



THE STANFORD EXPERIENCE

Executive Education programs at the Stanford Graduate School of Business propel careers and deliver lasting value to organizations that sponsor participants. From our diverse portfolio of open enrollment offerings to the customized learning experiences that we deliver in partnership with leading corporate clients, we continue to transform today's participants into tomorrow's innovative global business leaders. Learning begins the day a participant steps onto the Stanford campus, and its impact lasts a lifetime.

Stanford's unique learning environment is celebrated worldwide for its rigorous, yet highly collaborative, atmosphere. Challenged by passionate faculty, engaged by lively debate, and inspired by the beautiful facilities and climate, participants enjoy countless opportunities to share and build upon their personal experiences in an open and honest setting.

Ready to see what your future holds? At Stanford you're immersed in an environment that's continually focused on what's next, so you gain the vision and skill to bring innovative leadership to your organization.

Join us in one of the most fertile grounds for business innovation and start realizing tomorrow's successes today.



“When you come to Stanford, you have to be willing to have your traditional way of thinking challenged. An open mind and enthusiasm to participate will lead you to a truly transformational experience.”

Paul Umbrazunas

*Chief Operating Officer and Head of Business Development
Credit Suisse Australia*





WHY STANFORD GRADUATE SCHOOL OF BUSINESS?

WORLDWIDE RECOGNITION AND ALUMNI BASE

Close to 40,000 senior executives from more than 16,000 companies have participated in our Executive Education programs, creating a worldwide reputation and a vast alumni network for our participants.

RESEARCH-BASED LEARNING MODEL

Research-based management frameworks provide the foundation for each of our programs. Study groups, interactive simulations, and case discussions reinforce the practical applications of these frameworks.

RENOWNED FACULTY AND RESEARCH

Our faculty includes 3 Nobel laureates, 2 recipients of the John Bates Clark Medal in Economics, 4 members of the National Academy of Sciences, and 17 members of the American Academy of Arts and Sciences. Business school faculty lead each executive program and are deeply involved with the participants. The business school's 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 from industries appropriate for each program. Program demographics are carefully balanced, with approximately half of all Executive Education participants coming from outside North America.

A COLLABORATIVE LEARNING/LIVING COMMUNITY

The new 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 the Stanford Graduate School of Business into a vibrant and unified indoor/outdoor, living/learning community. Located across from the school's Schwab Residential Center, the new campus is Platinum certified by the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) program. The Knight Management Center features tiered classrooms with extensive floor-to-ceiling glass, the latest in audiovisual technology, and numerous breakout and study rooms.

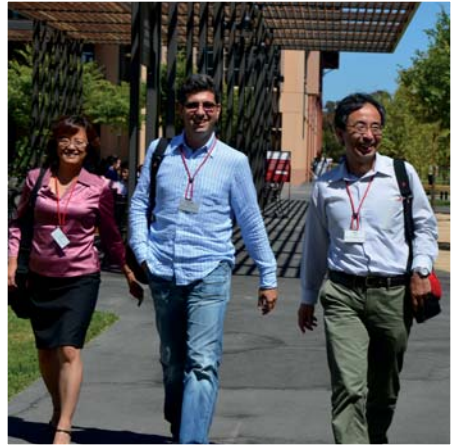
STANFORD GSB EXECUTIVE CIRCLE SUMMITS

Held in locations around the globe, the Executive Circle Summits bring together Stanford alumni, executive education past participants, and leading executives from around the world in order to explore today's global business challenges and innovative ways to overcome them. Each summit features the presentation of new research and management frameworks from the Stanford Graduate School of Business, the exchange of innovative methods to improve an organization's performance, engaging networking opportunities, and special activities for Executive Circle members. For information on our upcoming Executive Circle Summits, please visit summit.stanfordexeced.com.

CUSTOM EXECUTIVE PROGRAMS

The Stanford Graduate School of Business partners with select organizations to design and deliver custom executive programs that address an organization's specific global business challenges. To ensure maximum impact and relevance, our custom program partnerships involve close cooperation between an organization's executive leaders and senior Stanford faculty. The end result is a focused learning experience that enables an organization to develop its capabilities and implement strategies more quickly than ever before.

For more information, please visit our website at custom.stanfordexeced.com, phone us at 650.723.3341, or send an email to executive_education@gsb.stanford.edu.



“The models I learned are relevant and applicable across a broad range of business scenarios, and the opportunity to network with other business leaders facing similar strategic challenges was outstanding.”

