



A photograph of a Stanford University campus scene. In the foreground, a large red diagonal shape overlaps the image. The background shows a modern, multi-story building with a tiled roof and large windows. To the right, a tall, white building with a red dome is visible. The sky is clear and blue. The overall scene is bright and sunny.

Thousands of senior global executives are beneficiaries of this unique opportunity:

To tap into the innovation engine that powers Stanford/Silicon Valley. To have open access to the minds who've nurtured and educated successive generations of the world's most successful business innovators.

To profit from associating with other highly gifted peers selected from all over the world.

To present their concepts face-to-face to leading real-world executives. To discover an invaluable catalyst for positive change in themselves, their companies, and their careers.





Why Stanford Graduate School of Business?

WORLDWIDE RECOGNITION AND ALUMNI BASE

With a global reputation for excellence, Stanford GSB Executive Education programs have attracted close to 50,000 senior executives from more than 18,000 companies, creating a vast network of alumni from around the world.

RESEARCH-BASED LEARNING MODEL

Research-based management frameworks provide the foundation for all Stanford GSB Executive Education programs. Study groups, interactive simulations, and case discussions reinforce the practical applications of these frameworks.

RENOWNED FACULTY AND RESEARCH

The Stanford Graduate School of Business faculty includes three Nobel laureates, three recipients of the John Bates Clark Medal in Economics, five members of the National Academy of Sciences, and 19 members of the American Academy of Arts and Sciences. Stanford GSB faculty members lead each executive program and are deeply engaged with the participants. Research emphasis changes to reflect the issues faced by business leaders today. Research centers have been established to study current topics. For more information, please visit centers.stanfordexeced.com.

GLOBALLY DIVERSE, SENIOR-LEVEL PARTICIPANTS

Faculty directors review all applications to ensure a global mix of experienced participants for each program. Program demographics are carefully balanced, with approximately half of all participants coming from outside North America.

A COLLABORATIVE LEARNING/LIVING COMMUNITY

The Knight Management Center, with 360,000 square feet in eight buildings and 50% of its 12.5-acre site preserved for open space, consolidates the facilities of Stanford Graduate School of Business into a vibrant and unified indoor/outdoor, living/learning community. Located across from the Schwab Residential Center, the Knight Management Center is Platinum certified by the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) program, and features tiered classrooms with extensive floor-to-ceiling glass, the latest in audiovisual technology, and numerous breakout and study rooms.

SCHWAB RESIDENTIAL CENTER

Most program participants reside on campus at the Schwab Residential Center, located across the street from the Knight Management Center. Designed by renowned Mexican architect Ricardo Legorreta, the Schwab Center offers residents ample privacy for study and reflection while promoting collegial interaction. All participants enjoy comfortable private rooms that include a private bath, extra-long double bed, desk, personal computer with high-speed internet service, phone with direct outside line and voicemail, television, and ample study space. Each room is also wheelchair-accessible and shares a full kitchen with a neighboring room. Participants have access to the center's newly renovated exercise room and concierge services.

Schwab Center residents are also treated daily to the award-winning cuisine of Executive Chef Raul Lacara and the friendly and efficient service of the Schwab Executive Dining staff. Earning the coveted *Financial Times* Executive Dining Award six years running, Schwab Executive Dining's on-premises kitchen under Chef Lacara's leadership consistently receives high praise for its culinary excellence.

Custom Executive Programs

Stanford Graduate School of Business partners with select organizations to design and deliver custom executive programs that address an organization's specific business challenges. To ensure maximum impact and relevance, these custom program partnerships involve close cooperation between an organization's executive leaders and senior Stanford faculty. The end result is a focused learning experience that enables an organization to optimize its capabilities, and develop and implement strategies more effectively. More information is available online at custom.stanfordexeced.com.



“When you come to Stanford, you have to be willing to have your traditional way of thinking challenged. An open mind and enthusiasm to participate will lead you to a truly transformational experience.”

Paul Umbrazunas | Chief Operating Officer and Head of Business Development |
Credit Suisse Australia



General Management Programs

Stanford Executive Program

June 22 – August 2, 2014 / Tuition: \$61,500

Optional Leadership Coaching: \$5,800

Application Deadline: April 30, 2014

Established in 1952, the Stanford Executive Program is the flagship executive program offered by Stanford Graduate School of Business. Participants immerse themselves in a six-week curriculum that examines the economic, political, social, and ethical demands of top leadership. The Stanford Executive Program is designed for executives with at least 12 to 15 years of management experience and strategic responsibilities at the company- or country-wide level, typically working in large global organizations.

