

# HASKAYNE Executive EDUCATION

Custom Programming

## Growth Strategy

In today's disruptive world, a focused strategy and execution discipline is essential to locating an organization's advantage and building a successful and sustainable business model.

At Haskayne Executive Education, we have been working with leaders to develop growth strategies, delivering custom approaches suited to you and your organization. In our experience, long-term business success results from your: understanding of market forces; the presence of an engaging, mutually reinforcing purpose and set of values; agreement on your current and future state vision; and commitment to a strategic plan and executive principles.

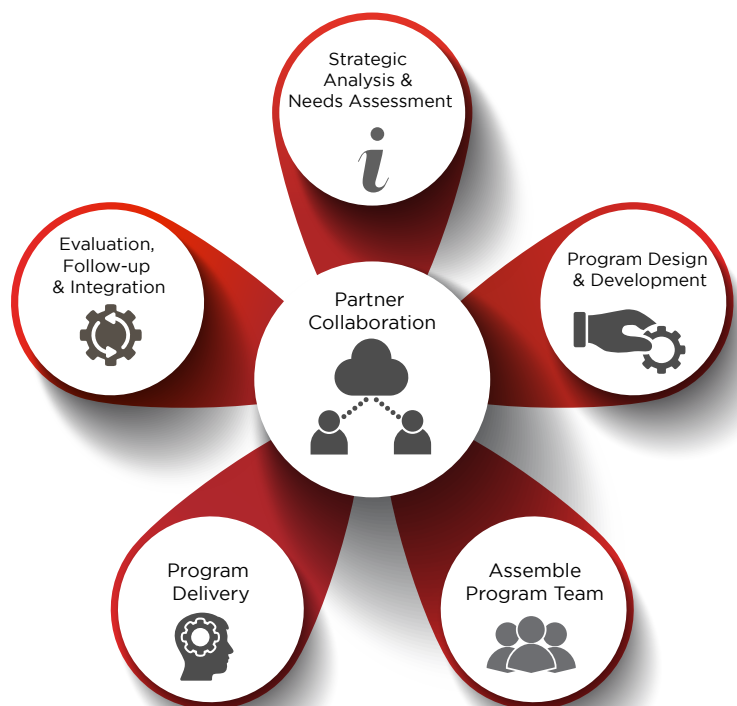
Far more than a toolbox of techniques - BIG Thinking delivered by our partners Business. Improvement. Growth. is a system in which each tool is linked to all others according to fundamental principles of strategic growth. The benefit of a custom BIG program for your leaders is the benefit of impartial insights to your growth enablers and inhibitors, along with carefully curated interventions that serve to focus energies and efforts for maximum return.

### Partner Collaboration **BUSINESS PARTNERS**

Our approach to custom programming is to work collaboratively with you and your organization to understand the specific needs of your business.

We begin with an inquiry phase, using the latest growth diagnostics to understand your unique growth ambitions and challenges. Our growth strategy programs incorporate practical hands-on workshops, and can support in-flight strategic projects using the latest strategic leadership techniques and execution coaching.

*Let us harness our expertise to empower your leaders to create greater value.*



## Learning Outcomes\*

Typical learning outcomes in our growth strategy programs provide opportunities to:

- Identify drivers of change to build plausible scenarios of the future market(s) for your organization
- Renew and/or reaffirm organization purpose and values
- Assemble of an accurate lens into current and future state and vision
- Define strategy and operational objectives that will drive business growth
- Identify growth strategy execution road map with the agreed roles and responsibilities

