Are you looking for an exceptional executive education experience that will reignite your mind?

A program where innovation and entrepreneurship are the presiding principles? A place you’ve never been but will return to every day of your life? Then come to the source. **There’s only one: Stanford.**

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**Other Learning Opportunities**

In addition to open enrollment and custom programs, Stanford Graduate School of Business offers numerous continuing education opportunities to improve critical analytical thinking skills, expand leadership abilities, hone innovative thinking capabilities, and increase awareness of new research to stay ahead of the competition.

**COMPLIMENTARY WEBINARS**

Stanford GSB Executive Education offers a series of faculty-led webinars throughout the academic year that cover a wide range of current business topics. For more information on past and upcoming webinars, please visit webinars.stanfordexeced.com.

**STANFORD MSx PROGRAM:**

**MASTER OF SCIENCE IN MANAGEMENT DEGREE**

The Stanford MSx Program is a one-year, full-time Master of Science degree program for experienced leaders. This accelerated program enrolls each July, and there is a rolling admission process with more information available at StanfordMSx.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 can help accelerate that change. Learn more at seed.stanford.edu/volunteer.

Stanford GSB has saved the following resources by using New Leaf Reincarnation paper, made with 100% recycled fiber, 100% post-consumer waste, and processed chlorine-free: 101 fully grown trees, 55,059 gallons of water, 112 million BTUs of energy, and 19,744 pounds of greenhouse gases.
Why Stanford Graduate School of Business?

WORLDWIDE RECOGNITION AND ALUMNI BASE
With a global reputation for excellence, Stanford Graduate School of Business (GSB) Executive Education programs have attracted close to 50,000 senior executives from more than 18,000 companies, creating a vast network of alumni from around the world.

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.

RENOVED FACULTY AND RESEARCH
Stanford Graduate School of Business faculty includes 3 Nobel laureates, 3 recipients of the John Bates Clark Medal in Economics, 5 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 emphasis changes to reflect the issues faced by business leaders today. Research centers have been established to study current topics. For more information, please visit centers.stanfordexeced.com.

GLOBALLY DIVERSE, SENIOR-LEVEL PARTICIPANTS
Faculty directors review all applications 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/LIVING 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 RESIDENTIAL CENTERS

The Stanford GSB Residences are situated directly across the street from the Knight Management Center and are comprised of two buildings—Schwab Residential Center and Highland Hall. Residences offer individual rooms fully furnished and equipped with heating and air conditioning, wireless high-speed internet connection, and television. Services available include a business center, exercise room, dry cleaning, and concierge.

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. Earning the coveted *Financial Times* Executive Dining Award nine years in a row, 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 senior 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 | President, CEO, and Chairwoman of the Board | CH2M Hill
General Management Programs

**Stanford Executive Program: Be a Leader Who Matters**

*June 25 – August 5, 2017 / Tuition: $67,000 USD*

Optional Leadership Coaching: $5,900 USD

Application Information – Apply in any of three rounds.
Early submission advised.
Round 1: October 28, 2016
Round 2: February 3, 2017
Round 3: April 7, 2017

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 innovation, actionable business strategies, and leadership development 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.

Accelerate your individual leadership skills with optional executive coaching sessions, including a 360-degree assessment and personalized six-month Leadership Action Plan.

**Executive Leadership Development: Analysis to Action**

*January 7 – 19 and April 22 – 27, 2018 (a two-module program)*

Tuition: $35,500 USD

Application Deadline: November 13, 2017

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
July 9 – 20, 2017 / Tuition: $25,000 USD
Application Deadline: May 26, 2017

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 12 – 26, 2017
Tuition: $19,900 USD (lodging in Singapore not included)
Application Deadline: July 3, 2017

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 and University of Chicago Booth School of Business
April 4 – 7, 2017 (at Stanford)
April 3, 2017: Finance and Accounting Basics Optional Session
Application Deadline: February 27, 2017

Tuition: $12,000 USD; $13,500 USD with optional Finance & Accounting Day
Develop leading-edge strategies, frameworks, and best practices for making complex and crucial board decisions in this unparalleled academic partnership between Stanford Graduate School of Business, Stanford Law School, and University of Chicago Booth School of Business.
FINANCIAL MANAGEMENT

