

# GLOBAL STRATEGY AND LEADERSHIP

A two-week professional development program for global business leaders

JULY 9 - 19, 2007  
SEATTLE, WASHINGTON USA

- Anticipate new business: investigate emerging world markets
- Create informed global strategies and tactics to minimize risk
- Network with international company leaders to develop business ideas
- Position yourself as a global leader in your organization
- Learn from world-class faculty members and multinational company executives





## Leadership strategies to develop international business

Is your organization strategically positioned to act upon global business opportunities? Prepare to develop and expand your international business through the **Global Strategy and Leadership** program at the University of Washington Business School. This two-week intensive executive education program in Seattle, Washington offers executives and senior managers powerful ideas and useful tools for leadership, corporate entrepreneurship and international business strategy tuned to the realities of today's global economy. This dynamic program brings together a diverse group of international business leaders with experienced faculty from one of the top U.S. business schools and senior executives from several multinational corporations. The program will include an inside look at a major corporation with worldwide operations to gain insight on the development and execution of a successful global strategy.

### For international participants

- Develop personal contacts in the United States and other countries — get to know leaders from international companies in a collaborative learning environment
- Learn how leaders develop opportunities and manage challenges abroad, including operations, partnerships, product development, legal contracts and more
- Gain a better understanding of U.S. business practices and culture

### For participants from the United States

- Network with leaders from multinational and foreign companies in a collaborative learning environment
- Learn how leaders develop opportunities and manage challenges abroad, including operations, partnerships, product development and legal contracts
- Find out about business practices and culture from company leaders in other nations



## PROGRAM OVERVIEW



### Expand your world view, with new business ideas you can apply right away

Explore leading-edge developments in global business with a dynamic blend of faculty lectures, presentations by experts from multinational companies, simulations and a company visit. Broaden your knowledge of international business opportunities while you gain new ideas and insights to apply to your organization. More than an American viewpoint of global business, this program is a true international exchange of strategies and real-life experience. Participants will have many opportunities to network and share business perspectives inside and outside the classroom.

#### Global Strategy

Managing key relationships at all levels of business is essential for effective global strategy. These sessions will offer insight on the relationships between your firm and host country governments, partner firms, country subsidiaries, and individuals from different cultures and countries. Consider the choices involved in setting global competition strategies, and how to implement them effectively. The challenges of cross-cultural alliances will be studied, as well as how differences in values and norms can influence how people work together to execute strategy.

- Examine ownership structures of international ventures and the challenges of cross-border collaboration
- Consider the tradeoffs between the pursuit of national responsiveness and global efficiency
- Analyze the benefits and drawbacks of globalization, free trade, and the focus of the World Trade Organization

#### Leadership

Influential leaders are adept at building teams and partnerships that rise above personal interests and cultural differences within organizations and between countries.

- Learn to apply successful leadership and decision-making models to develop your full potential as a global business leader
- Develop critical leading and influencing skills necessary to sustain long-term organizational success through a combination of lecture, discussion, simulation and self-assessment

#### Corporate Entrepreneurship

Sessions explore what it takes to gather the right talent and secure the capital to fund your great idea.

- Learn how to turn your concept into a commercial reality—identify success factors that distinguish the small percentage of great ideas that become commercially viable

- Discover where entrepreneurial thinking can be used in established organizations and projects
- Understand regulatory and cultural challenges and see how commercialization has been accomplished globally

#### Strategic Management of Technology

Sessions emphasize competitive strategy in industries with rapid technological change and international production and distribution.

- Gain insight into the ways technology leads to the development of new global markets, how markets evolve over time, and the importance of standards in creating such markets
- Understand how new technology can revolutionize established industries, presenting challenges for participants and opportunities for new entrants

#### Cooperative Strategies for Growth and Innovation

The creation and commercial exploitation of technology in the form of new products and services are central to the long-term economic performance of corporations both locally and internationally. While established firms often pursue innovation through internal research and development, they are increasingly relying upon external sources of knowledge for renewal.

