

2018 PROGRAM GUIDE



A photograph of a Stanford University campus scene. In the foreground, a large, modern, multi-story building with a tiled roof and large windows is visible. To the right, a tall, white tower with a red dome is partially visible. The sky is clear and blue. A large red diagonal shape covers the left side of the image, containing text.

**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?

RENOWNED 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.stanfordexced.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 56,000 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/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 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 Highland 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 | President, CEO, and Chairwoman of the Board | CH2M Hill



General Management Programs

Stanford Executive Program: Be a Leader Who Matters

June 24 – August 4, 2018 / Tuition: \$73,000 USD

Application Information – Apply in any of three rounds.

Early submission advised.

Round 1: October 27, 2017

Round 2: February 2, 2018

Round 3: April 6, 2018

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, 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.

Executive Leadership Development: Analysis to Action

January 13 – 18 and April 21 – 26, 2019 (a two-module program)

Tuition: \$28,000 USD

Application Deadline: November 30, 2018

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 5 – 16, 2018 / Tuition: \$25,000 USD

Application Deadline: June 22, 2018

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 25 – September 8, 2018

Tuition: \$19,900 USD (lodging in Singapore not included)

Application Deadline: July 13, 2018

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

March 27 – 30, 2018 (at Stanford)

March 26, 2018: Finance and Accounting Basics Optional Session

Tuition: \$12,600 USD; \$14,550 USD with optional Finance & Accounting Day

Application Deadline: February 16, 2018

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 24 – March 1 and April 28 – May 3, 2019 (a two-module program)

Tuition: \$28,000 USD / Application Deadline: January 11, 2019

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

November 11 – 16, 2018 / Tuition: \$12,600 USD

Application Deadline: September 28, 2018

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 22 – 27, 2018 / Tuition: \$12,600 USD

Application Deadline: June 8, 2018

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 10 – 15 and May 19 – 24, 2019 (a two-module program)

Tuition: \$25,000 USD

Application Deadline: January 25, 2019

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 14 – 19, 2018 / Tuition: \$16,000 USD

Application Deadline: August 31, 2018

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 27 – 30, 2018 / Application Deadline: February 9, 2018

Summer: July 10 – 13, 2018 / Application Deadline: May 25, 2018

Fall: September 11 – 14, 2018 / Application Deadline: July 27, 2018

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.

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.





The Innovative Health Care Leader: From Design Thinking to Personal Leadership

In collaboration with the Stanford School of Medicine

May 13 – 18, 2018 / Tuition: \$12,600 USD

Application Deadline: April 2, 2018

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

Winter: January 21 – 26, 2018 / Application Deadline: December 8, 2017

Summer: July 29 – August 3, 2018 / Application Deadline: June 15, 2018

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.

MARKETING

Strategic Marketing Management

August 5 – 17, 2018 / Tuition: \$25,000 USD

Application Deadline: June 22, 2018

Integrate digital, brand, consumer behavior, and sales strategies in this comprehensive program that combines core marketing fundamentals, consumer-centric strategies, and Silicon Valley innovation.

NEGOTIATION

Influence and Negotiation Strategies Program

October 7 – 12, 2018 / Tuition: \$12,600 USD

Application Deadline: August 24, 2018

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.



“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



ORGANIZATIONAL LEADERSHIP

NEW! Big Data, Strategic Decisions: Analysis to Action

August 5 – 10, 2018 / Tuition: \$12,600 USD

Application Deadline: June 22, 2018

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.

Leading Change and Organizational Renewal

In collaboration with Harvard Business School

March 18 – 23, 2018 (at Harvard)

October 28 – November 2, 2018 (at Stanford) / Tuition: \$15,500 USD

Application Deadline: September 14, 2018

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

June 3 – 8, 2018 / Tuition: \$12,600 USD

Application Deadline: April 20, 2018

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.

NEW! People, Culture, and Performance: Strategies from Silicon Valley

August 19 – 24, 2018 / Tuition: \$12,600 USD

Application Deadline: July 6, 2018

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

Advanced Leadership Program for Asian-American Executives

August 5 – 10, 2018 / Tuition: \$12,600 USD

Application Deadline: June 22, 2018

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 6 – 11, 2018 / Tuition: \$13,500 USD

Application Deadline: March 23, 2018

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 30 – October 5, 2018 / Tuition: \$13,500 USD

Application Deadline: August 20, 2018

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 24 – 29, 2018 / Tuition: \$15,500 USD

Application Deadline: May 11, 2018

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.

LGBTQ Executive Leadership Program

July 29 – August 3, 2018 / Tuition: \$12,600 USD

Application Deadline: June 15, 2018

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 in Strategy and Organization

August 12 – 24, 2018 / Tuition: \$25,000 USD

Application Deadline: June 29, 2018

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 the minds that routinely solve the big problems can teach you how to innovate— and how to build a corporate culture of innovation.





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

August 19 – 24, 2018 / Tuition: \$12,600 USD

Application Deadline: July 6, 2018

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 Uber to European Union privacy.

Supply Chain Management: Strategies and Innovations

August 12 – 17, 2018 / Tuition: \$12,600 USD

Application Deadline: June 29, 2018

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

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.

Stanford LEAD Certificate: Corporate Innovation

Spring: March 14, 2018 / Application Deadline: February 7, 2018

Fall: September 2018 / Application Deadline: August 2018

Tuition: \$19,000 USD

Learn. Engage. Accelerate. Disrupt. In this year-long program, 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.

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



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 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.



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](https://twitter.com/StanfordBiz) or 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





The Innovative Technology Leader	6 days	21 – 26							29 – 3			
MARKETING												
Strategic Marketing Management	2 weeks								5 – 17			
NEGOTIATION												
Influence and Negotiation Strategies Program	6 days										7 – 12	
ORGANIZATIONAL LEADERSHIP												
NEW! Big Data, Strategic Decisions: Analysis to Action	6 days								5 – 10			
Leading Change and Organizational Renewal <i>In collaboration with Harvard Business School</i>	6 days		18 – 23 at Harvard								28 – 2	at Stanford
Managing Teams for Innovation and Success	6 days							3 – 8				
NEW! People, Culture, and Performance: Strategies from Silicon Valley	6 days								19 – 24			
PERSONAL LEADERSHIP												
Advanced Leadership Program for Asian-American Executives	6 days								5 – 10			
Executive Program for Women Leaders	6 days						6 – 11					
Executive Program in Leadership: The Effective Use of Power	6 days										30 – 5	
Interpersonal Dynamics for High-Performance Executives	6 days						24 – 29					
LGBTQ Executive Leadership Program	6 days								29 – 3			
STRATEGY												
Executive Program in Strategy and Organization	2 weeks										12 – 24	
Strategy Beyond Markets	6 days										19 – 24	
Supply Chain Management: Strategies and Innovations	6 days										12 – 17	
ONLINE												
Stanford Innovation & Entrepreneurship Certificate	Ongoing											
Stanford LEAD Certificate: Corporate Innovation	1 year											

STANFORD
BUSINESS GRADUATE
SCHOOL OF

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Enroll. Re-boot. Transform: stanfordexeced.com