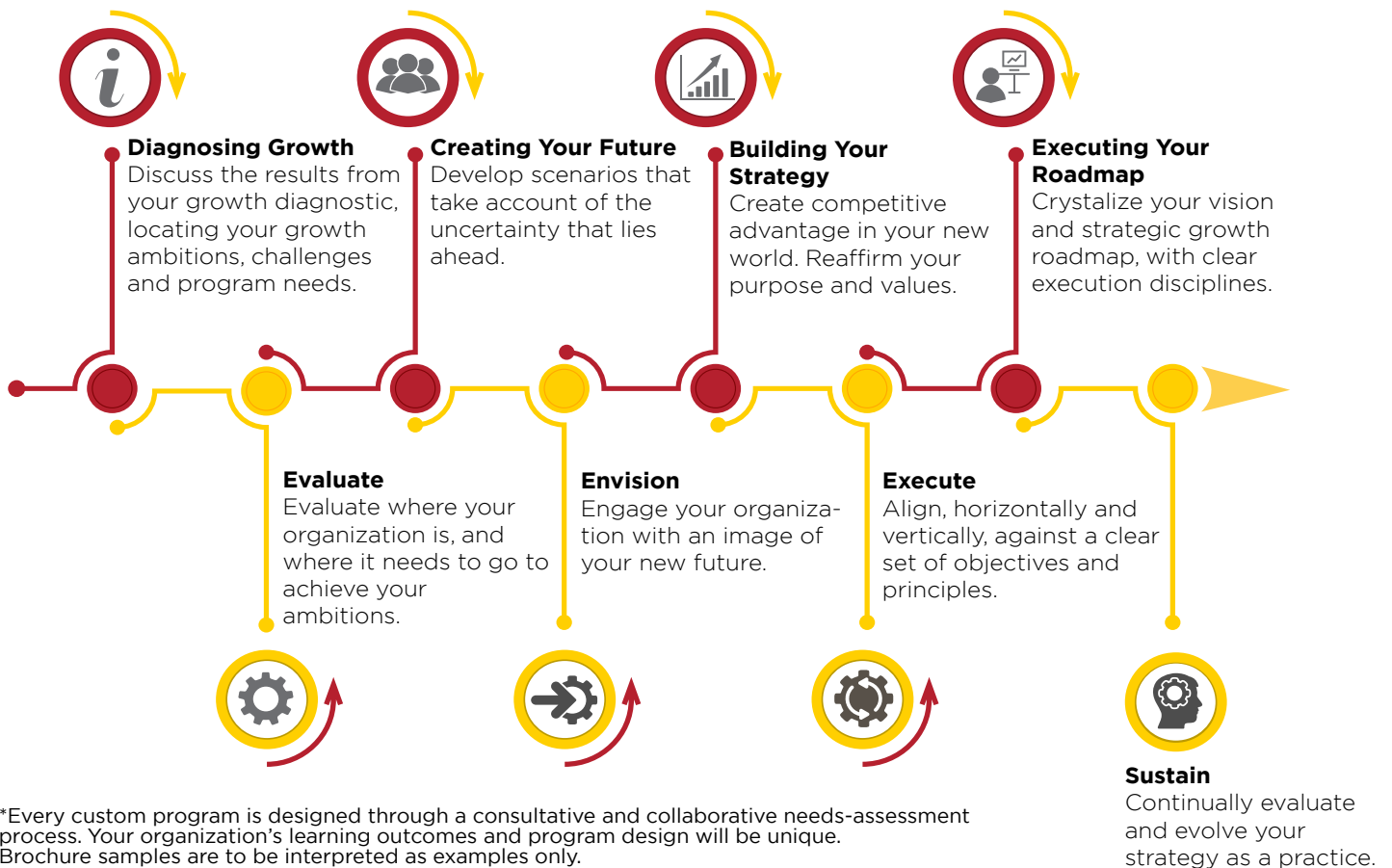
## Program Design and Delivery

Each custom program at Haskayne Executive Education is unique in its design and delivery and includes a consultative and collaborative needs-assessment process. Your Haskayne team will consist of subject-matter experts, a manager of learning programs and an efficient support team. Together, we will produce a program that integrates with your business goals to directly address your growth challenges and support immediate change in your organization. Your needs are our focus.

The following provides an example of what your program could look like:

### Program Launch

Project team formation, ways of working, program schedule and diagnostic phase set-up.



\*Every custom program is designed through a consultative and collaborative needs-assessment process. Your organization's learning outcomes and program design will be unique. Brochure samples are to be interpreted as examples only.

## Program Investment

Your custom program investment will vary based on your needs. Upon request, we can provide you with an investment quote which will include the following:

- Client assessment, program design, set-up, delivery and administration
- All materials (including program contextualization) and copyrights
- Delivery in Executive Education classroom or off site client location and/or on virtual learning platform
- Breakfast, lunch and refreshments/snacks during classroom session days
- Certificate of completion from the Haskayne School of Business for all participants
- Program team consisting of subject-matter experts, a manager of learning programs and a program operations support team

## Grant Funding

Your company could be eligible to receive grant funding that will cover up to 2/3 of your custom program costs up to \$300,000 per year. An Executive Education team member will be able to assist with determining grant eligibility and the grant application process. For more information: [execed@haskayne.ucalgary.ca](mailto:execed@haskayne.ucalgary.ca)

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*“The Haskayne Growth Strategies program gave our company the time, energy and confidence we needed to chart a course for future growth. We are now more focused as a company on growth, and have clarity in how we will achieve it.”*

**Steve Cameron**

President, Norwest Corporation

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*“The Haskayne Executive Education customized leadership training program was above my expectations. It is impressive that we don't need to send our people to Harvard to receive top level leadership training; we have such excellent programs right here at the University of Calgary.”*

**Naweed I. Syed, FRCP (Edin)**

Professor and Head, Dept. Cell Biology & Anatomy, Postdoctoral Program Director, Office of the VP (Research), University of Calgary

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*“Our investment in Executive Education has resulted in higher performance for both the participants and the company.”*

**Curtis Bunz**

Head of Law, Bayer CropScience



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