STANFORD
GRADUATE SCHOOL OF BUSINESS

PROGRAM GUIDE

Change lives. Change organizations. Change the world.

stanfordexeced.com
Executive Education programs at the Stanford Graduate School of Business (GSB) propel careers and deliver lasting value to organizations that sponsor participants. From a diverse portfolio of open enrollment offerings to customized learning experiences delivered in partnership with leading corporate clients, Stanford GSB Executive Education continues to transform today’s participants into tomorrow’s innovative global business leaders. Learning begins the day a participant steps onto the Stanford campus, and its impact lasts a lifetime.

Stanford’s unique learning environment is celebrated worldwide for its rigorous, yet highly collaborative, atmosphere. Challenged by passionate faculty, engaged by lively debate, and inspired by the beautiful facilities and climate, participants enjoy countless opportunities to share and build upon their personal experiences in an open and honest setting.
Ready to see what your future holds? At Stanford you’re immersed in an environment that’s continually focused on what’s next, so you gain the vision and skill to bring innovative leadership to your organization. Join us in one of the most fertile grounds for business innovation and start realizing tomorrow’s successes today.
“When you come to Stanford, you have to be willing to have your traditional way of thinking challenged. An open mind and enthusiasm to participate will lead you to a truly transformational experience.”

Paul Umbrazunas

Chief Operating Officer and Head of Business Development
Credit Suisse Australia
WHY STANFORD GRADUATE SCHOOL OF BUSINESS?

WORLDWIDE RECOGNITION AND ALUMNI BASE
With a global reputation for excellence, Stanford GSB Executive Education programs have attracted almost 40,000 senior executives from more than 16,000 companies, creating a vast network of alumni from around the world.

RESEARCH-BASED LEARNING MODEL
Research-based management frameworks provide the foundation for all Stanford GSB Executive Education programs. Study groups, interactive simulations, and case discussions reinforce the practical applications of these frameworks.

RENOVED FACULTY AND RESEARCH
The Stanford Graduate School of Business faculty includes 3 Nobel laureates, 2 recipients of the John Bates Clark Medal in Economics, 4 members of the National Academy of Sciences, and 17 members of the American Academy of Arts and Sciences. Stanford GSB faculty members lead each executive program and are deeply engaged with the participants. Research emphasis changes to reflect the issues faced by business leaders today. Research centers have been established to study current topics. For more information, please visit centers.stanfordexeced.com.

GLOBALLY DIVERSE, SENIOR-LEVEL PARTICIPANTS
Faculty directors review all applications to ensure a global mix of experienced participants for each program. Program demographics are carefully balanced, with approximately half of all participants coming from outside North America.
A COLLABORATIVE LEARNING/LIVING COMMUNITY
The new Knight Management Center, with 360,000 square feet in 8 buildings and 50% of its 12.5-acre site preserved for open space, consolidates the facilities of the Stanford Graduate School of Business into a vibrant and unified indoor/outdoor, living/learning community. Located across from the Schwab Residential Center, the Knight Management Center is Platinum certified by the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) program, and features tiered classrooms with extensive floor-to-ceiling glass, the latest in audiovisual technology, and numerous breakout and study rooms.

SCHWAB RESIDENTIAL CENTER
Most program participants reside on campus at the Schwab Residential Center, located across the street from the Knight Management Center. Designed by renowned Mexican architect Ricardo Legorreta, the Schwab Center offers residents ample privacy for study and reflection while promoting collegial interaction. All participants enjoy comfortable private rooms that include a private bath, extra-long double bed, desk, personal computer with high-speed internet service, phone with direct outside line and voicemail, television, and ample study space. Each room is also wheelchair-accessible and shares a full kitchen with a neighboring room. Participants have access to the center’s newly renovated exercise room and concierge services.

Schwab Center residents are also treated daily to the award-winning cuisine of Executive Chef Raul Lacara and the friendly and efficient service of the Schwab Executive Dining staff. Earning the coveted Financial Times Executive Dining Award five years running, Schwab Executive Dining’s on-premises kitchen under Chef Lacara’s leadership consistently receives high praise for its culinary excellence.

