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 17 – 31, 2019
Tuition: $19,900 USD (lodging in Singapore not included)
Application Deadline: July 5, 2019
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 26 – 29, 2019
March 25, 2019: Finance and Accounting Basics Optional Session
Tuition: $12,600 USD; $14,550 USD with optional Finance & Accounting Day
Application Deadline: February 8, 2019
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 May 10 – 15, 2020 (a two-module program)
Tuition: $28,000 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 20 – 25, 2019 / Tuition: $12,600 USD

Application Deadline: September 6, 2019

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 21 – 26, 2019
Tuition: $13,500 USD

Application Deadline: June 7, 2019

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: $25,000 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.
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.
Customer-Focused Innovation  
**October 13 – 18, 2019**  
**Tuition:** $16,000 USD  
*Application Deadline: August 30, 2019*

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.

Design Thinking Bootcamp: From Insights to Innovation  
*In collaboration with the Hasso Plattner Institute of Design at Stanford*  
**Spring:** March 26 – 29, 2019  
*Application Deadline: February 8, 2019*  
**Summer:** July 9 – 12, 2019  
*Application Deadline: May 24, 2019*  
**Fall:** September 10 – 13, 2019  
*Application Deadline: July 26, 2019*  
**Tuition:** $12,600 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 9 – 14, 2019**  
**Tuition:** $12,600 USD  
*Application Deadline: April 19, 2019*

Experience the best of the 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

Summer: July 14 – 19, 2019  
Application Deadline: May 31, 2019

Winter: January 26 – 31, 2020  
Application Deadline: December 13, 2019

Tuition: $12,600 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 Ignite — Full-Time

June 23 – July 17, 2019

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

Please see program website for more details

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

Stanford Ignite — Post-9/11 Veterans

June 23 – July 17, 2019  
Please see program website for more details

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

Stanford Go-to-Market — Mexico City

Please see program website for more details

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

MARKETING

NEW! Innovative Marketing for Strategic Advantage  
(formerly Strategic Marketing Management)

August 4 – 16, 2019

Tuition: $25,000 USD

Application Deadline: June 21, 2019

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 6 – 11, 2019
Tuition: $12,600 USD

Application Deadline: August 23, 2019

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

NEW! Big Data, Strategic Decisions: Analysis to Action

August 4 – 9, 2019
Tuition: $12,600 USD

Application Deadline: June 21, 2019

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

July 15 – October 21, 2019 (a three-module program)
On Campus: August 25 – 30, 2019
Tuition: $15,200

Application Deadline: May 31, 2019

Learn how to drive and sustain innovation and operational excellence. Strengthen collaboration with C-suite leaders by translating strategy and financial performance into actionable plans. This program blends immersive online learning with six experiential days on campus, and includes working on a challenge specific to your organization.

Leading Change and Organizational Renewal

In collaboration with Harvard Business School

March 17 – 22, 2019 (at Harvard)
October 27 – November 1, 2019 (at Stanford)
Tuition: $15,500 USD

Application Deadline: September 13, 2019

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.
“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 Baertssen | Partner | The Skein Company
Managing Teams for Innovation and Success

June 2 – 7, 2019
Tuition: $12,600 USD

Application Deadline: April 19, 2019

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 18 – 23, 2019
Tuition: $12,600 USD

Application Deadline: July 5, 2019

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 4 – 9, 2019
Tuition: $12,600 USD

Application Deadline: June 21, 2019
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 Women’s Leadership
May 5 – 10, 2019
Tuition: $13,500 USD

Application Deadline: March 22, 2019
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.

Executive Program in Leadership: The Effective Use of Power
September 29 – October 4, 2019
Tuition: $13,500 USD

Application Deadline: August 16, 2019
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.

Interpersonal Dynamics for High-Performance Executives
July 7 – 12, 2019
Tuition: $16,000 USD

Application Deadline: May 24, 2019
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 21 – 24, 2019 (in New York City)
Tuition: $5,500 USD
Application Deadline: February 8, 2019
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 28 – August 2, 2019
Tuition: $12,600 USD
Application Deadline: June 14, 2019
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 26 – 31, 2019
Application Deadline: April 12, 2019
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 3 – 8, 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 11 – 23, 2019
Tuition: $25,000 USD
Application Deadline: June 28, 2019
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 18 – 23, 2019
Tuition: $12,600 USD
Application Deadline: July 5, 2019
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.

Supply Chain Management: Strategies and Innovations
August 11 – 16, 2019
Tuition: $12,600 USD
Application Deadline: June 28, 2019
Gain a competitive advantage with strategic supply chain frameworks and an innovative mindset that will enable you to find and create opportunities in today’s rapidly changing global economy.
Online Programs

**Stanford LEAD**

**Spring: March 2019**  
*Application Deadline: February 2019*

**Fall: September 2019**  
*Application Deadline: August 2019*

**Tuition: $19,000 USD**

Stanford LEAD offers a deeply collaborative, academically rigorous learning environment that gives highly motivated professionals a flexible way to experience Stanford GSB – intimate online learning fully integrated into your environment. The one-year, eight-course programs are focused on impact and transformation, giving you the skills, confidence, and support to enact true change in yourself and your organization.

Each year-long Certificate program blends a full suite of leading technologies with active synchronous and asynchronous learning, small team projects, and a cloud-based community space for interactive group experiences. Our ultimate goal: to create a unique, demanding, and connection-driven educational journey that gives you the freedom to focus on your personal outcomes and goals.
Stanford LEAD: Corporate Innovation Certificate
The Corporate Innovation Certificate addresses the unique challenges and opportunities inherent in fostering and implementing change within established organizations. Participants will deepen their knowledge and influence to become more effective change agents, learn how to overcome barriers to change, identify opportunities for innovation, and move initiatives from the idea stage to implementation using design thinking in order to drive organizational transformation.

