

Business Essentials

Business Leadership Development Certificate

Differentiate your skills. Advance your career.

The Business Essentials program is a developmental journey that focuses on performance outcomes and is purposely designed for maximum impact. In this business leadership development program, new skills, knowledge and behaviours are learned and applied through intentional integration in the workplace.

- **Learn to think like an executive** and reap the benefits of strategic thinking
- **Experience a learning journey** that is deliberately designed and spaced over time to allow for absorption of key concepts and implementation of learning back into the workplace
- **Complete a work-based project** with the guidance of a Haskayne mentor to provide value back to your organization
- **Receive one-on-one coaching** from an executive coach to develop a pragmatic plan for leadership practice
- **Build a business network** while learning from business peers across various industries and Haskayne's most practical faculty members

Business Essentials is eligible for grant funding which will cover 2/3 of program investment.

“Business Essentials was fantastic. One of the best decisions I ever made regarding my career. I would recommend this program to anyone who is trying to find their way to the next level.”

Rick Hiltz, Senior Project Manager,
EllisDon Corporation



Complete a work-based project that creates value for your organization

A critical success measure Business Essentials is ensuring that what is learned is applied to real, relevant and timely business issues and opportunities. The ALP process is designed to provide an opportunity for you to practically apply program content, assess knowledge gained and drive action through critical thinking and effective communication. In addition, ALPs produce a tangible outcome for you and your organization. Business Essentials Alumni have achieved the following with their ALPs:

- A new process to reduce mandatory auditing costs by approximately \$5M over 5 years
- An additional 20% in annual revenues by identifying a new opportunity in the sales process
- A system to reduce company risk and control testing costs by 75%
- \$500K inventory cost savings through more effective supply chain management
- \$1M incremental revenue opportunity from equipment rental versus sale
- Created a dual competitive advantage by adapting new technology to develop a new premium product while simultaneously reducing raw material costs by 12%
- Creation of a new business model to decrease annual operation costs by \$400K while increasing service quality

Who will benefit

One key characteristic of successful leaders is their ability to think critically and make strategic decisions based on an understanding of key business and leadership fundamentals. You will benefit from this program if you fit into one of the following categories:

- High potential leaders of all levels across the organization
- Experienced leaders/managers seeking to develop skills for new areas of responsibility
- Technical professionals looking to differentiate their skills and advance to corporate leadership
- Entrepreneurs who would like to develop a well-rounded business acumen
- Executives considering an MBA or EMBA in the future



Program Investment

Program investment is \$10,250 per participant. Your investment includes the following:

- Program launch and orientation, welcome reception, graduation and celebration reception.
- 11 days of program content, all materials and copyrights, virtual learning platform, two (2) leadership diagnostic assessments and insights and integration sessions.
- 2 ALP mentoring clinics with Haskayne faculty mentor
- 2 coaching clinics with a Certified Leadership Coach
- 1 ALP presentation preparation clinic
- Framed BE BLDP Certificate from the Haskayne School of Business

Grant Funding

By registering for this program, your organization could be eligible to receive the Canada Alberta Job Grant which will cover up to 2/3 of the program costs. The funding model for Business Essentials is an initial investment of 10,250. The government will reimburse approximately \$6,833.33 of that investment, making the final investment approximately \$3,416.66. An Executive Education team member will be able to assist with the grant application process.

For more information: execed@haskayne.ucalgary.ca

Learning Experience		Workplace Integration	Leadership Journey
Program orientation	11 classroom sessions	Insights and integration session	2 individual executive leadership coaching clinics
		Integrated ALP process	
Collaborative learning: <ul style="list-style-type: none"> • Cohort-based • Peer learning groups • Networking 	2 Haskayne mentored ALP clinics		
	Action Learning Project (ALP) Capstone Presentation Day(s)		
	Curated content and takeaway tools		
Program integration & BE BLDP Certificate	Relevant knowledge and practical tools to actively implement.		Personal leadership development plan

Program Delivery: Blended* Certificate (148 hours)

Commitment: 11 days of in class program content (22 blended sessions/22 hours of blended preparation), Action Learning Project process (20 hours of project development), 2 ALP mentoring clinics, 2 Leadership Coaching clinics (3 hours preparation), 1 ALP presentation preparation clinic (2 hours of presentation development), ALP Capstone presentations

Professional Development Hours:

Pre-approved by CPHR Alberta for 148 hours

11 PDUs for Continuing Certification Requirements (CCR) offered by PMI® (subject to PMI® approval)

High Level Schedule: October 18, 2019 - April 24, 2020**

In class sessions run 8:00 am – 4:30 pm at the University of Calgary Downtown Campus, 906 8 Ave SW, Calgary AB

DATE	SESSION TITLE	DATE	SESSION TITLE
	Program Orientation	24-Jan	Strategy Implementation
	Individual Readings and Assessments		Leadership Essentials: Leading Others
18-Oct	Strategy Formulation	7-Feb	Marketing Strategy II - Implementation
	Leadership Essentials: Leading Self		Effective Decision Making
1-Nov	Entrepreneurial Thinking	10/11 Feb***	Action Learning Project Mentoring and Leadership Coaching Clinic II
	Developing Your Action Learning	28-Feb	Financial Decision Making
	Data Collection and Implementation		Navigating Technology
15-Nov	Co-Creating Change	13-Mar	Operational Excellence: Part II
29-Nov	Marketing Strategy I - Development		Data Analysis and Visualization
	Understanding Risk Management	27-Mar	Negotiating for High Performance
2/3-Dec***	Action Learning Project Mentoring and Leadership Coaching Clinic I		Shared Values
13-Dec	Interactive ALP Introductions	6-Apr	ALP Presentation Clinic
	Developing & Delivering Persuasive Presentations	23/24 Apr	Action Learning Project Presentations, Program Integration and Celebration
	Mid-Program Debrief and Integration		
10-Jan	Financial Management Basics		
	Operational Excellence: Part I		

**Program flow subject to change
***Participants are only required to attend 1 of 2 dates.

REGISTER NOW:
www.haskayneexeced.ca

Get a preferred rate when three or more people from your organization enrol***
Call 403.220.6600 for group registrations.

For more information on Executive Education
at Haskayne School of Business

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Haskayne Executive Education

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HASKAYNE SCHOOL OF BUSINESS