- Investigate strategic alliances, acquisitions, and minority investments in start-up firms
- Learn when and how to use each of these cooperative strategies to enhance your organization's innovation
- Strengthen your position in the global marketplace by understanding how knowledge is generated

## PROGRAM SCHEDULE



### Energize your global business strategy in two idea-filled weeks

The Global Strategy and Leadership program includes concentrated faculty presentations, guest speaker lectures, study sessions and networking opportunities. Preparation is required for each class session. Participants are encouraged to use the evenings to study and interact with classmates, and to explore the region on the weekend.

#### WEEK 1

##### Sunday, 8 July

- Arrive in Seattle
- Prepare for class

##### Monday, 9 July

- Orientation & Introductions
- Networking Reception

##### Tuesday, 10 July

- The Essence of Effective Leadership
- Leadership: Shaping the Future 1
- Dynamic Teamwork, Integrating Diverse Roles and Responsibilities
- Teamwork: A Critical Leadership Obligation

##### Wednesday, 11 July

- Global Strategy, The International Environment
- Cooperative Strategies for Growth & Innovation: Strategic Alliances

##### Thursday, 12 July

- Leadership: Shaping the Future 2
- The Impact of Culture: Creating and Sustaining a Successful Organization
- Leadership in High Performing Organizations

##### Friday, 13 July

- Decision-making and Teamwork: Appropriate Levels of Employee Participation
- Leadership: Into the Future
- Global Strategy: The Relationship Among Governments, Multinationals, and Local Firms

#### WEEK 2

##### Monday, 16 July

- Corporate Entrepreneurship 1
- The Collaborative Challenge: Analysis of a Japanese-US Joint Venture
- Company Tour

##### Tuesday, 17 July

- Corporate Entrepreneurship 2
- Strategy and Organization of the Multinational Firm
- Cooperative Strategies for Growth & Innovation: Mergers/Acquisitions

##### Wednesday, 18 July

- Cooperative Strategies for Growth & Innovation: Wrap-Up
- The Influence of National Culture
- Strategic Management of Technology & Innovation 1

##### Thursday, 19 July

- Strategic Management of Technology & Innovation 2
- Strategic Management of Technology & Innovation 3
- Graduation Lunch & Ceremony

Finish 1:30 PM

##### Friday, 20 July

- Travel home

University of Washington Executive Education constantly updates its programs to better serve clients' needs. Program content may change from the schedule listed above.

**"In today's fast-paced technological environment, many firms need to rely on other firms as a source of technological know-how. Those firms that are proficient at forming and managing such alliances will gain a competitive advantage over those less capable."**

KEVIN STEENSMA, PROFESSOR OF MANAGEMENT, UW BUSINESS SCHOOL

## PROGRAM FACULTY



### **Patrick Bettin, Ph.D.**

Former leader of the Battelle Professional Development Center, Patrick Bettin is an internationally known expert in leadership and management development. He serves as UW faculty and as a consultant for a wide variety of private and government organizations.



### **Suresh Kotha, Ph.D.**

Recipient of the International Research and Dean's Citizenship awards, Professor Suresh Kotha is currently the Douglas E. Olesen/Battelle Excellence Chair in Entrepreneurship. He has worked as a consultant for Boeing and RealNetworks. His research specialties include competitive strategy, corporate entrepreneurship, manufacturing strategy and international management.



### **Corey Phelps, Ph.D.**

Professor Corey Phelps previously worked as an internal consultant with AT&T Global Information Solutions. His research focuses on understanding how companies use strategic alliances, mergers and acquisitions, and minority equity investments in start-up firms to enhance their capacity for innovation. He recently won a National Science Foundation grant for his research on the effectiveness of corporate acquisitions that grow from strategic alliances.



### **Kevin Steensma, Ph.D.**

Kevin Steensma holds the Helen Moore Gerhardt Faculty Fellowship in Entrepreneurship. His current research emphasizes the formation and performance of technology alliances, international strategic alliances, the influence of national culture on cooperation, and emerging economies.

