



Washington University in St. Louis

OLIN BUSINESS SCHOOL

Olin Partners' Program | 2008-2009

EXECUTIVE EDUCATION SEMINARS



Elevate Your Advantage



Washington University in St. Louis
OLIN BUSINESS SCHOOL

Olin Business School
Olin Partners' Program
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ELEVATE YOUR ADVANTAGE

The Washington University Olin Partners' Program offers a series of one- and two-day seminars for senior- and mid-level managers from organizations of all sizes. These highly interactive seminars are both application focused and research based. The goal is to provide participants with knowledge and tools they will be able to apply immediately to their jobs. The seminars are taught by Olin Business School's esteemed faculty and select outside experts. Seminars are held at the Charles F. Knight Executive Education Center on the University's Danforth campus.

FACILITIES AT WASHINGTON UNIVERSITY

Charles F. Knight Executive Education and Conference Center



The Olin Partners' Program seminars are held in our modern, elegant facilities at the Charles F. Knight Executive Education and Conference Center. Conveniently located on Washington University's Danforth campus at the intersection of Forest Park Parkway and Throop Drive, the Knight Center features classrooms with the latest technology, a business center, guest rooms and other amenities that facilitate engaged, interactive learning.

Visit the Knight Center online at www.olin.wustl.edu/execed/knightctr.cfm.

OLIN PARTNERS' PROGRAM FACULTY: 2008-2009

Olin's faculty is a diverse group of renowned educators, researchers and influential professionals who work on the leading edge of business thought. As facilitators in a collaborative learning process, they use applied-learning strategies that foster interaction and help you develop creative solutions to unstructured, cross-functional problems. The knowledge, insight and tools gained can be applied immediately to your organization. World-class researchers, our faculty members help executives and their organizations utilize the latest, most innovative research-based thinking to their most complex business challenges.



Stuart Bunderson



Samuel Chun



Kurt Dirks



Panos Kouvelis



Glenn MacDonald



Todd Milbourn



Chakravarthi Narasimhan



Jackson Nickerson



Tava Olsen



Judi McLean Parks



Anjan Thakor



Todd Zenger



INNOVATION

<p>Leading Innovative Teams December 11, 2008 December 10, 2009</p>	<p>FACULTY: Stuart Bunderson, PhD, Associate Professor of Organizational Behavior, Olin Business School, Washington University R. Keith Sawyer, PhD, Associate Professor of Education, Department of Education, Washington University</p>	<p>Gain the insights and tools for building and leading teams that can power innovation in your organization while gaining practical demonstrations for implementation within your organization.</p>
<p>Managing Innovation in the Established Company July 16, 2009</p>	<p>FACULTY: Glenn MacDonald, PhD, John M. Olin Distinguished Professor of Economics and Strategy, Olin Business School, Washington University</p>	<p>Strike the right balance between managing existing products/services and fostering innovation.</p>

LEADERSHIP

<p>Leader as Coach <i>(two-day seminar)</i> September 18-19, 2008 September 16-17, 2009</p>	<p>FACULTY: Mark Rittenberg, EdD, Founding Director and CEO, Corporate Scenes</p>	<p>Advance your leadership effectiveness with the coaching skills needed to cultivate the talents and capabilities of peers and employees. Day two of the seminar is devoted to extensive practice sessions, facilitating meaningful applied learning.</p>
<p>Informal Leadership January 22, 2009</p>	<p>FACULTY: Stuart Bunderson, PhD, Associate Professor of Organizational Behavior, Olin Business School, Washington University</p>	<p>Develop your strengths in the sophisticated and ethical use of informal influence. Build the skills that are critically important to getting things done in complex organizations.</p>
<p>Leader as Coach <i>(one-day seminar)</i> March 26, 2009</p>	<p>FACULTY: Mark Rittenberg, EdD, Founding Director and CEO, Corporate Scenes</p>	<p>Advance your leadership effectiveness with the coaching skills needed to cultivate the talents and capabilities of peers and employees.</p>
<p>Creating Your Leadership Style May 21, 2009</p>	<p>FACULTY: Stacy Jackson, PhD, Adjunct Professor of Leadership & Professional Development, Olin Business School, Washington University</p>	<p>Explore the variety of leadership styles. Learn how to identify the different styles of leadership and how to use these styles in various situations to become a more effective, impactful leader.</p>
<p>Leader as Communicator June 25, 2009</p>	<p>FACULTY: Mark Rittenberg, EdD, Founding Director and CEO, Corporate Scenes</p>	<p>Bolster your leadership impact by taking cues from actors. Learn the basic building blocks of communication and how to apply them with stakeholders.</p>
<p>Managing the Different Generations (NEW) June 16, 2009</p>	<p>FACULTY: Nancy S. Ahlrichs, Senior Professional in Human Resources</p>	<p>Develop effective strategies for managing the expectations and productivity of people of different generations – Baby Boomers, Gen Xers and Millennials – in the work force.</p>