NEW! Stanford LEAD: Personal Leadership Certificate
The Personal Leadership Certificate develops leaders who are compassionate, courageous, curious, and exhibit the humility that is necessary for continued growth. Participants will master a range of leadership competencies and increase their awareness of themselves, others in their network, and their context in order to become more effective leaders who can advance themselves, their teams, and their organizations.

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.

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

Stanford GSB has saved the following resources by using Forest Stewardship Council® certified papers containing recycled fiber and processed elemental chlorine free: 105 fully grown trees, 55,732 gallons of water, 114 million BTUs of energy, and 20,068 pounds of greenhouse gases.
## 2019 Calendar

### GENERAL MANAGEMENT PROGRAMS

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### SPECIALIZED PROGRAMS

#### CORPORATE GOVERNANCE

- Directors’ Consortium: A joint offering with Stanford Law School
  - 4 or 5 days
  - JAN 26-29, FEB 26-29

#### FINANCIAL MANAGEMENT

- The Emerging CFO: Strategic Financial Leadership Program
  - 2 weeks
  - JAN 23-28, FEB 2020 10-15, 2020
- Finance and Accounting for the Nonfinancial Executive
  - 6 days
  - JAN 20-25
- Mergers and Acquisitions
  - 6 days
  - JAN 21-26

#### INNOVATION

- The Corporate Entrepreneur: Driving Innovation and New Ventures
  - 2 weeks
  - JAN 8-13, FEB 2020 17-22
- Customer-Focused Innovation
  - 6 days
  - JAN 13-18
- Design Thinking Bootcamp: In collaboration with the Hasso Plattner Institute of Design at Stanford
  - 4 days
  - JAN 26-29, FEB 9-12, 2020 10-13
- The Innovative Health Care Leader: From Design Thinking to Personal Leadership: In collaboration with Stanford School of Medicine
  - 6 days
  - JAN 9-14
- The Innovative Technology Leader
  - 6 days
  - JAN 26-31, 2020 14-19
- Stanford Ignite — Full-Time
  - 3 weeks
  - JAN 23-17
- Stanford Ignite — Part-Time
  - 4 weeks
  - JAN 9-5, 2020 23-17
- Stanford Ignite — Post-9/11 Veterans
  - 3 weeks
  - JAN 23-17
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<td>The Corporate Entrepreneur: Driving Innovation and New Ventures</td>
<td>2 weeks</td>
<td>8 – 13</td>
<td>2020</td>
<td>17 – 22</td>
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<td>Customer-Focused Innovation</td>
<td>6 days</td>
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<td>Design Thinking Bootcamp</td>
<td>4 days</td>
<td>26 – 29</td>
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<td>In collaboration with the Hasso Plattner Institute of Design</td>
<td>4 days</td>
<td>26 – 29</td>
<td>9 – 12</td>
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<td>The Innovative Health Care Leader: From Design Thinking to Personal Leadership</td>
<td>6 days</td>
<td>9 – 14</td>
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<td>In collaboration with Stanford School of Medicine</td>
<td>6 days</td>
<td>9 – 14</td>
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<td>The Innovative Technology Leader</td>
<td>6 days</td>
<td>26 – 31</td>
<td>2020</td>
<td>14 – 19</td>
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<td>Stanford Ignite — Full-Time</td>
<td>3 weeks</td>
<td>23 – 17</td>
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<td>Stanford Ignite — Part-Time</td>
<td>4 weeks</td>
<td>2020</td>
<td>9 – 5</td>
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<td>Stanford Ignite — Post-9/11 Veterans</td>
<td>3 weeks</td>
<td>23 – 17</td>
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<td>NEW! Innovative Marketing for Strategic Advantage <em>(formerly Strategic Marketing Management)</em></td>
<td>2 weeks</td>
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<td>Influence and Negotiation Strategies Program</td>
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<td>NEW! Big Data, Strategic Decisions: Analysis to Action</td>
<td>6 days</td>
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<td>NEW! The Emerging COO: Driving Innovation and Operational Excellence</td>
<td>3 months</td>
<td>15 – 22 at Harvard</td>
<td>27 – 1 at Stanford</td>
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<td>Leading Change and Organizational Renewal</td>
<td>6 days</td>
<td>17 – 22</td>
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<td>In collaboration with Harvard Business School</td>
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<td>Managing Teams for Innovation and Success</td>
<td>6 days</td>
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<td>People, Culture, and Performance: Strategies from Silicon Valley</td>
<td>6 days</td>
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<td>Asian American Executive Program</td>
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<td>Executive Program in Women’s Leadership</td>
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<td>Executive Program in Leadership: The Effective Use of Power</td>
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<td>Interpersonal Dynamics for High-Performance Executives</td>
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<td>LGBTQ Executive Leadership Program</td>
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<td>NEW! Interpersonal Dynamics Weekend Lab: Leadership from the Inside Out</td>
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<td>Executive Program for Nonprofit Leaders</td>
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<td>Executive Program in Social Entrepreneurship</td>
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<td>Executive Program in Strategy and Organization</td>
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<td>Strategy Beyond Markets</td>
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<td>Supply Chain Management: Strategies and Innovations</td>
<td>6 days</td>
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<td>Stanford Innovation &amp; Entrepreneurship Certificate</td>
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<td>Stanford LEAD: Corporate Innovation Certificate</td>
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<td>NEW! Stanford LEAD: Personal Leadership Certificate</td>
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Please check website for the latest dates and tuition information.