Business Leaders Turn, *and Return*, to Wharton

In business today, success is a moving target. Business leaders must continually reassess and refresh their thinking, or risk falling out of touch. That’s why more leaders turn, and return, to Wharton Executive Education to hone their **leadership skills** and deepen their **business acumen**.

They turn to Wharton for its profound influence on global business and for real-time, real-world insights. They seek the analysis and insight generated by faculty and research centers, gaining perspective across business, cultural, and geographic boundaries, while unlocking the value that comes from developing a decidedly global mindset.

They come to Wharton campuses in **Philadelphia**, **San Francisco**, and **Beijing**, and also to partner sites around the world, to connect directly with renowned faculty who are trusted advisors of corporations and organizations worldwide.
“Wharton’s academic excellence is built on a foundation of quantitative research and analytical insights. Creating a mindset of innovation that transcend business disciplines and leads to success in business is central to our educational mission.”

— Geoffrey Garrett, Dean of the Wharton School

**evolve with Wharton Knowledge**

Business leaders seek knowledge from other proven leaders, and Wharton—one of the world’s leading business schools—is an engine of positive, dynamic change that advances economic and social welfare around the world.

Wharton’s **225+ faculty**, working in **10 academic departments** and across **20 research centers and initiatives**, are among the most quoted, most published, and most actively engaged with global businesses as sought-after consultants and agents of change.

With Wharton, executive participants find the right mix of challenge, peer mentoring, real-time context, and real-world savvy to benefit their careers and their organizations. They join 10,000 others who choose Wharton Executive Education programs annually, extending what is the largest and most influential executive network of any business school.
Each year, more than 10,000 executives worldwide choose Wharton Executive Education to navigate change and advance their leadership at every level. Our faculty bring a decidedly global mindset, focused on unlocking the value and opportunity that comes from delving into issues across geographic and cultural boundaries. And by tailoring our programs to your current business challenges, we create learning experiences that immerse executives in real-world knowledge that will strengthen the leaders within your organization’s ranks.

BECAUSE CHANGE IS inevitable

global
Wharton brings a diverse, global perspective to the classroom, unlocking the value and opportunity that comes from examining issues across business, cultural, and geographic boundaries.

analytical
Wharton delivers knowledge with analytical rigor rooted in evidence-based research and extensive industry experience.

impact
Wharton’s programs immerse executives in business knowledge that is timely and relevant, and can be put to immediate use in solving today’s organizational challenges.
Wharton’s 225+ faculty generate the knowledge and innovations that transform global business practice.

**GLOBAL**

50+

Locations in **22 countries** including 3 campuses in Philadelphia, San Francisco, and Beijing

10,000

Executive Education participants from **96 countries** annually

95,000+

Wharton alumni in **153 countries**

**ANALYTICAL**

10

Academic departments

20

Research centers & initiatives

225+

Faculty

**IMPACT**

50+

Open-Enrollment Programs offered

160+

Custom Programs delivered annually

8,100

Executive program hours taught per year

**MARKETING FACULTY:**

Peter Fader, PhD

Author, *Customer Centricity: Focus on the Right Customers for Strategic Advantage*. His research in behavioral patterns across diverse industries led to the development of the Wharton Customer Analytics Initiative.
The Wharton learning experience brings theory into practice with an industry perspective in all disciplines. Left brain meets right brain, meshing analytical with creative thinking, through dynamic, multimodal instruction that infuses business acumen with emotional intelligence. From competitive strategy simulations to high-performance teams to cross-functional learning experiences, programs are designed to challenge assumptions, expose new opportunities, and strengthen the leader within.

At Wharton, executive participants become part of a learning community, sitting amid a diverse group of peers who may be from other industries or even other divisions or locations of their own company. Each person may represent a different function or culture, but together they form a strong and engaged cohort.
faculty

INDUSTRY PERSPECTIVE IN ALL DISCIPLINES

Sigal Barsade
Research expertise in emotional intelligence, organizational culture, leadership and top management teams, emotions in the workplace, and group dynamics

David Bell
Author of Location Is (Still) Everything: The Surprising Influence of the Real World on How We Search, Shop, and Sell in the Virtual One

Eric Bradlow
An applied statistician who uses high-powered statistical models to solve problems in areas ranging from Internet search engines to product assortment issues

Peter Cappelli
Named by HR Magazine as one of the top 20 international thinkers; speaker at the Davos Annual Meeting of the 2012 World Economic Forum

Mauro Guillén
Author of 10 books and over 30 scholarly articles on topics such as globalization, international political economy, and multinational management

Barbara Kahn
Co-author of Grocery Revolution: The New Focus on the Consumer

Richard C. Marston
Award-winning lecturer and author of several books on investment management

Nancy Rothbard
Award-winning expert in work motivation, teamwork, work-life balance, and leadership

Kenneth Shropshire
Author of Negotiate Like the Pros: A Master Sports Negotiator’s Lessons for Making Deals, Building Relationships, and Getting What You Want; co-author of The Business of Sports

Harbir Singh
Co-author of The India Way: How India’s Top Business Leaders Are Revolutionizing Management

Karl Ulrich
Holds more than 20 patents for medical devices, tools, food products, sporting goods, and more; co-founder of the Weiss Tech House and the Integrated Design Program at the University of Pennsylvania. Businessweek named his Xootr scooter one of the coolest products of the 21st century.