Alberto Bambach
Senior Vice President
JP Morgan Chase & Co





GENERAL MANAGEMENT PROGRAMS

Stanford Executive Program

June 24 – August 4, 2012 / Tuition: \$58,000
Optional Leadership Coaching: \$5,800

Established in 1952, the Stanford Executive Program is the flagship executive program offered by the Stanford Graduate School of Business. Participants immerse themselves in a six-week curriculum that examines the economic, political, social, and ethical demands of top leadership. The Stanford Executive Program is designed for executives with at least 12 to 15 years of management experience and strategic responsibilities at the company- or country-wide level.

To accelerate the application of program content, Stanford Executive Program participants have the option to purchase executive coaching for individual leadership skills development. For more information, please visit sep.stanfordexeced.com.

NEW! Executive Leadership Development: Analysis to Action

A Two-Module Program: January 15 – 27, 2012 and April 15 – 20, 2012
Tuition: \$30,000 / Optional Leadership Coaching: \$3,000

To maintain competitive advantage and sustain success in a fast-changing business environment, organizations must identify and nurture the next generation of high-performance leaders and prepare them to lead effectively. This exciting new program is divided into two parts and prepares managers to build effective teams, resolve strategic problems, drive change through the organization, and ultimately get to the next level in their careers.

Executive Program for Growing Companies

July 15 – 26, 2012 / Tuition: \$21,500

Tailored to executives in entrepreneurial or growth environments, this program provides an in-depth, interdisciplinary overview of core business functions. From strategic planning to finance, marketing, information systems, and human resources, participants learn management frameworks that foster speed, innovation, and growth.

Executive Program in International Management

In collaboration with the National University of Singapore

August 13 – 27, 2012 / Tuition: \$17,000 (lodging is not included)

Focuses on the strategic business issues faced by Asian businesses operating in a Pan-Asian or global context. It explores the fundamentals of general management theory and practice from the United States, with the added benefit of an Asian-Pacific perspective.

SPECIALIZED PROGRAMS

CORPORATE GOVERNANCE

Directors' Consortium

In collaboration with the Stanford Law School, the University of Chicago Booth School of Business, and the Tuck School of Business at Dartmouth

March 7 – 9, 2012 / Tuition: \$7,700

Optional Full-Day Financial Accounting Session: \$1,200

Presents frameworks that enable board members to make effective decisions on financial reporting and policy, compensation, fiduciary duties, litigation risk, CEO performance evaluation, and succession.

FINANCIAL MANAGEMENT

Finance and Accounting for the Nonfinancial Executive

April 22 – 27, 2012 / Tuition: \$9,500

Covers the core concepts of finance and accounting, including valuation methodologies, financial statement analysis, and accounting techniques.

INNOVATION

Customer-Focused Innovation

October 28 – November 2, 2012 / Tuition: \$13,500

Provides the theoretical context to identify and eliminate barriers to innovation and the methodologies to diffuse customer learning throughout the organization.

Design Thinking Boot Camp

January 11 – 13, 2012 / Tuition: \$9,500

March 21 – 23, 2012 / Tuition: \$9,500

July 11 – 13, 2012 / Tuition: \$9,500

Offers executives the chance to learn design thinking – a human-centered, prototype-driven process for innovation that can be applied to product, service, and business design.

MARKETING

Strategic Marketing Management

August 19 – 29, 2012 / Tuition: \$16,500

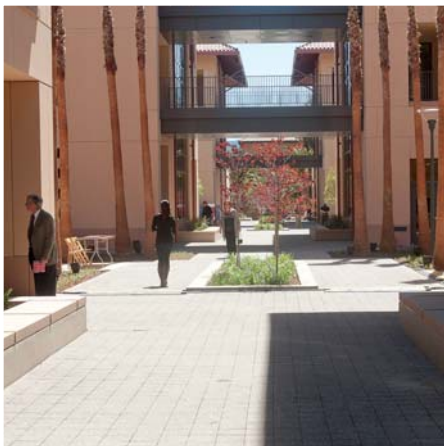
Examines the core elements of marketing strategy and provides a road map for integrating these elements into the strategic goals of an organization.

NEGOTIATION

Influence and Negotiation Strategies

October 14 – 19, 2012 / Tuition: \$11,000

Provides models and tactics to negotiate win-win agreements, resolve disputes, and build personal influence in the work environment. Includes daily simulations.