To accelerate the application of program content, Stanford Executive Program participants have the option to purchase executive coaching for individual leadership skills development. For more information, please visit sep.stanfordexeced.com.

Executive Leadership Development: Analysis to Action

A Two-Module Program: January 12 – 24 and April 13 – 18, 2014

Tuition: \$33,000 / Additional Leadership Coaching (optional): \$3,000

Application Deadline: November 18, 2013

This innovative program is designed to equip high-potential leaders with the tools and insight to lead effectively in today's fast-changing business environment. Presented in two modules, the program enhances the participants' ability to resolve strategic problems, drive change through the organization, design and motivate effective teams, and ultimately get to the next level of their career. One-on-one coaching with a leadership coach and a distance learning component, in addition to the on-campus experience, give participants an opportunity to further advance their objectives.

Executive Program for Growing Companies

July 13 – 24, 2014 / Tuition: \$22,500

Application Deadline: June 2, 2014

Tailored to executives in entrepreneurial or growth environments, this program provides an in-depth, interdisciplinary overview of core business functions. From strategic planning to finance, marketing, organizational design, and human resources, participants learn management frameworks that foster alignment, innovation, and growth across the organization.

Executive Program in International Management

In collaboration with the National University of Singapore

August 16 – 30, 2014 / Tuition: \$18,000 (lodging is not included)

Application Deadline: July 28, 2014

Focusing on the strategic business issues faced by Asian companies operating in a Pan-Asian or global context, this program explores the fundamentals of general management theory and practice from the United States, with the added benefit of an Asian-Pacific perspective.

Specialized Programs

CORPORATE GOVERNANCE

Directors' Consortium

In collaboration with the Stanford Law School, the University of Chicago Booth School of Business, and the Tuck School of Business at Dartmouth

November 6 – 8, 2013 (at Dartmouth Tuck)

November 5, 2013: Optional Full-Day Financial Accounting Session

Application Deadline: October 3, 2013

3-day Tuition: \$7,700 / 4-day Tuition: \$8,900 (lodging is not included)

April 8 – 11, 2014 (at Stanford)

April 7, 2014: Optional Full-Day Financial Accounting Session

Application Deadline: March 7, 2014

October 2014 (at Chicago Booth)

Tuition: Check website for 2014 tuition information (lodging is not included).

Board members learn frameworks for making effective decisions on financial reporting and policy, compensation, fiduciary duties, litigation risk, CEO performance evaluation, and succession planning.

FINANCIAL MANAGEMENT

NEW! The Emerging CFO: Strategic Financial Leadership Program

A Two-Module Program: February 23 – 28 and May 11 – 16, 2014

Tuition: \$25,000 / Application Deadline: January 24, 2014

Provides senior finance executives with tools to make better strategic financial decisions, see the bigger picture, become more effective leaders, and build strategic partnerships with key stakeholders. Presented in two modules, participants will learn how to partner with their CEOs, the board, senior finance team members, and other key executives to lead their organizations through globalization and growth.

Finance and Accounting for the Nonfinancial Executive

November 16 – 21, 2014 / Tuition: \$10,500

Application Deadline: October 17, 2014

Covers the core concepts of finance and accounting, including valuation methodologies, financial statement analysis, and accounting techniques.

NEW! Mergers and Acquisitions Program

July 27 – August 1, 2014 / Tuition: Check website for 2014 tuition information.

Application Deadline: June 27, 2014

Presents an interdisciplinary overview of the strategic, financial, legal, organizational, and cultural factors associated with the design, execution, and integration of M&A transactions. By combining the expertise of Stanford's research faculty and top M&A practitioners, the program provides participants with the tools necessary for the successful formulation of a merger and acquisition strategy. Learn more at gsb.stanford.edu/exed/maq.

INNOVATION

Customer-Focused Innovation

October 26 – 31, 2014 / Tuition: \$14,500

Application Deadline: September 26, 2014

Provides the theoretical context to identify and eliminate barriers to innovation and the methodologies to diffuse customer learning throughout the organization.

Design Thinking Boot Camp: From Insights to Innovation

In collaboration with the Hasso Plattner Institute of Design at Stanford

March 26 – 28, 2014 / Application Deadline: January 10, 2014

July 9 – 11, 2014 / Application Deadline: May 2, 2014

September 10 – 12, 2014 / Application Deadline: July 11, 2014

Tuition: \$10,000

Offers the opportunity to learn design thinking — a human-centered, prototype-driven process for innovation that can be applied to product, service, and business design.

