A four day executive education program helping directors and managers enhance their business and management skills, develop their leadership capacity and acquire skills to help run their facilities more effectively.

**KEY BENEFITS**

- Develop an ability to think strategically about your organization and identify important concepts that can be applied to build your organization, increase your stability and enhance your growth
- Build a network of peers and mentors to support your continued professional growth and development
- Acquire the knowledge and skills allowing you to build the organizational capacity of your organizations to meet the changing competitive landscape you face

**CONTENT**

- Addresses the unique challenges of operating in a University setting yet applying business principles to ensure management success.
- Participants will be asked to identify a project within their facility and apply the learning from the program.
- Time will be allotted within the curriculum for the participants to work on their project and discuss the applications of the learning in small groups.

**Leadership Topics:**
- Building Strong Social Networks
- Creating a Culture of Innovation
- Team Building

**Management Topics:**
- Creating YOUR Value Proposition
- Managerial Accounting
- Marketing and Consumer Behavior
- Pricing Strategies

**November 16-19, 2015**

[http://www.kellogg.northwestern.edu/execed/nonprofitprogram/s/np-core](http://www.kellogg.northwestern.edu/execed/nonprofitprogram/s/np-core)