CUSTOM EXECUTIVE PROGRAMS
Stanford Graduate School of Business partners with select organizations to design and deliver custom executive programs that address an organization’s specific business challenges. To ensure maximum impact and relevance, these custom program partnerships involve close cooperation between an organization’s executive leaders and senior Stanford faculty. The end result is a focused learning experience that enables an organization to optimize its capabilities, and develop and implement strategies more effectively. More information is available online at custom.stanfordexeced.com, by phone at 650.723.3341, or by email to executive_education@gsb.stanford.edu.

stanfordexeced.com
“The interaction with Stanford faculty, the exposure to global industry leaders, and the diversity of my peer group was remarkable. The overall experience was invigorating and I return to work with a new set of leadership tools to put into action.”

Diane Bryant
Corporate Vice President and Chief Information Officer
Intel Corporation
GENERAL MANAGEMENT PROGRAMS

Stanford Executive Program
June 23 – August 3, 2013 / Tuition: $60,500
Optional Leadership Coaching: $5,800
Application Deadline: April 30, 2013

Established in 1952, the Stanford Executive Program is the flagship executive program offered by the Stanford Graduate School of Business. Participants immerse themselves in a six-week curriculum that examines the economic, political, social, and ethical demands of top leadership. The Stanford Executive Program is designed for executives with at least 12 to 15 years of management experience and strategic responsibilities at the company- or country-wide level.

To accelerate the application of program content, Stanford Executive Program participants have the option to purchase executive coaching for individual leadership skills development. For more information, please visit sep.stanfordexeced.com.

NEW! Executive Leadership Development: Analysis to Action
A Two-Module Program: January 12 – 24 and April 13 – 18, 2014
Tuition: $31,000 / Additional Leadership Coaching (optional): $3,000
Application Deadline: November 18, 2013

This innovative new program is designed to equip high-potential leaders with the tools and insight to lead effectively in today’s fast-changing business environment. Presented in two modules, the program enhances the participants’ ability to resolve strategic problems, drive change through the organization, design and motivate effective teams, and ultimately get to the next level of their career. A distance learning component provided in addition to the on-campus experience gives participants an opportunity to further advance their objectives.
Executive Program for Growing Companies
July 14 – 25, 2013 / Tuition: $22,000
*Application Deadline: June 3, 2013*

Tailored to executives in entrepreneurial or growth environments, this program provides an in-depth, interdisciplinary overview of core business functions. From strategic planning to finance, marketing, information systems, and human resources, participants learn management frameworks that foster speed, innovation, and growth across the organization.

Executive Program in International Management
*In collaboration with the National University of Singapore*
August 17 – 31, 2013 / Tuition: $18,000 (lodging is not included)
*Application Deadline: July 29, 2013*

Focusing on the strategic business issues faced by Asian companies operating in a Pan-Asian or global context, this program explores the fundamentals of general management theory and practice from the United States, with the added benefit of an Asian-Pacific perspective.

**SPECIALIZED PROGRAMS**

**CORPORATE GOVERNANCE**

**Directors’ Consortium**
*In collaboration with the Stanford Law School, the University of Chicago Booth School of Business, and the Tuck School of Business at Dartmouth*
March 6 – 8, 2013 (at Stanford)
March 5, 2013: Optional Full-Day Financial Accounting Session
*Application Deadline: February 1, 2013*

November 6 – 8, 2013 (at Dartmouth Tuck)
November 5, 2013: Optional Full-Day Financial Accounting Session
*Application Deadline: October 3, 2013*

3-day Tuition: $7,700 / 4-day Tuition: $8,900 (lodging is not included)

Board members learn frameworks for making effective decisions on financial reporting and policy, compensation, fiduciary duties, litigation risk, CEO performance evaluation, and succession planning.
At Stanford we’re pioneers. It’s part of our heritage, our present, and our future. Stanford helped put Silicon Valley on the map, which in turn launched the industries that have shaped our modern world. At Stanford we teach leaders to be pioneers of the modern frontier. Think critically. Challenge assumptions. Change the rules of competition.
FINANCIAL MANAGEMENT

NEW! The Emerging CFO: Strategic Financial Leadership Program
A Two-Module Program: February 3 – 8 and May 12 – 17, 2013
Tuition: $22,000 / Check website for application deadlines.

