

PROGRAM SERIES

Designing and Delivering Executive Education

January 14, 2016

University of South Florida

Patel Center Room 134 8 am-5pm

Instructor: Dr. Jackson Nickerson

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Faculty quickly learn—often too late—that executive education is a different animal. Students are adult participants who come to executive education with real world problems demanding new thinking and new solutions. Rather than coming with relatively naïve ideas, participants come with significant experience and more strongly held views, creating hurdles for the facilitator who must discover the participant's scaffolding upon which to build new knowledge as well as overcome prior thinking patterns. To make teaching even more difficult, executive education typically has a day long format, which creates attention challenges and must successfully confront the siren call of ongoing work challenges that can interrupt the program. These demands require an approach to program design and teaching that differ dramatically from that of undergraduates and young masters and Ph.D. Students.

This day long interactive seminar introduces participants to the foundations of designing and delivering a world class executive education program. The session will begin by reviewing the process and cadence of teaching executive education. Questions such as "How can in structure begin a program and end a program strong?" and "What is the cadence of a well-designed program?" The program will introduce best practices about the rolls of facilitator, participants, and content focusing on how adult participants learn (and fail to learn). With the mechanics of executive teaching summarized, the session will shift to the design of content along with highlighting common fundamental flaws. Participants will be asked to develop an initial programmatic design and to discuss it with their group. The session will conclude by reflecting on the designing and teaching of executive education.

Program Learning Objectives:

- Be able to articulate the differences between executive education and traditional university education
- Understand the cadence and process for delivering executive education
- Demonstrate an ability to design world class executive education programs
- Recognize and avoid fundamental teaching flaws that impair learning

Thursday, January 14, 2016 - AGENDA

8:00 – 8:30 AM	<i>Breakfast Provided</i>	12:15 – 1:15 PM	<i>Lunch Provided</i>
8:30 – 8:45	Welcome and Introduction to the Program	1:15 – 2:00	Atmosphere and Facilitation (cont'd)
	Jackson Nickerson, Ph.D. , Brookings Nonresident Senior Scholar and Frahm Family Professor of Organization and Strategy, Olin Business School, Washington University in St. Louis	2:00 – 3:00	Designing Collateral
		3:00 – 3:15	<i>Break</i>
		3:15 – 4:15	Outlining the first two hours of "your" program
8:45 – 10:15	Mechanics of Opening and Closing a Session	4:15 – 4:45	Peer Evaluation and Refinement
		4:45 – 5:00	Review and Reflection
10:15 – 10:30	<i>Break</i>	5:00 PM	Adjournment
10:30 – 11:30	Content: Designing Pedagogy		
11:30 – 12:15	Atmosphere and Facilitation		