



Center for Cooperatives
UNIVERSITY OF WISCONSIN-MADISON



CUSTOM
EXECUTIVE EDUCATION
WISCONSIN SCHOOL OF BUSINESS

COOPERATIVE EXECUTIVE LEADERSHIP PROGRAM

When:

June 5 - 10, 2011

Where:

The award-winning Fluno Center on the beautiful University of Wisconsin-Madison campus

Fee:

\$5,500 (includes lodging, all meals)

How to Apply:

Applications are available in early January. Send us an email or visit our website to complete an application (www.exed.wisc.edu/coopleadership).

Program questions:

Contact Anne Reynolds,
608-263-4775 or
atreynol@wisc.edu.

The Cooperative Executive Leadership Program, now in its second year, is presented by the University of Wisconsin Center for Cooperatives in partnership with the Custom Executive Education at the Wisconsin School of Business. The 4 ½ day intensive program for cooperative executives and senior management focuses on successful cooperative business leadership. It will be offered June 5-10, 2011 at the Fluno Center on the University of Wisconsin-Madison campus.

The sessions, led by University of Wisconsin faculty and industry experts, will be thought-provoking and pragmatic, with group discussion, cooperative case studies, and action learning components built into each module. The program is designed to challenge participants to examine and develop successful cooperative business strategies. Specific subject areas include:

- Cooperative Governance and Finance
- Strategy Formulation and Execution
- Strategic Leadership
- Building a Change Management Discipline
- Creating Value Propositions for Member Owners

Program participants will include board executives, CEOs, and their direct reports representing all cooperative sectors from across the country. **PLEASE NOTE: *The Cooperative Executive Leadership Program will be limited to 30 participants in order to ensure an intensive high-quality learning experience.***

Key Benefits

During this program, you will:

- Increase your ability to develop and execute complex strategic plans
- Find ways to engage all stakeholders in value creation
- Acquire insights on using cooperative finance to achieve results
- Network with executive leadership from other cooperatives

Don't miss this opportunity to participate in a unique program that combines the expertise of the University of Wisconsin Center for Cooperatives with that of the Wisconsin School of Business. The Center for Cooperatives has fostered mutual learning and scholarship among cooperative leaders for over 30 years. Wisconsin Custom Executive Education is a global leader in custom executive development, consistently ranking in the top echelon of executive education programs.



2011 PROGRAM SCHEDULE

SUNDAY EVENING JUNE 5TH

Introductory Session
Group Dinner and Welcome
Introductory Exercises

MONDAY JUNE 6TH

Defining Cooperative Executive Leadership
Making Good Ideas Work: Leading Effective Change
This session examines the key factors that differentiate between organizations that change successfully and those that do not. It provides insight, examples, and methods for building successful change frameworks inside your own organization. Topics include:

- Stakeholder identification and analysis
- Understand reactions to change
- Identify underlying causes of reactions
- Use a systematic model to effectively lead change

Cooperative Case Study Introduction
Strategic Execution: Overview and Mapping
Group Dinner & Project Work

TUESDAY JUNE 7TH

Strategic Execution: Overview and Mapping
Growing Members' Value: Creating Cooperative Value Propositions
The Value Creation module explores how real member value is created and maintained by your organization. The session is structured around three key principles:

- Understand how value is (or can be) created
- Engage all stakeholders to develop a value proposition
- Use both financial and non-financial performance measures to demonstrate success

Group Dinner & Project Work

FACULTY

Lori Cross, Adjunct Faculty, Wisconsin School of Business
Randy Dunham, Professor, Management & Human Resources, Wisconsin School of Business, and Director, UW Center for International Business Education and Research
Brent Hueth, Director, UW Center for Cooperatives, and Associate Professor, Agriculture & Applied Economics

WEDNESDAY JUNE 8TH

Growing Members' Value (continued)
Strategic Execution: Financial Outcomes
The Strategic Execution module provides an overview of the best practices for executing a strategic plan in complex, dynamic environments. In this session, the interdependencies of the four key perspectives of all successful strategic implementations are explored:

- Identify key stakeholder outcomes
- Create robust financial outcomes

Cooperative Governance Roundtable & Group Dinner

THURSDAY JUNE 9TH

Strategic Execution: Process Drivers
Strategic Execution, continued:

- Use differentiated process drivers
- Develop key human, organizational, and information capabilities

Cooperative Case Study Wrap-up
Group Dinner & Speaker

FRIDAY JUNE 10TH

Strategic Leadership
The Strategic Leadership module explores the requirements for executive leadership in the context of broad organizational change. Using a real-world strategic leadership example, the session will focus on three fundamental skills of high-level leadership:

- Resource allocation
- Complex decision-making
- Stakeholder communications' planning

Program Closing (Noon)

Deborah Mitchell, Senior Lecturer of Marketing, Wisconsin School of Business

Anne Reynolds, Assistant Director, UW Center for Cooperatives

Hollis A. Skaife, Associate Professor, Accounting and Information Systems, Wisconsin School of Business