The Emerging CFO: Strategic Financial Leadership Program
February 25 – March 2 and April 29 – May 4, 2018 (a two-module program)
Tuition: $28,000 USD / Application Deadline: January 12, 2018

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 15 – 20, 2017 / Tuition: $12,500 USD
Application Deadline: September 1, 2017

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 30 – August 4, 2017 / Tuition: $12,500 USD
Application Deadline: June 16, 2017

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
August 27 – September 1 and October 22 – 27, 2017 (a two-module program)
Tuition: $25,000 USD
Application Deadline: July 17, 2017

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 1 – 6, 2017 / Tuition: $15,500 USD
Application Deadline: August 18, 2017

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.
Tap into the innovation engine that powers Stanford and 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 Boot Camp: From Insights to Innovation
In collaboration with the Hasso Plattner Institute of Design at Stanford

Summer: July 11 – 14, 2017 / Application Deadline: May 4, 2017
Fall: September 12 – 15, 2017 / Application Deadline: June 29, 2017
Tuition: $12,500 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.

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

March 26 – 31, 2017 / Tuition: $12,500 USD
Application Deadline: February 13, 2017

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
July 30 – August 4, 2017 / Tuition: $12,500 USD
Application Deadline: June 23, 2017

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.

MARKETING

Strategic Marketing Management
August 6 – 16, 2017 / Tuition: $19,500 USD
Application Deadline: June 23, 2017

Integrate digital, brand, consumer behavior, and sales strategies in this comprehensive program that combines core marketing fundamentals, consumer-centric strategies, and Silicon Valley innovation.
“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 | Vice President of Strategic Marketing | Barco
NEGOTIATION

Influence and Negotiation Strategies Program
October 8 – 13, 2017 / Tuition: $12,500 USD
Application Deadline: August 28, 2017
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

Leading Change and Organizational Renewal
In collaboration with Harvard Business School
March 2017 (at Harvard)
October 29 – November 3, 2017 (at Stanford) / Tuition: $15,000 USD
Application Deadline: September 15, 2017
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 Talent for Strategic Advantage
August 20 – 25, 2017 / Tuition: $12,000 USD
Application Deadline: July 7, 2017
Discover how to recruit, manage, and develop the very best talent in this intensive program that brings together HR executives and business leaders to explore the complexities and interdependencies of effective talent strategy.

Managing Teams for Innovation and Success
June 18 – 23, 2017 / Tuition: $12,000 USD
Application Deadline: May 5, 2017
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 teams.

PERSONAL LEADERSHIP

Advanced Leadership Program for Asian-American Executives
August 6 – 11, 2017 / Tuition: $12,500 USD
Application Deadline: June 23, 2017
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 for Women Leaders
May 7 – 12, 2017 / Tuition: $13,500 USD  
Application Deadline: March 24, 2017
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
August 20 – 25, 2017 / Tuition: $13,500 USD  
Application Deadline: July 7, 2017
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
June 25 – 30, 2017 / Tuition: $15,500 USD  
Application Deadline: May 12, 2017
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.

NEW! LGBTQ Executive Leadership Program
July 30 – August 4, 2017 / Tuition: $12,000 USD  
Application Deadline: June 23, 2017
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 building a foundational network with other LGBTQ executives.

STRATEGY

Executive Program in Strategy and Organization
August 6 – 18, 2017 / Tuition: $25,000 USD  
Application Deadline: June 23, 2017
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 power and leadership to apply within your own organization.
At Stanford you will happily discover that innovation is not a stripe on a chromosome—but that the minds that routinely solve the big problems can teach you how to innovate—and how to build a corporate culture of innovation.
**Strategies and Leadership in Supply Chains**

**August 13 – 18, 2017 / Tuition: $12,000 USD**

*Application Deadline: July 7, 2017*

Develop a comprehensive, global approach to supply chain management and learn how to influence the strategic organizational direction of your company using research-driven frameworks and best practices.

**NEW! Strategy Beyond Markets: Building Competitive Advantage Through Government Relations and Public Affairs**

**August 20 – 25, 2017 / Tuition: $12,000 USD**

*Application Deadline: July 14, 2017*

Develop a more holistic business strategy to compete in today’s complex, high-stakes business environment. Explore beyond market forces—from legislation and regulation to activism and the media. Learn how to proactively manage risk and seize new opportunities through cutting-edge academic research and relevant, real-time cases—from ObamaCare to European Union privacy.

