



Executive Program in **Sustainable Management** Overview

Sustainability is not just a new buzzword — smart managers and executives are eager to explore real ideas for creating sustainable companies and enhancing profitability. Presidio School of Management, a proven leader in the field with its groundbreaking MBA program, offers an executive program to meet the specific needs of mid to senior level professionals.

A New Kind of Business Expertise

Our program is designed to provide a competitive advantage: participants will gain a deep perspective on what makes a sustainable business, as well as practical skills and insights on how to shift a corporate culture, take realistic steps toward lasting change, win over skeptics, and apply sustainable principles to benefit both the bottom line and society.

Modeled after our MBA program in Sustainable Management, the Presidio **Executive Program** integrates sustainability into every aspect of the curriculum.

Participants are encouraged to tackle specific business challenges and are required to complete a project or action plan that addresses an opportunity or problem within their organization or the greater marketplace. Through coursework and hands-on learning, participants will gain the expertise to implement sustainable practices that result in market leadership and enhanced bottom-line value.

Executive Program participants develop a close network of top faculty and sustainable business thought leaders, as well as highly-engaged, senior level peers - from directors of Fortune 500 companies to nonprofit leaders and entrepreneurs.

Location

The program takes place over five months. Classes meet in San Francisco for two days per month, Friday and Saturday from 9 a.m. to 5 p.m. In between sessions, participants will engage with faculty and colleagues virtually in a robust, interactive environment.

Prerequisites

- Minimum of 10 years professional experience in positions of increasing responsibility
- Working knowledge of business concepts, including financial literacy
- Proficiency in English

Tuition

\$16,500 (includes classes, materials and books)

Application Deadline

June 19, 2009 - Priority Deadline

Fall 2009 Schedule

August 13-15
September 11-12
October 9-10
November 6-7
December 4-5

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Overview

ORIENTATION	<i>Business Case</i>			
	Welcome Reception and Introductions Thursday AM	The Business Case <i>Hunter Lovins</i> Thursday PM		
SESSION 1	<i>Explore</i>			
	Thinking in Systems <i>Peter Warshall</i> Friday AM	Systems Approach to Business <i>Fritjof Capra</i> Friday PM	Sustainability Principles & Frameworks <i>Sissel Waage</i> Saturday AM	Lab 1: Explore Saturday PM
SESSION 2	<i>Design</i>			
	Supply Chain & Management Systems <i>Bonnie Nixon-Gardiner</i> Friday AM	Strategy & Branding <i>Kellie McElhaney</i> Friday PM	Design & Process Innovation <i>Nathan Shedroff</i> Saturday AM	Lab 2: Design Saturday PM
SESSION 3	<i>Manage</i>			
	Leadership Strategies for Managers <i>Marsha Willard</i> Friday AM	Scenario Planning I <i>Jay Ogilvy</i> Friday PM	Organizational Strategy & Change <i>Bob Willard</i> Saturday AM	Lab 3: Manage Saturday PM
SESSION 4	<i>Connect</i>			
	Metrics <i>Gil Friend</i> Friday AM	Scenario Planning II <i>Jay Ogilvy</i> Friday PM	Effective Communication <i>Bob Dunham</i> Saturday AM	Lab 4: Connect Saturday PM
SESSION 5	<i>Articulate</i>			
	Lab 5: Articulate Presentations Friday AM	Lab 5: Articulate Presentations Friday PM	Master Class <i>Bob Doppelt</i> Saturday AM	Panel & Evaluation Saturday PM

Program overview subject to change