

Yale School of Management

Executive Education

Foundations of Management Excellence

August 15-18th, 2017

Yale School of Management – New Haven, CT

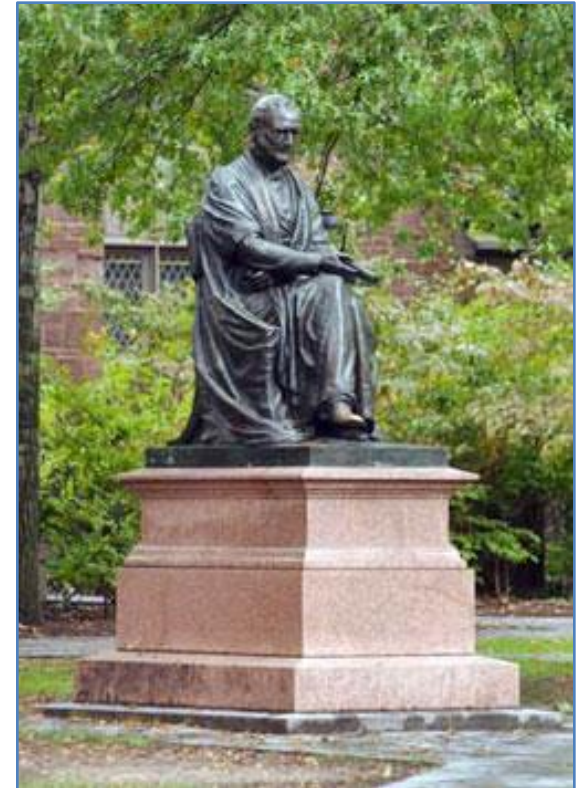


Yale SCHOOL OF MANAGEMENT

atd
Association for
Talent Development

Yale - One of the World's Leading Institutions of Higher Learning

- Yale's preeminence has attracted top students and faculty from around the world since its founding in 1701.
- Yale faculty, staff, and alumni have earned 50 Nobel Prizes. In 2013, Professor James Rothman won the prize in Physiology or Medicine, and Professor Bob Shiller won the prize for Economic Sciences.
- A member of the Ivy League, Yale is the alma mater of 5 U.S. presidents and 17 Supreme Court Justices. In 2014 alone, 5 Yale alumni were nominated for Academy Awards.
- Yale's facilities are exceptional: the University's libraries, laboratories, museums, and classrooms – situated on a beautiful urban campus near New York and Boston – welcome a vast array of visitors from around the globe.



Forbes magazine named Yale University one of the "World's Most Beautiful College Campuses."



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Yale's Unique Capabilities Deliver A Value-Added Advantage

- Global thought leaders and business practitioners deliver applied learning in a workshop format.
- The Yale experience is intense, immersive, but fun, from learning in SOM's state-of-the-art facility to enjoying a historic campus with academic traditions.
- Collaborative approach with faculty team-teaching.
- University-wide resources for multidisciplinary program content deliver rare strategic and specialized in-depth perspectives.
- Teaming with ATD – The Association for Talent Development – premier professional membership organization supporting those who develop the knowledge and skills of employees in organizations around the world.



Evans Hall – Yale School of Management: A Unique, Contemporary Environment for Executive Learning

- Designed for high-impact learning, by renowned Yale architect Lord Norman Foster – ARCH '62
 - Apple's Campus 2, London's 20 St. Mary Axe, Wembley Stadium, Heathrow Terminal 5
- The School of Management is an iconic glass and steel building – highlighting a key school attributes – “transparent and open”
- Offers 16 state-of-the-art classrooms and extensive breakout rooms – the latest technology
- Fine dining facilities with consideration for healthy food and snacks



Foundations of Management Excellence Program

- This program is designed for those who manage others:
 - executives and directors
 - aspiring top-level managers
 - high-potential leaders
- With objective to develop and/or sharpen the ACCEL skills

Accountability
Collaboration
Communication
Engagement
Listening and Assessing



Learning Objectives

Development Skill	Desired Outcome
Accountability	Become adept at creating a culture of accountability <ul style="list-style-type: none">- be personally accountable and demonstrate accountability through actions- encourage team members to be accountable for their responsibilities and goals- encourage team member for their own self-development.
Collaboration	Understand how to drive team collaboration by: <ul style="list-style-type: none">- build trusting relationships between all team members,- clarify team roles and team expectations to share ideas openly and respectfully,- encourage cooperation toward achieving a common goal.
Communication	Learn to open your teams communication channels by <ul style="list-style-type: none">- fostering a transparent, open, and honest team atmosphere- encourage a feedback culture - including targeted, actionable feedback
Engagement	Develop techniques for engaging team members in your vision and enabling them to shape their approach to achieving it by <ul style="list-style-type: none">- focusing on the WHAT and the WHY- offering a psychologically safe environment to develop the HOW enabling direct reports to become committed to their efforts to improve people and performance.
Listening & Assessing	Sharpen your listening, assessing, negotiations, and persuasion skills. Use these abilities to identify areas of improvements and opportunities to excel in direct reports and across the organization.