Provides current and emerging senior finance executives with tools to make better strategic financial decisions, see the bigger picture, become more effective leaders, and build strategic partnerships with key stakeholders. Presented in two modules, participants will learn how to partner with their CEOs, the board, senior finance team members, and other key executives to lead their organizations through globalization and growth.

Finance and Accounting for the Nonfinancial Executive
April 7 – 12, 2013 / Tuition: $9,500
Application Deadline: March 1, 2013

Covers the core concepts of finance and accounting, including valuation methodologies, financial statement analysis, and accounting techniques.

INNOVATION

Customer-Focused Innovation
October 27 – November 1, 2013 / Tuition: $14,500
Application Deadline: September 27, 2013

Provides the theoretical context to identify and eliminate barriers to innovation and the methodologies to diffuse customer learning throughout the organization.

Design Thinking Boot Camp: From Insights to Innovation
In collaboration with the Hasso Plattner Institute of Design at Stanford
March 27 – 29, 2013 / Application Deadline: March 1, 2013
July 10 – 12, 2013 / Application Deadline: June 10, 2013
September 4 – 6, 2013 / Application Deadline: August 5, 2013
Tuition: $9,500

Offers the opportunity to learn design thinking — a human-centered, prototype-driven process for innovation that can be applied to product, service, and business design.
“Attending a course at Stanford came at a time in my life when I was looking for something to help me put together my professional experiences and make sense of them for the future. The course content, the quality of the faculty, and the learning from my fellow participants have contributed to an experience that I will keep with me for life.”

Saskia Groen-in’t-Woud
Assistant to Executive Committee Member
Holcim Group Support Ltd.
Imagine your ideal campus. It already exists – and it’s at Stanford. We have an almost unending array of educational, social, cultural, and athletic events and facilities. We have a stunning park-like setting with rolling hills, ancient oak trees, and Spanish mission-style buildings. Come here and experience one of the most inspiring locations for innovation.
MARKETING

Strategic Marketing Management
August 11 – 21, 2013 / Tuition: $17,000
Application Deadline: July 8, 2013

Drawing on the Silicon Valley’s spirit of innovation, this unique program examines the core elements of marketing strategy and its integration into the overarching goals of an organization. Participants also have the option of enrolling in the Digital Marketing Program offered only to 2013 participants and program alumni.

Optional Digital Marketing Program
August 21 – 23, 2013 / Tuition: $3,000

NEGOTIATION

Influence and Negotiation Strategies
October 20 – 25, 2013 / Tuition: $11,000
Application Deadline: September 20, 2013

Provides models and tactics to negotiate win-win agreements, resolve disputes, and build personal influence in the work environment, with daily simulations to hone negotiation skills and tactics.

ORGANIZATIONAL LEADERSHIP

Executive Program in Strategy and Organization
July 14 – 26, 2013 / Tuition: $22,000
Application Deadline: June 3, 2013

Teaches participants how to think strategically about business planning, identify organizational capabilities and competitive strengths, and implement revitalized strategic objectives.

Leading Change and Organizational Renewal
In collaboration with the Harvard Business School
March 17 – 22, 2013 (at Harvard)
June 9 – 14, 2013 (at Stanford)
Application Deadline: May 13, 2013
November 3 – 8, 2013 (at Stanford)
Application Deadline: October 7, 2013

Tuition: $14,000

Provides frameworks for optimizing organizational performance while implementing change and driving innovation. Emphasizes learning in action and provides structure for participants to apply learning to their own business challenges. Includes multimedia learning toolkit.
Managing Talent for Strategic Advantage
August 25 – 30, 2013 / Tuition: $9,500
*Application Deadline: July 22, 2013*

Presents a strategic view of new practices in workforce management and delivers conceptual frameworks for aligning human resources with organizational strategy.

Strategies and Leadership in Supply Chains
August 18 – 23, 2013 / Tuition: $9,700
*Application Deadline: July 15, 2013*

Examines the latest research in global supply chain management and provides frameworks for building sustainable new strategies, creating organizational change, and generating added value.