## Internationally Recognized for Excellence



University of Washington Executive Education is one of just nine university executive education programs recognized

worldwide this year by the Economist Intelligence Unit for excellence in custom programs. The University of Washington Business School ranks among the best in the United States according to *U.S. News & World Report* (Best Graduate Schools, 2006). The University of Washington has been rated one of the world's twenty best universities by *The Economist* (September 2005). With an emphasis on international business, the School prepares students for the world economy by infusing international themes into the curriculum and promoting cross-cultural teamwork. The UW Business School is one of only four U.S. business schools accredited by EQUIS, the European Foundation for Management Development.



With its strategic port location and Pacific Rim access, Seattle is an economic hub for high technology, aerospace and international commerce. The UW Business School has ties to many of the region's Fortune 500 companies, including Costco, Microsoft, the Boeing Company, Weyerhaeuser, Nordstrom, Washington Mutual, PACCAR, Amazon.com, Expedia.com and Starbucks.

# REGISTRATION



## PARTICIPANT CRITERIA

Register for Global Strategy and Leadership with the enclosed form or download the form online at [www.execed.washington.edu/gsl](http://www.execed.washington.edu/gsl). All classes and written materials will be presented in English. Participants must have proficient English language skills to be able to participate actively in discussions, study group sessions and interaction with other executives.

## ADVANCE PREPARATION

Global Strategy and Leadership requires advance study so that participants receive maximum benefit from the instruction. Study materials will be provided prior to your arrival in Seattle. Please review the assignments thoroughly, so you are well prepared for classroom discussions.

## FAMILY ACCOMMODATIONS

While in Seattle, participants spend most weekday hours in the classroom, group study, or social activities with classmates. In order for participants to focus on their studies and benefit from networking opportunities, we recommend that family members do not accompany them during the week (Monday – Friday). Weekends are free for exploring the region and family members may join participants for the weekend break, or at the end of the program.

## TUITION AND REFUND POLICY

- Tuition: \$4,800 USD
- The tuition includes instruction, all instructional materials, executive education facilities, coffee and refreshments, company visit and other activities, continental breakfast and graduation lunch, and a Certificate of Completion from the University of Washington Business School.
- For those participants requiring lodging, a special rate of \$125 USD per night (single occupancy) has been arranged with the Hotel Deca ([www.hoteldeca.com](http://www.hoteldeca.com)) which is located within walking distance from the University of Washington campus. Each participant is responsible for making their own hotel reservation and payment and must phone the hotel directly at 1-800-899-0251 no later than June 8, 2007.
- Payment will be by check or money order for U.S. currency, made payable to the University of Washington. Please include your name on the front of the check for administrative purposes.

## REGISTRATION

- If a registered participant withdraws, a replacement from the same organization meeting participant criteria may be made. If a suitable replacement is not available, or if the organization chooses not to participate, a \$500 cancellation fee will be charged.

**To insure participation, register by June 15, 2007**

## Registration Form

For a timely admissions process, your registration form must be fully completed and signed. You may download an electronic version at [www.execed.washington.edu/gsl](http://www.execed.washington.edu/gsl). Attach additional pages as needed. Once this form is submitted, please be sure to notify Executive Education of any changes in your contact information.

## Registration Checklist (please include the following)

- Completed and signed registration form and payment
- Resume or brief biography

## FOR MORE INFORMATION OR TO APPLY

**PHONE:** 206.543.8560

**FAX:** 206.685.9236

**EMAIL:** [execed@u.washington.edu](mailto:execed@u.washington.edu)

**WEB:** [www.execed.washington.edu/gsl](http://www.execed.washington.edu/gsl)

Global Strategy and Leadership Registration  
Executive Education  
UW Business School  
Bank of America Executive Education Center, 228Q  
Box 353225  
Seattle, WA 98195-3225  
USA

