

# LEADERSHIP REALIZED





## A MESSAGE FROM THE DEAN.

Thank you for considering the Foster College of Business Administration at Bradley University for your executive education needs. Our Executive Development Center has been a leading source of professional development programs for twenty years. Managers have chosen the Foster College for their career advancement needs because of our experience, creative programming, and renowned course instructors. Our programs provide the insights and skills business professionals need to lead, think strategically, and manage change. More than a thousand managers from dozens of companies have benefited from our programs.

Our purpose is to provide a cutting-edge education, based on leading academic research and real-world experience that will help individuals and organizations overcome their challenges.

We deliver open-enrollment programs that address general business issues and design customized programs tailored to an organization's specific needs. Above all, we strive to increase your organization's efficiency and profitability, while increasing your chances for personal and career success.

I invite you to learn more about the Foster College's Executive Development Center. We welcome the opportunity to speak with you about how we can help.

— DR. ROBERT BAER, *Dean*  
*Foster College of Business Administration*  
*Bradley University*

# EXCELLENCE

## DISCOVER YOUR POTENTIAL

and make it a reality.

Your employees and your organization count on you for leadership. It's time to discover exactly what you're capable of and acquire the tools to turn that potential into reality. The Executive Development Center can help you do just that through an array of open-enrollment and customized executive training programs.

Thanks to the extensive experience of our faculty and our affiliation with the Center for Creative Leadership, we have access to the latest research and managerial models. Our world-class professionals and Ph.D. faculty will help you identify your strengths and hone your managerial skills so that you can lead more effectively and take your career to new heights.

*“Our purpose is to provide a cutting-edge education, based on leading academic research and real-world experience that will help individuals and organizations overcome their challenges.”*



# YOU BRING THE TALENT.

We'll bring you to a whole new level.

The development of emerging leaders may be the most critical challenge facing contemporary organizations. We are excited that you have chosen to face this challenge with us and explore the possibilities of authentic, effective leadership in partnership with the Executive Development Center.

## RICH RESOURCES

When you enroll with the Executive Development Center, you're tapping into the experience of a group that's been training leaders for 20 years, but you're also tapping into the resources of the Center for Creative Leadership.

## POWERFUL METHODS

Whether you choose a standardized open-enrollment program or a customized program specially designed for your organization, you can be sure we'll take a personal interest in helping you evaluate your skill set and gain the insight and skills necessary to grow as a leader.



Center for  
Creative  
Leadership

Network Associate

Ranked among the Top 10 by the *Financial Times*,  
CCL is an international, nonprofit institution devoted  
to research and teaching on the subject of leadership  
for the private and public sectors.

# LEADERSHIP



## A UNIQUE APPROACH

Our programs progress through five basic stages:

### ASSESSMENT

We help you gain a clear, honest understanding of where you are and how your current approach to leadership is working, with respect both to other people and to your organization's goals.

### PRACTICAL APPLICATIONS

We employ the best cutting-edge research and thinking available to solve the real-world problems leaders face.

### SKILL DEVELOPMENT

We focus on the practical steps involved in getting your work done.

### COACHING

Our coaches and coaching teams work with you to provide greater insight and to further develop your capabilities.

### FUTURE CHALLENGES

We give you the tools to apply a forward-thinking perspective to future challenges within your organization.



## DEVELOPMENT

Our interactive programs establish a foundation of understanding to help you assess the challenges you face and improve your leadership skills. You'll learn the essentials of effective leadership with a focus on personal awareness and growth, working relationships, influencing skills and conflict resolution.

Gain insight into the ways that personality and interaction preferences help or impede a manager in influencing others and resolving conflict. You'll receive honest evaluations of your leadership practices and come away with a clear, practical strategy for developing your skills.

*“The development of emerging leaders may be the most critical challenge facing contemporary organizations. As we work together to face this challenge, you will gain greater understanding of yourself and practical insights and skills that will foster your growth as a leader.”*

— DR. CHARLES STONER  
Robert A. McCord Professor of  
Executive Management Development



## EXECUTIVE COACHING

A unique aspect of our leadership development program is our coaching model that is based on the concept of providing assessment, challenge and support. We utilize this powerful process to enable you to see and understand your present level of leadership and to gain an awareness of what strengths and weaknesses you possess.

You'll take these new insights with you into a series of conversations that focus on the challenges of changing your behaviors. Your coach will provide you with the needed support throughout this process with continuing feedback and an assessment for your future growth.

# INSIGHT



## CUSTOMIZED PROGRAMS

Our programs can be tailored to encompass all areas of business.