**PERSONAL LEADERSHIP**

Advanced Leadership Program for Asian-American Executives
July 28 – August 2, 2013 / Tuition: $10,500
*Application Deadline: June 24, 2013*

Accelerates the development of global business leadership skills for senior executives working in U.S. companies, addressing the apparent gap in training for high-achieving Asian executives.

Executive Program for Women Leaders
May 5 – 10, 2013 / Tuition: $10,500
*Application Deadline: April 5, 2013*

Equips women executives with the tools and networks to transform common career roadblocks into breakthrough opportunities and rise to top management positions.

Executive Program in Leadership: The Effective Use of Power
July 7 – 12, 2013 / Tuition: $11,900
*Application Deadline: June 7, 2013*

Explores the sources and uses of power in organizations and teaches methods for developing personal influence through collaboration.
“Stanford gave me tremendous exposure to executives in diverse industries from all around the globe, allowing me to learn from them within Stanford’s rigorous academic setting and in compelling discussions outside the classroom.”

Sanjay Mehrotra

President and Chief Executive Officer
Sandisk Corporation
Interpersonal Dynamics for High-Performance Executives
June 16 – 21, 2013 / Tuition: $13,500
Application Deadline: May 17, 2013
Teaches senior-level executives how to foster professional relationships by understanding the impact of their own personal dynamics and leadership styles.

Managing Teams for Innovation and Success
June 16 – 21, 2013 / Tuition: $9,900 (team discount available)
Application Deadline: May 17, 2013
Provides methodologies to analyze the complexities of team dynamics and build innovative, high-performance teams. Appropriate for senior managers and up to six team members.

All programs, dates, and tuition are subject to change. Please visit our website for the most current information: stanfordexeced.com.

OTHER LEARNING OPPORTUNITIES
In addition to open enrollment and custom programs, the Stanford Graduate School of Business offers numerous continuing education opportunities to improve executives’ critical analytical thinking skills, expand leadership abilities, hone innovative thinking capabilities, and increase awareness of new research to stay ahead of the competition.

WEBINARS
Stanford GSB Executive Education offers a series of faculty-led webinars covering a wide range of current business topics, allowing attendees to submit questions to the faculty presenter, and providing an opportunity to share the Stanford experience with colleagues. For more information on past and upcoming webinars, please visit webinars.stanfordexeced.com.
STANFORD SLOAN MASTER’S PROGRAM
This full-time, one-year general management program prepares mid-career managers with successful track records for global senior management responsibilities. Participants graduate with a Master of Science in Management degree.

For more information and program dates, please visit gsb.stanford.edu/sloan.

PROGRAM PREVIEW EVENTS
Stanford GSB Executive Education holds preview events throughout the year featuring faculty presentations of program content and panel discussions with past participants. These sessions enable prospective participants to gain a better understanding of the quality and impact of our programs, interact with faculty, and discuss the programs with past participants. Please visit stanfordinfosession.com for upcoming sessions.

STANFORD EXECUTIVE WOMEN’S LEADERSHIP NETWORK
Connect with a powerful group of peers with an exciting new initiative featuring special events and an exclusive social media group. For more information, please visit StanfordWomenLeaders.com.

Stanford GSB saved the following resources by using New Leaf paper, made with 100% recycled fiber, 50% post-consumer waste, and processed chlorine-free: 1,956 fully grown trees, 433,283 gallons of water, 898 million BTUs of energy, 157,304 pounds of greenhouse gases.
STAY CONNECTED

RECEIVE THE STANFORD EXECUTIVE REPORT
Sign up today to receive the Stanford Executive Report, a bimonthly e-newsletter that provides executives and human resource professionals with relevant faculty research and updates on upcoming events and programs. Please visit news.stanfordexeced.com.

JOIN THE CONVERSATION
Participate in online discussion and build valuable business relationships through Stanford GSB social media networks. Follow Stanford GSB on Twitter @StanfordBiz or join the Executive Education public LinkedIn group: social.stanfordexecutive.com. And be sure to follow our company page on LinkedIn: linkedin.stanfordexecutive.com.

