

# HASKAYNE Executive EDUCATION

*Programs for Organizations*

## Emerging Leadership Development Program with 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: Analyzing, synthesizing and incorporating innovation, risk and technology advancements;
- Apply strategic 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; and
- Integrate new business tools and frameworks into the fabric of the organization.

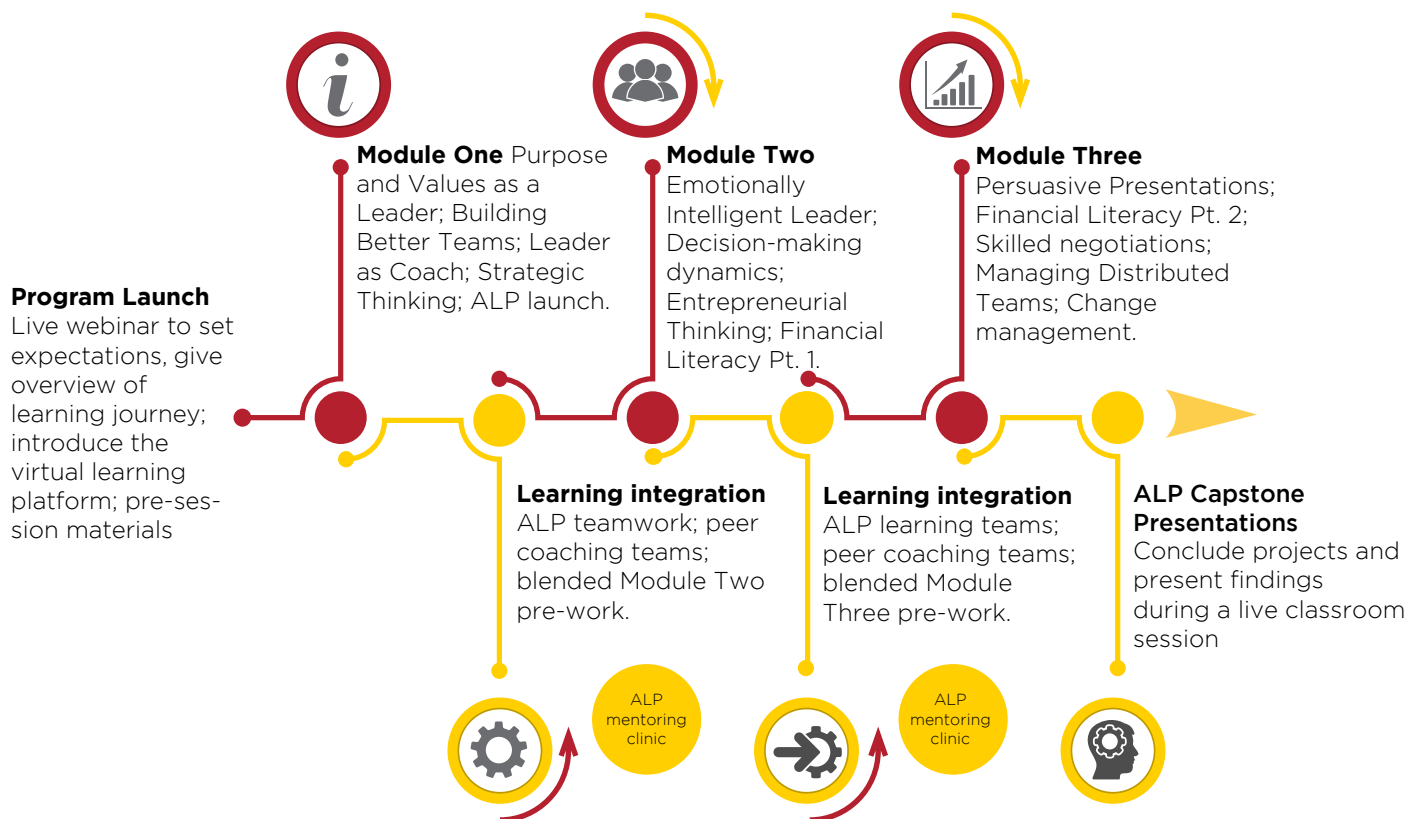
## Program Design and Delivery

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, blended learning program delivered over a period of time. Typical program elements include real-time webinars, workshop-style face-to-face sessions, and think-tank projects to practice new business tools and frameworks within learning teams.

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.

The below program architecture provides an example of what your custom program could look like.\*



\*Note: 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:

- Up to two (2) live webinars (pre/post program);
- Three (3), three-day (3) modules (face-to-face);
- Delivery in Haskayne Executive Education facilities and virtual learning platforms;
- All program materials and copyrights;
- Certificate of completion from the Haskayne School of Business for all participants; and
- Program team consisting of subject-matter experts, ALP lead and mentor, a manager of learning and development programs and a program coordinator.

**Investment Range:** \$18,000 - \$22,000 per instruction day plus the cost of the Action Learning Project process. Breakdown is formulated and based upon the following assumptions: learning needs assessments, program design process, maximum of 20 participants; 35 hours of face-to-face and 8 - 12 hours of blended learning; Action Learning Projects process and mentorship (4 groups), maximum of \$60/learner for assessment tools; UCalgary onsite delivery. Inclusive of materials, classroom space, and virtual learning platform. Not including one-on-one leadership coaching.

## Faculty Lead: Action Learning Project

Derek Hassay PhD. is an Adjunct Associate Professor, Marketing with 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.

Haskayne School of Business  
Executive Education  
2500 University Drive NW  
Calgary, AB T2N 1N4 CANADA

**T:** 403.220.6600

**E:** [execed@haskayne.ucalgary.ca](mailto:execed@haskayne.ucalgary.ca)

**[haskayneexeced.ca](http://haskayneexeced.ca)**



**UNIVERSITY OF CALGARY**  
HASKAYNE SCHOOL OF BUSINESS  
Executive Education