**ONLINE**

**Stanford Innovation and Entrepreneurship Certificate**

Start today at [create.stanford.edu](http://create.stanford.edu) / Tuition: $995 USD per course

Power your career with self-paced online courses with strategies you can apply immediately. Topics are developed and taught by faculty from Stanford School of Engineering and Stanford GSB to empower entrepreneurs and innovators. Earn a certificate on your own schedule by completing 8 of 12 courses, in any order or combination.

**Stanford LEAD Certificate: Corporate Innovation**

**Spring: March 14, 2017 / Application Deadline: February 7, 2017**

**Fall: September 13, 2017 / Application Deadline: August 10, 2017**

*Tuition: $16,000 USD*

Learn. Engage. Accelerate. Disrupt. Learn new strategies and get inspired to accelerate and drive change in your organization. Exchange ideas and collaborate with GSB faculty, peers, and teaching teams through live virtual interactions, group projects, and discussion forums. Drive innovation in your organization while collaborating with a global network of senior leaders, earn 24 Continuing Education Units (CEUs), and receive a prestigious Stanford GSB certificate upon completion.

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

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Stay Connected

RECEIVE THE STANFORD EXECUTIVE REPORT
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 @StanfordBiz or join the Executive Education public LinkedIn group: social.stanfordexecutive.com. And be sure to follow our company page on LinkedIn: linkedin.stanfordexecutive.com.

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
## 2017 Calendar

### GENERAL MANAGEMENT PROGRAMS

<table>
<thead>
<tr>
<th>Program</th>
<th>Duration</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
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<th>SEP</th>
<th>OCT</th>
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<tbody>
<tr>
<td>Stanford Executive Program</td>
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<td>Executive Leadership Development: Analysis to Action</td>
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<td>Executive Program for Growing Companies</td>
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<td>Executive Program in International Management</td>
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### SPECIALIZED PROGRAMS

| Category                                                                 | Program                                                                 | Duration | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|-------------------------------------------------------------------------|-------------------------------------------------------------------------|----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CORPORATE GOVERNANCE                                                    | Directors’ Consortium                                                   | 4 or 5 days |     |     |     |     |     |     |     |     |     |     |     |     |
| *A joint offering with Stanford Law School and University of Chicago Booth School of Business* |                                                        |       |     |     |     |     |     |     |     |     |     |     |     |     |
| FINANCIAL MANAGEMENT                                                    | The Emerging CFO: Strategic Financial Leadership Program              | 2 weeks |     |     |     |     |     |     |     |     |     |     |     |     |
|                                                                         | Finance and Accounting for the Nonfinancial Executive                  | 6 days   |     |     |     |     |     |     |     |     |     |     |     |     |
|                                                                         | Mergers and Acquisitions                                                | 6 days   |     |     |     |     |     |     |     |     |     |     |     |     |
| INNOVATION                                                              | The Corporate Entrepreneur: Driving Innovation and New Ventures         | 2 weeks |     |     |     |     |     |     |     |     |     |     |     |     |
|                                                                         | Customer-Focused Innovation                                             | 6 days   |     |     |     |     |     |     |     |     |     |     |     |     |
|                                                                         | Design Thinking Boot Camp                                               | 4 days   |     |     |     |     |     |     |     |     |     |     |     |     |
| *In collaboration with the Hasso Plattner Institute of Design at Stanford* |                                                        |       |     |     |     |     |     |     |     |     |     |     |     |     |
| NEW!                                                                    | The Innovative Health Care Leader: From Design Thinking to Personal Leadership | 6 days |     |     |     |     |     |     |     |     |     |     |     |     |
|                                                                         | *In collaboration with Stanford School of Medicine*                     |          |     |     |     |     |     |     |     |     |     |     |     |     |