**“I will recommend this program to my colleagues — Global Strategy and Leadership provides first-class course content.”**

PROGRAM PARTICIPANT

# GLOBAL STRATEGY AND LEADERSHIP REGISTRATION FORM

## PERSONAL INFORMATION

Dr. Mr. Ms. Other	NAME: <i>Family / Last / Surname</i>		<i>First</i>	<i>Middle</i>
PLEASE CIRCLE ONE				
NICKNAME (for name badge)		DATE OF BIRTH: <i>Day / Month / Year</i>		
TITLE OF PRESENT POSITION		COMPANY NAME		
BRANCH OR DIVISION (if Branch, Division or Subsidiary, indicate name and location of head office or parent company)				
COMPANY MAILING ADDRESS				
CITY		STATE	POSTAL CODE	COUNTRY
TELEPHONE: <i>Country code</i>	<i>City code</i>	<i>Phone number</i>	FAX: <i>Country code</i>	<i>City code</i> <i>Phone number</i>
E-MAIL ADDRESS (required)		COMPANY WEB ADDRESS		

## PROGRAM TUITION

\$4,800 USD

## ADMINISTRATIVE CONTACT

If you prefer, we will communicate with your administrative contact about the logistics of your registration.

NAME		TITLE		
COMPANY NAME				
MAILING ADDRESS		CITY & STATE	POSTAL CODE	COUNTRY
TELEPHONE: <i>Country code</i>	<i>City code</i>	<i>Phone number</i>	FAX: <i>Country code</i>	<i>City code</i> <i>Phone number</i>
E-MAIL ADDRESS				

I hereby register for Global Strategy and Leadership and confirm that the information given is correct.

APPLICANT'S SIGNATURE

DATE

The University of Washington reaffirms its policy of equal opportunity regardless of race, color, creed, religion, national origin, sex, sexual orientation, age, marital status, disability or status as a disabled veteran or Vietnam era veteran in accordance with University policy and applicable federal and state statutes and regulations. The University of Washington is committed to providing access and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation in the application process contact the department at 206.543.8560 or the Disability Services Office at least ten days in advance at: 206.543.6450 (voice), 206.543.6452 (TTY), 206.685.7264 (fax) or e-mail at [dso@u.washington.edu](mailto:dso@u.washington.edu).



#### EXECUTIVE EDUCATION

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BANK OF AMERICA EXECUTIVE EDUCATION CENTER, #228Q  
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PHONE: 206.543.8560

FAX: 206.685.9236

WEB: [www.execed.washington.edu/gsl](http://www.execed.washington.edu/gsl)

#### Leading global companies that have sent participants to Global Strategy and Leadership since 2004

A C Nielsen  
Advantech  
Balzers  
Bank of Korea  
BT Americas Inc.  
Dentsu, Inc.  
Everich Capital Company, Ltd.  
Fauji Fertilizer Company Ltd.  
FedEx Corporation  
GS Engineering & Construction  
Industrial Bank of Korea  
ITOCHU Corporation  
Itochu Enex Co., Ltd  
Korea Financial Telecommunications and Clearing Institute  
Korea Gas Corporation  
Korea Highway Corporation  
KoreanClick  
Korea Telcom  
KTF  
Media Chain International Marketing Company, Ltd.  
Nigeria Deposit Insurance Corporation  
Nonghyup  
PT Bank Negara Indonesia Persero TBK  
PT Bank Rakyat Indonesia  
Samsung Card Co.  
Samsung Electronics  
Samsung Fire & Marine Insurance Co.  
Samsung Heavy Industries Co.  
Samsung Life Insurance Co.  
Samsung Networks  
Samsung SDI  
Samsung SDS  
Shin-Idemitsu Co., Ltd.  
Shinsei Bank Ltd.  
Showa Shell Sekiyu K. K.  
Sumitomo Trust & Banking Co., Ltd.  
The Boeing Company  
TRT Taifong Company, Ltd.  
United Charm Ltd.  
US International Trade Commission