

HASKAYNE Executive EDUCATION

Programs for Organizations

Business Leadership Program with a focus on: Applied Action Learning Projects

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

In today's competitive world, a strategic and cohesive approach to business and leadership is more important than ever to remain relevant and competitive. At Haskayne Executive Education, we partner with organizations to customize business leadership learning programs to their specific context to develop their leaders and shape the future of their business.

Our approach to contextualizing programs is to work collaboratively with your organization to understand the specific needs of your business, beginning with a needs analysis which will drive the specific design and delivery of the program.

Program Goals

Programs for organizations address the learning goals of both the organization and individual.

The overarching goal of this program is to collectively understand the root cause of various challenges being experienced within the organization and equip team members with confidence and skills necessary to effectively fulfill leadership roles and responsibilities. In addition, programs for organizations can result in building a common language, improving communication flow, and identifying operational challenges.



Program Objectives

The aim of this program is to:

- Practice integrative thinking by analyzing, synthesizing and incorporating innovation, risk and technology advancements
- Leverage a learning tour where progressive leaders join forces with influencers at the forefront of transformation, increasing the ability to respond to technology disruption
- Apply transformative thinking to tangible projects that align with organizational strategic plans and create value for the organization
- Prepare participants to successfully lead and optimize an unknown future
- Define and develop the desired leadership culture within the organization by cultivating curiosity in new leadership thinking and coaching and enhancing trust within the leadership and functional teams
- Integrate new business tools and frameworks into fabric of the organization

Program Design and Delivery

At Haskayne Executive Education, our aim is to deliver learning experiences that produce tangible performance outcomes for both the learners and their organizations. In collaboration with your organization, we will design a learning program that supports experiential learning and is grounded in adult learning principles and work-based learning practices.

This is a cohort-based, immersive learning program delivered over a period of time. Typical program elements include workshop-style face-to-face sessions, action learning projects to practice new business tools, learning teams, leadership coaching, and learning tours to apply new frameworks and sustain the learning.



Specific content will be tailored to fit within the context of your organization. Delivery of the program will be scheduled at the time most convenient to your organization's work cycle.

Please note the following:

- Every custom program is designed through a consultative and collaborative needs-assessment process
- This program may be eligible for grant funding up to five weeks prior to program start
- Your organization's learning objectives and program design will be unique
- Brochure samples are to be interpreted as examples only

Program Investment

The blended, business leadership development program includes the following:

Data-driven, program design in three phases

- Identify: learning need and performance issues including identifying key stakeholders and gaining an understanding of specific organizational context and learners
- Define: specific program goals, desired outcomes, success measures, learning objectives, learning transfer and evaluation plan
- Design: evidence-based, program structure and elements including contextualized content, learning activities, and work-based projects

Program delivery includes:

- Four (4), 1 hour one-on-one leadership coaching sessions
- Offsite Leadership retreat
- Program materials and copyrights
- Certificate of completion from the Haskayne School of Business for all participants
- Complete action learning process including expert group mentorship

Investment Range: \$65,000 - \$100,000 total program cost. Based upon the following assumptions: maximum of 13 participants; 55 hours of learning. Inclusive of materials and one-on-one leadership coaching. Does not include learning tour expenses, venue, catering, or assessments.

Faculty

Derek Hassay PhD. is the RBC Teaching Professor of Entrepreneurial Thinking at the Haskayne School of Business. An award-winning instructor, active small business and corporate advisor and program academic director, Derek's passion is teaching and research at the interface between Entrepreneurship and Marketing.

Jennifer Zieglansberger CPA, CA, PCC, is a Certified Executive Coach providing elite performance coaching to senior leaders and executives. Her work is built on a foundation of trust, commitment, respect, and over 20 years experience with public companies. As an active credentialed member of the International Coach Federation and a Chartered Accountant, Jennifer provides the latest advancements and coaching techniques.

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