Patti Williams
Expert in conscious and non-conscious processes in consumer decision-making and the persuasive effects of emotion in marketing

Z. John Zhang
Co-author of Smart Pricing: How Google, Priceline and Leading Businesses Use Pricing Innovation for Profitability

...and 225+ other leaders in their fields
Today’s leaders can access the full array of Wharton Executive Education programming, either as individuals or within their organization, with specific learning experiences tailored to their exact requirements.

Wharton offers the flexibility needed by today’s executive learners and their organizations, with the right mix of learning methodologies to ensure memory retention and transferability of newfound knowledge and skills across disciplines, industries, cultures, and contexts.
How can individual evolving leaders access Wharton programs?

OPEN ENROLLMENT FOR INDIVIDUALS
Evolving leaders can choose from open-enrollment programs presented on Wharton campuses in Philadelphia and San Francisco or through partnership programs globally. Wharton offers open-enrollment programs in Leadership and Business Acumen, with a focus on Finance & Wealth Management, Marketing & Sales, Strategy, and Innovation. The overall learning experience creates a learning community of engaged peers who speak a common language, becoming a lifelong network of trusted advisors.

Our team of experts will work with you to create a Competency Map to match individual programs to your organization’s levels of leadership and strategic business goals.

How can Learning & Development leaders bring Wharton knowledge into their organizations?

CUSTOM PROGRAMS FOR ORGANIZATIONS
Wharton considers the needs of the entire organization before developing a custom program by examining the organization’s business culture, strategic goals, and leadership competencies. Starting from an initial and thorough needs assessment, Wharton draws on the expertise of our dedicated Faculty, Client Relations, and Program Management teams to design and deliver custom programs that are optimal for our clients.

How can technology expand access to Wharton learning?

ONLINE LEARNING
Using the latest technology, Wharton offers executive education that is synchronous or asynchronous to reach all levels of a company’s workforce regardless of employee locations. Delivered completely online or blended with classroom learning, these programs will help cascade customized learning and development strategy from senior management to middle management, and throughout your organization.

Wharton knowledge is research-based and immediately applicable, allowing executives to put their learning to use upon returning to the office.

Sigal Barsade, PhD
Her research and consulting involve the influence of emotions and emotional intelligence on work behavior, organizational culture and change, team behavior, executives and their management teams, the effect of personality on managerial performance, and power and politics in organizations. Recent articles have appeared in Psychology Today, Fortune, The Economic Times, Bloomberg Businessweek, and Science Daily.
Organizations know their own business best, while Wharton has a global perspective on the challenges typically faced within industries. As a partner, Wharton can customize a program in which content is grounded in the organization’s strategy, directly related to the participants’ jobs and roles, and integrated with strategic objectives.

BECAUSE OUR APPROACH IS

collaborative

**The Wharton Approach to CUSTOM PROGRAMS**

**DISCOVERY & CONSULTATION**
Wharton begins the process by listening to and engaging with key organizational stakeholders, assessing specific needs, and uncovering ways to design a truly tailored program that supports business objectives.

**DESIGN & COLLABORATION**
Both Wharton and the organization collaborate on designing a transformational learning experience that matches the insights and needs identified with the depth and breadth of Wharton’s knowledge and expertise.

**DELIVERY & IMPACT**
Wharton delivers customized content within the organization’s timeframe and desired locations, and employs various teaching methodologies and tools, both in-person and online, synchronous and asynchronous, for maximum learning impact. Programs are delivered with the flexibility that organizations need, and to the benefit of executives in the classroom, leveraging in-class, blended, and action learning methodologies to optimize the experience.

**ACTION & EVALUATION**
Wharton provides enduring impact by continuing the dialogue and partnership with the organization, cascading learning across multiple levels and functions, assessing business impact with measurement tools and feedback, and adapting future programs to emerging business issues.

From **design to delivery**, Wharton custom programs offer an invigorating learning experience that is both meaningful and actionable. And when colleagues from different functional or geographic areas come together in a peer learning community, they form important networks that improve communication and carry into the workplace.
A Turnkey Solution

With our ability to deliver executive education programs in Philadelphia, San Francisco, and Beijing or at partner sites across the globe, Wharton’s dedicated faculty and staff bring a level of industry, cultural, and regional expertise that is second to none. A Client Relations and Program Management Team is assigned to each client, ensuring that the learning engagement—from enrollment and logistics through program delivery and follow-up—is seamless.

THE CAMPUS EXPERIENCE

Wharton Executive Education is headquartered on the historic campus of the University of Pennsylvania, a vibrant academic environment featuring 12 professional and graduate schools and a world-class medical center. Named among the top 3 on The New York Times list of “52 Places to Go in 2015,” Philadelphia is a hub of culture and commerce, conveniently located within 2 hours of New York City and Washington, D.C.