You will work in an intimate, interdisciplinary environment to sharpen your critical thinking and solve real-world problems. You will interact one-on-one with top-echelon faculty. And you will happily discover that innovation is not a stripe on a chromosome — but that the minds that routinely solve the big problems can teach you how to innovate — and how to build a corporate culture of innovation.





MARKETING

Strategic Marketing Management

August 10 – 20, 2014 / Tuition: \$18,000

Application Deadline: July 7, 2014

Drawing on Silicon Valley's spirit of innovation, this unique program examines the core elements of marketing strategy and its integration into the overarching goals of an organization. Participants also have the option of enrolling in the Digital Marketing Program offered only to program participants and alumni.

Optional Digital Marketing Program

August 20 – 22, 2014 / Tuition: \$3,000

NEGOTIATION

Influence and Negotiation Strategies Program

October 19 – 24, 2014 / Tuition: \$11,500

Application Deadline: September 19, 2014

Provides models and tactics to negotiate win-win agreements, resolve disputes, and build personal influence in the work environment, with daily simulations to hone negotiation skills and tactics.

ORGANIZATIONAL LEADERSHIP

Executive Program in Strategy and Organization

July 13 – 25, 2014 / Tuition: \$22,500

Application Deadline: June 2, 2014

Teaches participants how to think strategically about business planning, identify organizational capabilities and competitive strengths, and implement revitalized strategic objectives.

Leading Change and Organizational Renewal

In collaboration with Harvard Business School

March 16 – 21, 2014 (at Harvard)

June 1 – 6, 2014 (at Harvard)

November 2 – 7, 2014 (at Stanford)

Application Deadline: October 6, 2014

Tuition: \$14,000

Provides frameworks for optimizing organizational performance while implementing change and driving innovation. Emphasizes learning in action and provides structure for participants to apply learning to their own business challenges. Includes multimedia learning toolkit.



“The Stanford Executive Program changed my life. It has given me a much bigger sense of appreciation for what it is to become strategically focused. The syllabus really takes you everywhere. And SEP does not just take place in the classroom. Every single interaction you have with your fellow students is a learning experience — and it all takes place in a stunning location.”

Mark Roomans | Chief Executive Officer | Morningstar Spain



Managing Talent for Strategic Advantage

August 24 – 29, 2014 / Tuition: \$10,500

Application Deadline: July 21, 2014

Presents a strategic view of new practices in workforce management and delivers conceptual frameworks for optimizing human capital by aligning human resources with the organizational strategy.

Strategies and Leadership in Supply Chains

August 17 – 22, 2014 / Tuition: \$10,500

Application Deadline: July 14, 2014

Examines the latest research in global supply chain management and provides frameworks for building sustainable new strategies, creating organizational change, and generating added value.

PERSONAL LEADERSHIP

Advanced Leadership Program for Asian-American Executives

July 27 – August 1, 2014 / Tuition: \$11,000

Application Deadline: June 23, 2014

Accelerates the development of global business leadership skills for senior managers of Asian ancestry working in U.S. companies, addressing the apparent disparity in training for aspiring executives.

Executive Program for Women Leaders

May 4 – 9, 2014 / Tuition: \$11,000

Application Deadline: April 4, 2014

Equips women executives with the tools and networks to transform common career roadblocks into breakthrough opportunities and rise to top management positions.

Executive Program in Leadership: The Effective Use of Power

Check website for program dates and application deadline.

Tuition: \$12,000

Explores the sources and uses of power in organizations and teaches methods for developing personal influence through collaboration.

“The interaction with Stanford faculty, the exposure to global industry leaders, and the diversity of my peer group was remarkable. The overall experience was invigorating and I return to work with a new set of leadership tools to put into action.”

Diane Bryant | Senior Vice President and General Manager | Intel Corporation



Are you looking for an exceptional executive education experience that will reignite your mind? A program where innovation and entrepreneurship are the presiding principles? A place you've never been but will return to every day of your life?

Then come to the source.
There's only one: Stanford.







Interpersonal Dynamics for High-Performance Executives

June 22 – 27, 2014 / Tuition: \$14,500

Application Deadline: May 16, 2014

Teaches senior-level executives how to foster professional relationships by understanding the impact of their own personal dynamics and leadership styles.