We understand that off-the-shelf programs don't always meet your company's needs. As such, we'll gladly work with you to create a development program that's aligned with your strategic goals. Our faculty's expertise covers all areas of business including leadership, marketing, financial management, strategy and more, and our customized programs let you choose your own content, location and delivery model.

People are your most valuable resource. Let us help your employees and your company reach their full potential.

# FOCUSED

## STRATEGIC MARKETING MANAGEMENT

Strategic Marketing Management is about employing all of the elements of marketing strategy to address a dynamic business environment. We help you understand how market-focused firms differ from less effective organizations. You'll also learn how to select appropriate target markets for your firm and how to develop, maintain and enhance profitable long-term relationships with your customers.

In Strategic Marketing Management, you will:

- > Gain insight into how customers perceive value and select vendors.
- > Explore the characteristics of market-driven firms *(and learn why you and your company should care about them)*.
- > Learn how well-executed market segmentation can help you better align your company's strengths with the needs of customers.
- > Discover how to craft a powerful value proposition that focuses effort and wins customers.
- > Explore your company's potential to offer customized solutions that provide the key benefits for which customers are willing to pay handsomely.



*“World-class marketing is about having two things. First, a ravenous hunger for gaining insights into the opportunities and challenges that potential customers face; and second, disciplined processes for turning those insights into solutions that those customers will value highly.”*

— DR. EDWARD BOND

Department Chair and Associate Professor of Marketing



# VALUE

## FINANCE

Regardless of the position you hold in your organization, financial concerns play a role in nearly every business decision you make.

We will familiarize you with the tools and techniques required to interpret financial statements and evaluate capital investment opportunities. You will understand how capital investment, financing and capital structure relate to firm value, and you will learn to identify risk factors and integrate them into your analysis. The skills and knowledge you acquire will help build your confidence in your own ability to critically evaluate financial information.

*“Finance is strategy in action. Financial implications permeate nearly all business decisions and have a direct impact on the firm’s value.”*

— **DR. PATTY HATFIELD**

*Professor of Finance and Quantitative Methods*



## ECONOMICS

Discover the ways in which economic forces are constantly changing your business environment. Economics will help you understand how the business cycle, interest rate fluctuations and federal budget policy affect business.

You'll gain a better understanding of the relationship of GDP, inflation and interest rates to exchange rates and the international competitive environment. Learn how the basic forces of the market determine value, unit sales and price, and observe how variations in cost relate to pricing and sales. You'll also be introduced to practical methods for factoring product differentiation, market structure and innovation into your strategic thinking.

*“The study of Economics brings structure and an explanation of the world around you . . . it explains why.”*

— **DR. ROBERT SCOTT**  
*Department Chair and Professor of Economics*



*“Organizational leadership is about creating the future — moving people in new directions. Strategic planning is the process that makes the future reality. Without strategy, leadership is just influence.”*

**— DR. AARON BUCHKO**

*Professor of Business Management and Administration*

# VISION

## STRATEGIC PLANNING

Sustainable, value-driven performance is achieved when you find the right balance between market factors, organizational capabilities and business strategy.

We'll train you to operate within an environment that emphasizes strategic thinking while developing strategies to integrate various functional disciplines. We keep conceptual content to a minimum in order to spend more time developing practical problem-solving skills, whether through case studies or company-based projects.



— DR. LARRY WEINZIMMER

*Professor of Business Management and Administration*

# WE TEACH. YOU **ACHIEVE.**

## The Executive Development Center

Our professional staff will be glad to meet with you to customize a program that meets your company's needs. We can also provide more information about our current open enrollment offerings.

**LISA STUFFLEBEAM**

*Executive Director*

309.677.3549 phone  
lstuffle@bradley.edu

**ANGELA SETTLES**

*Assistant Director*

309.677.4423 phone  
asettles@bradley.edu

EARNED EXCELLENCE



THE BEST BUSINESS SCHOOLS IN THE WORLD  
THE BEST ACCOUNTING PROGRAMS IN THE WORLD

All programs in the Foster College are accredited by AACSB International. This organization represents the highest standard of achievement for business schools worldwide and solidifies our place among “The Best Business Schools in the World.” Fewer than six percent of all business schools in the world have earned this distinction.



# REALIZATION





EXECUTIVE  
DEVELOPMENT  
CENTER

*Leadership Realized.*



**EXECUTIVE DEVELOPMENT CENTER**

1501 West Bradley Avenue, Peoria, Illinois 61625

309.677.4420 phone | 309.677.4421 fax

[edc@bradley.edu](mailto:edc@bradley.edu)

[www.bradley.edu/fcba/edc](http://www.bradley.edu/fcba/edc)

**FOSTER COLLEGE**  
OF BUSINESS ADMINISTRATION

**BRADLEY**  
UNIVERSITY