“Attending a course at Stanford came at a time in my life when I was looking for something to help me put together my professional experiences and make sense of them for the future. The course content, the quality of the faculty, and the learning from my fellow participants have contributed to an experience that I will keep with me for life.”

Patricia L. Cotter

*Senior Vice President
Worldwide Operations Netezza,
an IBM Company*

Imagine your ideal campus. It already exists – and it's at Stanford. We have an almost unending array of educational, social, cultural, and athletic events and facilities. We have a stunning park-like setting with rolling hills, ancient oak trees, and Spanish mission-style buildings. Come here and experience one of the most inspiring locations for innovation.

ORGANIZATIONAL LEADERSHIP

Executive Program in Strategy and Organization

July 15 – 27, 2012 / Tuition: \$21,500

Teaches participants to think strategically about business planning, to identify organizational capabilities and competitive strengths, and to implement revitalized strategic objectives.

Leading Change and Organizational Renewal

In collaboration with the Harvard Business School

March 18 – 23, 2012 (at Harvard)

June 3 – 8, 2012 (at Harvard)

November 4 – 9, 2012 (at Stanford)

Tuition: \$14,000

Examines frameworks for optimizing organizational performance while implementing change and driving innovation. Includes multimedia learning toolkit.

Managing Talent for Strategic Advantage

August 26 – 31, 2012 / Tuition: \$9,500

Presents a strategic view of new practices in workforce management and delivers conceptual frameworks for aligning human resources with organizational strategy.

Strategies and Leadership in Supply Chains

August 19 – 24, 2012 / Tuition: \$9,500

Examines the latest research in global supply chain management and provides frameworks to build sustainable new strategies, create organizational change through strong leadership, and generate tremendous value as a result.

PERSONAL LEADERSHIP

Advanced Leadership Program for Asian American Executives

July 29 – August 3, 2012 / Tuition: \$10,000

Accelerates the development of global business leadership skills of senior executives working in U.S. companies. This program is the first of its kind to address the apparent gap in effective executive training for high-achieving Asian executives – a gap substantiated by the surprising disparity between Asians in the corporate workforce and those in executive positions.

Executive Program for Women Leaders

May 6 – 11, 2012 / Tuition: \$9,500

Equips women executives with the tools and networks they need to transform common career roadblocks into breakthrough opportunities and to rise to top management positions.

Executive Program in Leadership: The Effective Use of Power

July 29 – August 3, 2012 / Tuition: \$11,500

Explores the sources and uses of power in organizations and teaches methods for developing personal influence through collaboration.

Interpersonal Dynamics for High-Performance Executives

June 24 – 29, 2012 / Tuition: \$13,500

Teaches senior-level executives how to foster professional relationships by understanding the impact of their own personal dynamics and leadership styles.

Managing Teams for Innovation and Success

June 17 – 22, 2012 / Tuition: \$9,500

(team discount available)

Provides methodologies to analyze the complexities of team dynamics and build innovative, high-performance teams. Appropriate for senior managers and up to six team members.

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



“I was impressed by the unique Stanford experience created by the professors, the program content, and my fellow participants. The insights and new approaches I have acquired will be of great value as I develop a new global vision for my organization.”

Javier González-Soria

Managing Director, Google



SOCIAL INNOVATION PROGRAMS

These Executive Education programs, offered jointly with Stanford's Center for Social Innovation, are designed to teach executives in all sectors to be effective agents for positive social change. Visit stanfordexeced.com for dates, nomination policies, and program pricing.

Executive Program in Social Entrepreneurship

Tailored to help participants take enterprises and innovative models to the next level by refining their innovations and leveraging their impact.

Executive Program for Nonprofit Leaders

Delivers innovative management frameworks to help seasoned social entrepreneurs address their unique challenges, scale their ventures, and affect even greater social change for the communities they serve.

OTHER LEARNING OPPORTUNITIES

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

WEBINARS

The Stanford Graduate School of Business Executive Education conducts a series of faculty-led webinars that cover a wide range of topics, allow viewers to submit questions to the faculty presenter, and provide an opportunity to share the Stanford experience with colleagues. For more information on past and upcoming webinars, please visit webinars.stanfordexeced.com.

SUMMER INSTITUTE FOR GENERAL MANAGEMENT

(for college juniors, seniors, and recent graduates)

June 24 – July 21, 2012 / Tuition: \$10,500

This month-long residential program offers college juniors, seniors, and recent graduates the opportunity to participate in a rigorous program designed to provide a solid foundation in core management disciplines including accounting, economics, statistics, operations, and marketing. For more information, please visit si.stanfordexeced.com.