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TAKE THE NEXT STEP
For more information or to apply to a program, please contact Stanford GSB Executive Education by phone or online:

Phone: 650.723.3341
Toll Free: 866.542.2205 (USA & Canada)

executive_education@gsb.stanford.edu
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EXECUTIVE EDUCATION / 2013

STANFORD
GRADUATE SCHOOL OF BUSINESS

CALENDAR

Change lives. Change organizations. Change the world.
# EXECUTIVE EDUCATION / 2013 CALENDAR

## GENERAL MANAGEMENT PROGRAMS

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## SPECIALIZED PROGRAMS

### CORPORATE GOVERNANCE

| Directors’ Consortium                                                  |     |     |     |     |     |     |     |     |     |     |     |     |
| In collaboration with the Stanford Law School, the University of      |     |     |     |     |     |     |     |     |     |     |     |     |
| Chicago Booth School of Business, and the Tuck School of Business at  |     |     |     |     |     |     |     |     |     |     |     |     |
| Dartmouth                                                             |     |     |     |     |     | 6-8 |     |     |     |     |     | 6-8 Dartmouth |

### FINANCIAL MANAGEMENT

| NEW! The Emerging CFO: Strategic Financial Leadership Program        |     |     |     |     | 3-8 | 12-17 |     |     |     |     |     |     |
| Finance and Accounting for the Nonfinancial Executive               |     |     |     |     |     |     | 7-12 |     |     |     |     |     |

### INNOVATION

| Customer-Focused Innovation                                          |     |     |     |     |     |     |     |     |     |     |     |     |
| Design Thinking Boot Camp                                           |     |     |     |     |     |     |     |     |     |     |     |     |
### General Management Programs

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### Specialized Programs

#### MARKETING
- Strategic Marketing Management
- Influence and Negotiation Strategies
- Customer-Focused Innovation
- Finance and Accounting for the Nonfinancial Executive
- Managing Teams for Innovation and Success
- Negotiation
- Organizational Leadership
- Executive Program for Growing Companies
- Executive Program in International Management
- Managing Talent for Strategic Advantage
- Managing Teams for Innovation and Success
- Strategic Marketing Management
- Interpersonal Dynamics for High-Performance Executives
- Executive Program in Leadership: The Effective Use of Power
- Personal Leadership
- Advanced Leadership Program for Asian-American Executives
- Executive Program for Women Leaders
- Managing Teams for Innovation and Success
- Interpersonal Dynamics for High-Performance Executives

#### CORPORATE GOVERNANCE
- Directors’ Consortium
- In collaboration with Stanford Law School, University of Chicago Booth School of Business, and Tuck School of Business at Dartmouth

#### FINANCIAL MANAGEMENT
- NEW! The Emerging CFO: Strategic Financial Leadership Program
- Managing Talent for Strategic Advantage
- Advanced Leadership Program for Asian-American Executives
- Executive Program for Women Leaders
- Interpersonal Dynamics for High-Performance Executives
- Managing Teams for Innovation and Success

#### INNOVATION
- Customer-Focused Innovation
- Design Thinking Boot Camp
- In collaboration with Hasso Plattner Institute of Design at Stanford

#### ORGANIZATIONAL LEADERSHIP
- Executive Program in Strategy and Organization
- Leading Change and Organizational Renewal
- Leading Change and Organizational Renewal
- In collaboration with Harvard Business School
- Advanced Leadership Program for Asian-American Executives
- Managing Talent for Strategic Advantage
- Managing Talent for Strategic Advantage
- Advanced Leadership Program for Asian-American Executives
- Executive Program for Women Leaders
- Interpersonal Dynamics for High-Performance Executives
- Managing Teams for Innovation and Success

#### PERSONAL LEADERSHIP
- Advanced Leadership Program for Asian-American Executives
- Executive Program for Women Leaders
- Interpersonal Dynamics for High-Performance Executives
- Managing Teams for Innovation and Success
- Interpersonal Dynamics for High-Performance Executives
- Managing Teams for Innovation and Success

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EXECUTIVE EDUCATION
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