### ONLINE

- **Stanford Innovation & Entrepreneurship Certificate**: Ongoing
- **NEW! Stanford LEAD Certificate: Corporate Innovation**: 1 year
<table>
<thead>
<tr>
<th>Program</th>
<th>Duration</th>
<th>Start/End</th>
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<tbody>
<tr>
<td><strong>GENERAL MANAGEMENT PROGRAMS</strong></td>
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<tr>
<td>Stanford Executive Program</td>
<td>6 weeks</td>
<td>25 – 5</td>
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<tr>
<td>Executive Leadership Development: Analysis to Action</td>
<td>3 weeks</td>
<td>7 – 19</td>
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<tr>
<td>Executive Program for Growing Companies</td>
<td>2 weeks</td>
<td>9 – 20</td>
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<td>Executive Program in International Management</td>
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<td><strong>SPECIALIZED PROGRAMS</strong></td>
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<tr>
<td>Corporate Governance</td>
<td>4 or 5</td>
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<td>Directors’ Consortium</td>
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<td>A joint offering with Stanford Law School and University of Chicago</td>
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<tr>
<td>Booth School of Business</td>
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<tr>
<td>Emerging CFO: Strategic Financial Leadership Program</td>
<td>2 weeks</td>
<td>25 – 2, 2018 – 4, 2018</td>
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<tr>
<td>Finance and Accounting for the Nonfinancial Executive</td>
<td>6 days</td>
<td>15 – 20</td>
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<tr>
<td>Mergers and Acquisitions</td>
<td>6 days</td>
<td>30 – 4</td>
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<tr>
<td>Innovation: The Corporate Entrepreneur: Driving Innovation and New Ventures</td>
<td>2 weeks</td>
<td>27 – 1 – 22, 27</td>
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<tr>
<td>Customer-Focused Innovation</td>
<td>6 days</td>
<td>1 – 6</td>
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<tr>
<td>Design Thinking Boot Camp</td>
<td>4 days</td>
<td>28 – 31, 11 – 14, 12 – 15</td>
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<tr>
<td>The Innovative Health Care Leader: From Design Thinking to Personal Leadership</td>
<td>6 days</td>
<td>26 – 31</td>
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<tr>
<td>The Innovative Technology Leader</td>
<td>6 days</td>
<td>30 – 4</td>
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<tr>
<td><strong>MARKETING</strong></td>
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<tr>
<td>Strategic Marketing Management</td>
<td>11 days</td>
<td>6 – 16</td>
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<td><strong>NEGOTIATION</strong></td>
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<tr>
<td>Influence and Negotiation Strategies Program</td>
<td>6 days</td>
<td>8 – 13</td>
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<td><strong>ORGANIZATIONAL LEADERSHIP</strong></td>
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<tr>
<td>Leading Change and Organizational Renewal</td>
<td>6 days</td>
<td>20 – 25</td>
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<tr>
<td>In collaboration with Harvard Business School</td>
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<td>Managing Talent for Strategic Advantage</td>
<td>6 days</td>
<td>29 – 3</td>
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<tr>
<td>Managing Teams for Innovation and Success</td>
<td>6 days</td>
<td>18 – 23</td>
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<td><strong>PERSONAL LEADERSHIP</strong></td>
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<td>6 days</td>
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<td>6 days</td>
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<td>Executive Program in Leadership: The Effective Use of Power</td>
<td>6 days</td>
<td>20 – 25</td>
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<tr>
<td>Interpersonal Dynamics for High-Performance Executives</td>
<td>6 days</td>
<td>25 – 30</td>
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<tr>
<td><strong>NEW! LGBTQ Executive Leadership Program</strong></td>
<td>6 days</td>
<td>30 – 4</td>
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<td><strong>STRATEGY</strong></td>
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<td>6 – 18</td>
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<tr>
<td>Strategies and Leadership in Supply Chains</td>
<td>6 days</td>
<td>13 – 18</td>
</tr>
<tr>
<td><strong>NEW! Strategy Beyond Markets</strong></td>
<td>6 days</td>
<td>20 – 25</td>
</tr>
<tr>
<td><strong>ONLINE</strong></td>
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<tr>
<td>Stanford Innovation &amp; Entrepreneurship Certificate</td>
<td>Ongoing</td>
<td></td>
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<tr>
<td><strong>NEW! Stanford LEAD Certificate: Corporate Innovation</strong></td>
<td>1 year</td>
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</table>

Please check website for the latest dates and tuition information.