STANFORD SLOAN MASTER'S PROGRAM

Application Deadline: December 15, 2011

For more information and program dates, please visit gsb.stanford.edu/sloan.

This full-time, one-year general management program prepares mid-career managers with successful track records for global senior management responsibilities. Participants graduate with a Master of Science in Management degree.

PROGRAM PREVIEW AND INFORMATION SESSIONS

In order for prospective program participants to gain a better understanding of the quality and impact of our programs, interact with our faculty, and discuss the programs with past participants, Executive Education holds a number of short events featuring faculty presentations of program content and panel discussions featuring past participants. Please visit stanfordinfosession.com for upcoming sessions.



Stanford GSB saved the following resources by using New Leaf Reincarnation paper, made with 100% recycled fiber, 50% post-consumer waste, and processed chlorine-free: 1,786 fully grown trees, 395,693 gallons of water, 820 million BTUs of energy, 143,657 pounds of greenhouse gases.



STANFORD
GRADUATE SCHOOL OF BUSINESS

EXECUTIVE EDUCATION
STANFORD GRADUATE SCHOOL OF BUSINESS

655 Knight Way
Stanford University
Stanford, CA 94305-7298

Phone: 650.723.3341
Toll Free: 866.542.2205 (USA & CANADA)
Fax: 650.723.3950

executive_education@gsb.stanford.edu
stanfordexeced.com



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EXECUTIVE EDUCATION / 2012



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CALENDAR

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EXECUTIVE EDUCATION / 2012 CALENDAR

GENERAL MANAGEMENT PROGRAMS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Stanford Executive Program						24	4					
NEW! Executive Leadership Development: Analysis to Action	15 - 27		15 - 20									
Executive Program for Growing Companies							15 - 26					
Executive Program in International Management <i>In collaboration with the National University of Singapore</i>								13 - 27				
SPECIALIZED PROGRAMS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
CORPORATE GOVERNANCE												
Directors' Consortium <i>In collaboration with the Stanford Law School, the University of Chicago Booth School of Business, and the Tuck School of Business at Dartmouth</i>			7 - 9									
FINANCIAL MANAGEMENT												
Finance and Accounting for the Nonfinancial Executive				22 - 27								
INNOVATION												
Customer-Focused Innovation										28	2	
Design Thinking Boot Camp <i>In collaboration with the Hasso Plattner Institute of Design at Stanford</i>	11 - 13		21 - 23				11 - 13					
MARKETING												
Strategic Marketing Management								19 - 29				
NEGOTIATION												
Influence and Negotiation Strategies										14 - 19		
ORGANIZATIONAL LEADERSHIP												
Executive Program in Strategy and Organization							15 - 27					
Leading Change and Organizational Renewal <i>In collaboration with the Harvard Business School</i>			18 - 23 Harvard			3 - 8 Harvard					4 - 9 Stanford	
Managing Talent for Strategic Advantage								26 - 31				
Strategies and Leadership in Supply Chains								19 - 24				
PERSONAL LEADERSHIP												
Advanced Leadership Program for Asian American Executives							29	3				
Executive Program for Women Leaders				6 - 11								
Executive Program in Leadership: The Effective Use of Power							29	3				
Interpersonal Dynamics for High-Performance Executives						24 - 29						
Managing Teams for Innovation and Success						17 - 22						
SOCIAL INNOVATION PROGRAMS												
Executive Program in Social Entrepreneurship						Visit website for details						
Executive Program for Nonprofit Leaders						Visit website for details						



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RECEIVE THE STANFORD EXECUTIVE REPORT

Sign up today to receive our bimonthly e-newsletter, the Stanford Executive Report, which provides executives and human resource professionals with relevant faculty research and updates on upcoming events and programs. Please visit news.stanfordexeced.com.

JOIN US THROUGH SOCIAL MEDIA

Through our social media networks, you can participate in online discussions and build valuable business relationships. Follow us on Twitter [@gsbstanford](https://twitter.com/gsbstanford) or join our public LinkedIn group by searching for “[Stanford GSB Executive Education](#).” Past participants can join our private LinkedIn group by searching for “[Stanford GSB Executive Circle](#).”

TAKE THE NEXT STEP

For more information, or to apply to one of our programs, please contact us or visit our website.

Phone: 650.723.3341

Toll Free: 866.542.2205 (USA & CANADA)

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