BECAUSE THE WHOLE WHARTON TEAM IS at your service

Client Relations
Global presence with a personal touch, we advise and guide organizations on the programs that will best meet their business needs

Faculty
Cutting-edge research combined with industry expertise brings analytical rigor to each program

Program Management
Professionals experienced in instructional design who work alongside our clients to bring their customized programs to life

San Francisco
Philadelphia
Beijing
A FEW OF OUR CLIENTS

BECAUSE YOU WILL BE IN

great company

access

redefining standards

Bradesco Seguros

China Minsheng Bank

cisco

citi

DSM Bright Science. Bright Living

GSK GlaxoSmithKline

ESTÉE LAUDER COMPANIES

Google

Hyundai Motor Group

Merck

Microsoft

Mitsui & Co.

Nissan

Santander

SCG

Standard Bank

www.WartonEvolvingLeaders.com
Wharton’s 20 research centers and initiatives reflect the diversity and depth of research interests and activity at the school, from finance and strategy to marketing and leadership.

Jeremy Siegel, PhD
Known as one of the world’s top investing experts, Professor Siegel is the bestselling author of *Stocks for the Long Run*, now in its fifth edition and named by the *Washington Post* and *Businessweek* as one of the ten best investment books of all time.

FINANCE FACULTY:

**Jeremy Siegel, PhD**
Known as one of the world’s top investing experts, Professor Siegel is the bestselling author of *Stocks for the Long Run*, now in its fifth edition and named by the *Washington Post* and *Businessweek* as one of the ten best investment books of all time.

**testimonials**

“Wharton’s Advanced Management Program was one of the most profound experiences of my life.”
—Doug Leather, CEO, REAP Consulting Ltd.

“We made a conscious decision to partner with a business school that has a known European presence: our objective was to internationalize our company, so we appreciated Wharton’s global reach. Wharton did not come with a preconceived idea—they used a collaborative approach. They tried to understand DSM, its background, its organizational challenges. One participant told me after the residential module, ‘This was a life-changing experience.’”
—Marcin Skarbon, VP, Global Learning and Development, Talent Management North America, DSM

“Overall, a very impactful learning experience, where analytical concepts and practical knowledge combined to give our executives powerful tools for effective strategic management.”
—Lori Bradley, Senior Vice President, Global Talent Management and Organizational Development, PVH, parent company of global apparel brands such as Calvin Klein and Tommy Hilfiger

“I highly recommend Wharton’s Executive Development Program. I had very high expectations, and they were exceeded. For me, two weeks was the perfect amount of time to get fully immersed. The quality and diversity of my fellow classmates was phenomenal—everyone was open and eager to participate. Only a third were from the U.S., which made for a rich cultural experience.”
—Laura Harrison Ward, Senior Managing Director & Portfolio Manager, First Republic Securities Company

“It all started at Wharton. I am in a new position, I am a better leader, and I have a stronger network.”
—Georgette Jean-Louis, member of the governing board, central bank of Haiti
Custom Programs

PROGRAM DESIGN
Includes needs assessment, detailed design, and customization of content

TUITION
Includes core educational instruction led by Wharton faculty (classroom lectures, case studies, team exercises, assessment tools, and simulations) supported by a dedicated program team

DELIVERY & LOGISTICS
Conference package includes learning facilities, accommodations in Philadelphia, and three daily meals (San Francisco accommodations are not included and will be contracted separately.)

ACTION LEARNING AND COACHING
(Optional)
Action learning creates dynamic opportunities for organizations to implement and gain immediate value from the concepts learned at Wharton. Our experts provide the subject matter and process expertise to propel your organization forward.

ONLINE / VIRTUAL CLASSROOM SESSIONS
(Optional)
Asynchronous and synchronous sessions featuring live faculty video, online discussion forums, and virtual small group work

INTERPRETATION
(Optional)
Includes two professional interpreters

TRANSLATION
(Optional)
Includes translated program materials and dual projection

Online Learning Programs

LEADERSHIP AND MANAGEMENT CERTIFICATE
(Minimum: 50 participants)
This flexible, four-course Certificate gives executives access to cutting-edge management concepts from nine world-class Wharton faculty and helps leaders across your organization reach new levels of success. (Commitment: 4 course requirement, 4-6 weeks per course, 2-4 hours/week)

CUSTOMIZED ONLINE PROGRAM
(Minimum: 200 participants)
Targeted, multi-course curriculum designed from more than 30 available courses covering 140 business topics to meet your organization’s objectives and logistical considerations (Includes custom content integration; Offered fully online or blended with an in-class experience)

Open-Enrollment Programs

GROUP ENROLLMENT
Organizations sending four executives to a single program receive a tuition benefit. Preferred pricing is available for organizations that send more than five executives to multiple programs per year.
contact

WHARTON EXECUTIVE EDUCATION

Our Client Relations Team will answer your questions and direct you toward programs that will help you best achieve your goals.

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execed@wharton.upenn.edu

Visit us online and view our client stories at www.WhartonEvolvingLeaders.com

“An investment in knowledge pays the best interest.”

—Benjamin Franklin, founder of the University of Pennsylvania, America’s first university
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