Managing Teams for Innovation and Success

June 15 – 20, 2014 / Tuition: \$10,500 *(team discount available)*

Application Deadline: May 16, 2014

Provides methodologies to analyze the complexities of team dynamics and build innovative, high-performance teams. Appropriate for senior level executives, senior managers, and up to six team members.

Other Learning Opportunities

In addition to open enrollment and custom programs, Stanford Graduate School of Business offers numerous continuing education opportunities to improve executives' critical analytical thinking skills, expand leadership abilities, hone innovative thinking capabilities, and increase awareness of new research to stay ahead of the competition.

WEBINARS

Stanford GSB Executive Education offers a series of faculty-led webinars covering a wide range of current business topics, allowing attendees to submit questions to the faculty presenter and providing an opportunity to share the Stanford experience with colleagues. For more information on past and upcoming webinars, please visit webinars.stanfordexced.com.



STANFORD MASTER OF SCIENCE IN MANAGEMENT FOR EXPERIENCED LEADERS (STANFORD MSx PROGRAM)

This full-time, one-year general management program prepares mid-career managers with successful track records for global senior management responsibilities. Fellows graduate with a Master of Science in Management degree. For more information and program dates, please visit:

www.gsb.stanford.edu/msx.

STANFORD INNOVATION AND ENTREPRENEURSHIP CERTIFICATE — ONLINE

Online courses designed to foster the ability to think differently and develop innovative products and services. This interactive program provides participants with the tools needed to cultivate an entrepreneurial mindset.

For more information and program dates, please visit: invent.stanford.edu.





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RECEIVE THE STANFORD EXECUTIVE REPORT

Sign up today to receive the Stanford Executive Report, a monthly e-newsletter that provides executives and human resource professionals with relevant faculty research and updates on upcoming events and programs. Please visit news.stanfordexeced.com.

JOIN THE CONVERSATION

Participate in online discussion and build valuable business relationships through Stanford GSB social media networks. Follow Stanford GSB on Twitter @StanfordBiz or join the Executive Education public LinkedIn group: social.stanfordexecutive.com. And be sure to follow our company page on LinkedIn: linkedin.stanfordexecutive.com.

Take the Next Step

For more information or to apply to a program, please contact Stanford GSB Executive Education by phone or online:

Phone: 650.723.3341

Toll Free: 866.542.2205 (USA & Canada)

executive_education@gsb.stanford.edu
stanfordexeced.com





2014 Calendar

GENERAL MANAGEMENT PROGRAMS												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Stanford Executive Program						22 ——— 2						
Executive Leadership Development: Analysis to Action	12 - 24			13 - 18								
Executive Program for Growing Companies							13 - 24					
Executive Program in International Management <i>In collaboration with the National University of Singapore</i>								16 - 30				

SPECIALIZED PROGRAMS												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
CORPORATE GOVERNANCE												
Directors' Consortium <i>A joint offering with the Stanford Law School, the University of Chicago Booth School of Business, and the Tuck School of Business at Dartmouth</i>				8 - 11 Stanford						Chicago		
FINANCIAL MANAGEMENT												
NEW! The Emerging CFO: Strategic Financial Leadership Program		23 - 28			11 - 16							
Finance and Accounting for the Nonfinancial Executive											16 - 21	
NEW! Mergers & Acquisitions Program							27 - 1					
INNOVATION												
Customer-Focused Innovation										26 - 31		

Design Thinking Boot Camp <i>In collaboration with the Hasso Plattner Institute of Design at Stanford</i>	3 days	26-28	9-11	10-12	
MARKETING					
Strategic Marketing Management	11 days		10-20		
NEGOTIATION					
Influence and Negotiation Strategies Program	6 days		19-24		
ORGANIZATIONAL LEADERSHIP					
Executive Program in Strategy and Organization	2 weeks		13-25		
Leading Change and Organizational Renewal <i>In collaboration with the Harvard Business School</i>	6 days	16-21 Harvard	1-6 Harvard	2-7 Stanford	
Managing Talent for Strategic Advantage	6 days		24-29		
Strategies and Leadership in Supply Chains	6 days		17-22		
PERSONAL LEADERSHIP					
Advanced Leadership Program for Asian-American Executives	6 days		27 ——— 1		
Executive Program for Women Leaders	6 days		4-9		
Executive Program in Leadership: The Effective Use of Power	6 days		TBD		
Interpersonal Dynamics for High-Performance Executives	6 days		22-27		
Managing Teams for Innovation and Success	6 days		15-20		

STANFORD GRADUATE
BUSINESS SCHOOL OF

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