CORPORATE GROWTH

<p>Growth Engine October 28, 2008 March 12, 2009 September 24, 2009</p>	<p>FACULTY: Anjan Thakor, PhD, Senior Associate Dean and John E. Simon Professor of Finance, Olin Business School, Washington University</p>	<p>Equip yourself with the tools and processes for driving top and bottom line growth by balancing prudent risk-taking and innovation. The seminar will focus on organic growth, but will touch on mergers and acquisitions. It will address managing the complexities and cultural tensions that naturally arise in rapidly-growing organizations.</p>
<p>Sustainable Growth January 29, 2009</p>	<p>FACULTY: Francisco Székely, PhD, Adjunct Professor of Sustainable Development and Responsible Leadership, European School of Management and Technology</p>	<p>Accelerate your organizations' growth with the sustainability approaches that successful companies use to manage risk, promote innovation and improve their profitability.</p>
<p>Innovation for Profitable Growth (two-day seminar) May 28, 2009 and June 10, 2009</p>	<p>Faculty: Jackson Nickerson, PhD, Frahm Family Professor of Organization and Strategy, Olin Business School, Washington University Todd Zenger, PhD, Robert and Barbara Frick Professor of Business Strategy, Olin Business School, Washington University</p>	<p>Gain the insights, tools and skills necessary to drive profitable and sustained revenue growth with a three-stage innovation process you can take back to your organization.</p>

FINANCE

<p>Finance for Nonfinancial Managers October 7, 2008 April 8, 2009 October 20, 2009</p>	<p>FACULTY: Todd Milbourn, PhD, Professor of Finance, Olin Business School, Washington University</p>	<p>Build your financial acumen with this overview of financial accounting, including an introduction to ratio analysis, value creation and capital budgeting for project selection.</p>
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MARKETING AND SALES

<p>Building Brand Power October 31, 2008</p>	<p>FACULTY: Samuel Chun, PhD, Lecturer, Olin Business School, Washington University Chakravarthi Narasimhan, PhD, Philip L. Siteman Professor of Marketing, Olin Business School, Washington University</p>	<p>Discover what makes powerful brands and how they are developed. Using real-life case examples, this seminar shows you some of the key techniques for building brand power through customer focus and how to leverage that power in your go-to-market strategy.</p>
<p>Sales Leadership (NEW) July 28, 2009</p>	<p>FACULTY: Samuel Chun, PhD, Lecturer in Nondegree Programs and Marketing, Olin Business School, Washington University</p>	<p>Learn to use metrics and motivation to develop your sales team to its maximum potential.</p>



OPERATIONS

**Risk Management
in Supply Chains (NEW)**
February 26, 2009

FACULTY:
Panos Kouvelis, PhD, Emerson Distinguished Professor
of Operations and Manufacturing Management, Olin
Business School, Washington University

Learn the leading supply-chain risks that can affect your organization's efficiency and profitability.

WOMEN AND LEADERSHIP

**Women's Leadership Skills:
Strategic Negotiations**
April 21, 2009

FACULTY:
Judi McLean Parks, PhD, Reuben C. and Anne
Carpenter Taylor Professor of Organizational Behavior,
Olin Business School, Washington University

Dive deep into the strategic negotiation skills needed by women who hold or aspire to senior leadership positions.

**Women's Leadership Skills:
Having Impact
through Influence (NEW)**
October 15, 2009

FACULTY:
Kurt T. Dirks, PhD, Professor of Organizational
Behavior, Olin Business School, Washington University

Enhance your ability to use informal influence to lead positive change and have a more successful career. The emphasis in this seminar will be on the particular challenges and opportunities faced by women leaders.



Executive Education at Olin Business School combines leading-edge business practices, exceptional faculty and applied learning that you can implement immediately in your organization. Not only will you learn from our world-renowned faculty, you will learn from and with other accomplished executives from a variety of corporations and organizations. The knowledge and skills you gain will prepare you for the challenges of today's business world.

The immediate and long-term benefits include:

- **Low-Cost Access to Top-Quality Management Education**

For one annual fee, Olin Partners receive discounted access to a portfolio of seminars. There are five different subscription levels to meet the needs of your organization (See the partner subscription levels on Page 10).

- **Less Time Away from the Job**

Top-quality one- and two-day management education seminars are attractive to organizations and individual managers. Hotel is located conveniently on-site.