Curriculum Schedule

Yale School of Management ACCEL – Manager Talent Development Program August 14-18, 2017					
Monday, August 14	Tuesday, August 15	Wednesday, August 16	Thursday, August 17	Friday, August 18	
	Collaboration and Communication	Collaboration, Communication and Engagement	Engagement and Accountability	Listening & Assessing	
<p>3:00 Check-in New Haven Hotel</p> <p>4:00–5:30 Walking Tour of Yale Campus & Visit to Yale Bookstore</p>	<p>Welcome and Program Introduction <i>George Newman</i></p>	<p>Enhancing Collaborative Value <i>Daylian Cain</i></p>	<p>Being an Accountable Manager <i>David Tate</i></p>	<p>Emotional Intelligence <i>Marc Brackett</i></p>	
	<p>Understanding the Dynamics of Team Synergy <i>Marissa King</i></p>	Morning Break	Morning Break	Morning Break	
	<p>“Authenticity Highlights” <i>George Newman</i></p>	<p>Creating and Sustaining Value <i>Daylian Cain</i></p>	<p>Being an Accountable Manager <i>David Tate</i></p>	<p>Developing Emotional Intelligence <i>Marc Brackett</i></p>	
	<p>Visit to Yale Art Museum <i>George Newman</i></p>	Lunch	Lunch	Box Lunch	
	<p>Developing Efficient Team Strategies <i>George Newman</i></p>	<p>Communicating Vision and Intent <i>Colonel Pilar Ryan</i></p>	<p>Motivation and Nonmonetary Incentives <i>George Newman</i></p>	Departures	
	Afternoon Break	Afternoon Break	Afternoon Break		
	<p>Leadership Mindset <i>Daylian Cain</i></p>	<p>Leading Hard Conversations <i>Colonel Pilar Ryan</i></p>	<p>Aligning Tasks and Incentives <i>George Newman</i></p>		
	Opening Reception and Dinner	Dine-Around	Closing Dinner		



Faculty Director



George E. Newman
Assistant Professor of Management and Marketing

George Newman is interested in the application of basic cognitive processes, such as categorization and causal reasoning, to consumer behavior.

Currently, his research examines the psychological processes underlying our concepts of authenticity and authentic "originals" in the domains of art, celebrity possessions, and consumer products. He is also interested in pro-social behaviors such as charitable giving and purchasing environmentally-friendly products, and how consumers may balance their desires to "do good" with desires to maximize the efficiency of their donations or purchases.

Newman has published work on essentialism, perceptions of animacy, children's conceptual development, causal reasoning, and identity continuity.



Added Benefit – Uniquely Yale Experiences



Day 1 (1 hour lecture): Authenticity Highlights– Professor George Newman

Authenticity is growing area of interest for consumers and organizations alike. This session reviews some of the leading research on the concept of authenticity. We will examine questions such as, how does authenticity drive customer perceptions and value? How can organizations leverage authenticity to maximize repetitive benefits both internally and externally? And, what can psychology teach us about the underlying mechanisms and principles used to evaluate authenticity?

Day 1 (1 hour tour): Yale Art Museum – Profess George Newman and Elizabeth Manekin (Assistant Curator of Education)

Bus ride to the museum and then tour the museum with Professor Newman and Ms. Manekin as they highlight works of art that relate to the them of Authenticity.

Day 3 Dinner: This experience will be at a uniquely Yale venue such as Law School or the Peabody Museum (of Natural History) including live music with campus A Cappella group.



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Next Steps

Full Conference Registration

	ATD Member	Nonmember
Regular Rate	\$6,350	\$6,850
CTDO, Forum, and Enterprise Members You must be CTDO, Forum or Enterprise member to qualify for this rate. Please contact your account executive at enterprise@td.org or phone 888.813.2925.		\$5,650

REGISTER NOW

<https://events.td.org/Management-Excellence/Register>



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