



PROFESSIONAL EDUCATION

STRATEGIC MANAGEMENT PROGRAM

In today's global marketplace, institutions of higher learning and training organizations need dynamic new programs for mid-career professionals seeking world-class global business knowledge, tools and perspectives.

25+

PROGRAM
DELIVERIES

400+

CERTIFICATES
AWARDED

350+

CLIENT
ORGANIZATIONS

WE HELP TALENT GROW, PARTNER WITH US!

The **Strategic Management Program** offers a transformational learning experience for managers ready to take their careers to the next level. The program, which has been offered in Latvia, Croatia and Slovakia, **is now expanding to new markets and seeking new educational partners**. Managed by the William Davidson Institute at the University of Michigan in cooperation with local universities and corporations, the Strategic Management Program equips participants with cross-functional approaches to management in an intensive, 10-day format. This professional education opportunity has a 20-year track record of helping professionals improve their skill sets and gain new approaches to critical business challenges.



**Stockholm School of
Economics in Riga:**
one of our current partners

UNIQUE BENEFITS

Participants can expect:

- + Access to world-class professors who will share global best practices and stimulate lively discussions
- + Tools and techniques to improve leadership and managerial skills
- + Cutting-edge pedagogy, specifically designed for mid-career professionals
- + A professional peer network that benefits participants long after the program concludes
- + A co-branded graduation certificate issued by the William Davidson Institute at the University of Michigan and organizing partners

FORMAT

The Strategic Management Program offers dynamic, 21st Century community of learning. Having offered the program more than 25 times, the William Davidson Institute and its partners have optimized the format.

- + A 10-day experience, with four modules: Marketing, Finance, Strategy, and Leadership
- + A blend of in-person and online learning that leverages the advantages of both
- + Access to key materials and a learning community before, during, and after the formal program through our ExtendEd Learning Portal
- + Interactive sessions in which participants discuss situations in their own business environments
- + A webinar as a refresher following the program

WHO SHOULD ATTEND

The **Strategic Management Program** is designed for:

- ➔ Professionals with 5+ years of management experience
- ➔ Managers employed at both for-profit and nonprofit organizations
- ➔ Professionals with experience managing basic business operations who are eager to adopt new perspectives
- ➔ Participants with an MBA looking to refresh their knowledge, learn the latest business principles, and gain insights from peers on how to address current business challenges
- ➔ Participants without an MBA seeking the skills and mindset offered by the degree
- ➔ Participants with strong English language skills to contribute to classroom discussions and group work

PARTICIPANT PROFILE				
Work experience	Organization type	Education	Language skills	Outlook
<ul style="list-style-type: none"> <input checked="" type="checkbox"/> 5+ years in management role 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> For-profit <input checked="" type="checkbox"/> Non-profit <input checked="" type="checkbox"/> Multinational <input checked="" type="checkbox"/> Local / regional <input checked="" type="checkbox"/> Startup 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> MBA <input checked="" type="checkbox"/> No MBA 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> English 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Eager for new tools and perspectives!

PARTNERSHIP OPPORTUNITIES

We have partnered with educational institutions, professors and companies to improve the skills of hundreds of managers. Building upon this track record of success, we are now seeking new partners to bring this trusted program to new markets.

Would you like to be our next partner? Contact us today!

HOW WE WORK...TOGETHER

We:

- ➔ Design curriculum based on local need and partner input
- ➔ Select and prepare world-class faculty affiliates
- ➔ Administer elearning modules and portal
- ➔ Connect learners before, during, and after the program
- ➔ Support local partner marketing efforts, including via social media

You:

- ➔ Identify clients and sell the program
- ➔ Host the program at a suitable venue
- ➔ Provide on-site program management
- ➔ Facilitate the daily schedule and materials



STRATEGIC MANAGEMENT PROGRAM

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My main goal was to deepen my knowledge in many business areas to improve my executive and leadership skills. This program exceeded my expectations.

—Dovilė Pranckevičienė, Co-Founder and Director, Language Club

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“

Professors were world-class and my colleagues, professionals with various business backgrounds, were inspiring. I've absorbed a wealth of knowledge and motivation in these two weeks which will last for many years.

—Ieva Ozoliņa-Bērziņa, owner and CEO, Queens Flowers

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“

A wonderful experience! Great organizers and international lecturers (focused on) particular issues and practical problems of your organization and company.

—Diana Lapkis, Director, New Door, NGO

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