- **Personalized Guidance**

Knowledgeable staff from the Olin Partners' Program work closely with you and/or your organization to answer questions about program content and to assist in the selection of seminars to meet your development needs (or those of your employees).

- **Management Development Events**

Senior management professionals from partner organizations are invited to complimentary events at the Knight Center. These events help you and your organization maximize return on training and development dollars by giving you additional opportunities for networking and increased engagement with Olin Business School.



PARTNER SUBSCRIPTIONS

Your organization can become an Olin Partner by purchasing a subscription for multiple seats. Depending on the number of seats purchased, your organization will receive increasingly significant discounts off the individual seat price of \$695 per seminar day.*

Subscriptions may be purchased throughout the year, and they expire one year from the date of purchase. Seats can be used for any seminars offered within 12 months. Any seats not used by the subscription expiration date are lost. Use of a partner organization's subscription seats must be approved by the person in the organization (usually in Human Resources) who is designated as the coordinator of the subscription.

PARTNER SUBSCRIPTION LEVELS

PARTNER SUBSCRIPTION	NUMBER OF SEATS	REGULAR PRICE	COST PER SEAT	PERCENTAGE SAVINGS
Full	100	\$45,000	\$450	35%
Half	50	\$25,000	\$500	28%
Quarter	25	\$13,750	\$550	21%
Partial I	10	\$6,000	\$600	14%
Partial II	5	\$3,250	\$650	6%

*For one-day programs.

SEMINAR LIMITS

No more than seven employees from a company may attend a single seminar. This is to ensure balanced interaction and active engagement from all participants.

OLIN EXECUTIVE KNOWLEDGE ACHIEVEMENT PROGRAM

REFLECT YOUR COMMITMENT TO PROFESSIONAL DEVELOPMENT WITH AN OLIN EXECUTIVE KNOWLEDGE ACHIEVEMENT CERTIFICATE

The Olin Executive Knowledge Achievement Program is a certificate program that recognizes the accomplishments of executives who demonstrate their commitment to professional development by attending five or more Olin Partners' Program seminar days within two years. Seminars are offered year-round and are available in *Finance, Strategy, Leadership, Innovation, Marketing and Sales, Women and Leadership, Operations, and Corporate Growth.*

CERTIFICATE LEVELS

EXECUTIVE	Executive Alumnus/Alumna of Olin Executive Programs	Attend 25 or more seminar days
PLATINUM	Platinum Executive Knowledge Achievement Certificate	Attend 15 or more seminar days
GOLD	Gold Executive Knowledge Achievement Certificate	Attend 10 or more seminar days
SILVER	Silver Executive Knowledge Achievement Certificate	Attend 5 or more seminar days

Participants are enrolled in our certificate program when they take their first seminar; there is no separate application process or criteria. Our Executive Education staff gladly will help create a certificate plan based on your professional development needs.

INDIVIDUAL REGISTRATIONS

Any qualified (senior-level or mid-level) manager whose organization is not an Olin Partners' Program subscriber may register individually at www.olin.wustl.edu/OPP. The individual rate is \$695 per seminar day. If you are not sure whether your organization is an Olin Partner, please call 314.935.9494 before registering online. You cannot purchase discounted seats on our website.

Olin Business School Alumni qualify for a discount. Inquire about details at 314-935-9494.

SUBSTITUTION AND CANCELLATION POLICY

If you must cancel, you can send a qualified substitute (senior-level or mid-level manager). All cancellations and substitutions must be made in writing. To receive a credit to attend a future seminar, a refund of the seminar fee or the restoration of the seminar seat to a Partner's subscription, written notice of cancellation must be received five or more business days before the seminar date. For example: if the seminar is scheduled for a Thursday, notice of cancellation must be received by 5:00 p.m. on the previous Thursday. A service charge of \$70 applies to cancellations within 10 business days before the seminar date.

Olin Partner Registrations: If the cancellation occurs five or more business days before the seminar date, the unused seat is restored to your subscription. If the cancellation occurs fewer than five business days before the seminar date, and no qualified substitute is provided, the seat is lost. The substitute's use of a subscription seat must be approved by the coordinator of the organization's subscription.

Individual (non-Olin Partner organization) Registrations: If the cancellation occurs five or more business days before the seminar date, you will receive either a credit to attend a future seminar or a refund. If the cancellation occurs fewer than five business days before the seminar date, no credit or refund will be made. However, you may nominate a qualified substitute to attend that seminar.

CHANGES TO SEMINAR SCHEDULE

The Olin Partners' Program reserves the right to change seminar dates and/or cancel a seminar when necessary and with appropriate notice. When considering your seminar choices, please review the listing at www.olin.wustl.edu/OPP. The Web site will reflect the most current schedule.

NON-DISCRIMINATION POLICY

Washington University does not discriminate on the basis of race, color, age, religion, sex, sexual orientation, national origin, veteran status or disability in its programs and activities.



JOIN THE GROWING RANKS OF OLIN PARTNERS (PARTIAL LIST)

- American Power Conversion
- Anheuser-Busch
- Armstrong Teasdale
- Basler Electric
- Brown Smith Wallace
- Buckingham Asset Management
- Build-A-Bear Workshop
- Bunge North America
- Cambridge Engineering
- Commerce Bancshares
- Cooper B-Line
- Covidien
- Dot Foods
- Emerson
- Energizer Corp.
- Enterprise Bank and Trust
- Fleishman-Hillard
- Hager Cos.
- Hill Investment Group
- Metals Service Center Institute (MSCI)
- Monsanto
- Ralcorp Holdings
- Reinsurance Group of America
- Schnuck Markets
- Scottrade
- Solutia
- Spartan Light Metal Products
- TALX Corp.
- Tarlton

2008-2009 SEMINARS

We encourage you to obtain more information about each seminar by visiting our Web site at www.olin.wustl.edu/OPP for full seminar descriptions, who should attend and faculty profiles. New seminars are added regularly to meet the needs of the business community.

IF YOUR ORGANIZATION IS AN OLIN PARTNERS' PROGRAM SUBSCRIBER, contact your company's Olin Partners' Program coordinator. To find out if your organization is an Olin Partner, contact your Human Resources Department or the Olin Partners' Program at 314-935-9494.

IF YOUR ORGANIZATION IS NOT AN OLIN PARTNERS' PROGRAM SUBSCRIBER, open-enrollment is available for individuals online at www.olin.wustl.edu/OPP or by calling 314-935-9494.

OTHER GRADUATE PROGRAMS AT OLIN BUSINESS SCHOOL

The Washington University **Executive MBA** immerses you an intense 20-month, weekend learning experience with seasoned professionals. It accelerates your personal impact and influence, positioning you for new levels of leadership.

The **Washington University-Fudan University Executive MBA** is the product of a partnership with Fudan University in Shanghai, China. This 18-month program gives business executives a U.S. educational experience while working in China and Greater Asia.

The faculty members who teach in the program are leaders in their fields, with extensive teaching, research, and consulting experience.

The Washington University **Professional MBA** offers an academically rigorous curriculum, leading-edge instruction and a group of highly accomplished peers. This evening program is distinguished by its class cohort system, meaning you attend courses with the same individuals for the first four semesters of your education.

The nondegree **Senior Leadership Program** at Washington University is designed to equip top-level executives with the tools needed to solve the most critical business challenges; the skills to drive long-term sustainable, profitable growth; and the ability to deliver their greatest potential as leaders.

With **Olin's Custom Executive Programs**, we partner with your senior management to develop highly tailored, strategic solutions for key groups of executives in your organization.

CONTACT INFORMATION

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2008 SEMINARS

September

September 18-19, 2008
Leader as Coach
(two-day seminar)

October

October 7, 2008
Finance for Nonfinancial Managers

October 28, 2008
Growth Engine

October 31, 2008
Building Brand Power

November

November 6, 2008
Talent Management

November 20, 2008
Building Competitive Advantage through Strategy

December

December 11, 2008
Leading Innovative Teams

2009 SEMINARS

January/February

January 8, 2009 and February 11, 2009
Critical Thinking
(two-day seminar)

January 22, 2009
Informal Leadership

January 29, 2009
Sustainable Growth

February

February 26, 2009
Risk Management in Supply Chains

March

March 12, 2009
Growth Engine

March 26, 2009
Leader as Coach
(one-day seminar)

April

April 8, 2009
Finance for Nonfinancial Managers

April 16, 2009
The Noble Enterprise

April 21, 2009
Women's Leadership Skills: Strategic Negotiations

May/June

May 14, 2009
Organizing for High Performance

May 21, 2009
Creating Your Leadership Style

May 28, 2009 and June 10, 2009
Innovation for Profitable Growth
(two-day seminar)

June

June 16, 2009
Managing the Different Generations

June 25, 2009
Leader as Communicator

July

July 16, 2009
Managing Innovation in the Established Company

July 28, 2009
Sales Leadership

August

August 13, 2009
Leading the Value-Driven Organization

September

September 16 and 17, 2009
Leader as Coach
(two-day seminar)

September 24, 2009
Growth Engine

October

October 15, 2009
Women's Leadership Skills: Having Impact through Influence

October 20, 2009
Finance for Nonfinancial Managers

November

November 3, 2009
Talent Management

November 12, 2009
Building Competitive Advantage through Strategy

December

December 10, 2009
Leading Innovative Teams