

EXECUTIVE EDUCATION



Sep 19, 2019

"I am always ready to learn although I do not always like to be taught"
(W. Churchill)

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Motivations for new executive education approach

MAIN ISSUES

- Large but crowded, brand-driven and **competitive** market; executive "edutainment" and corporate universities; self-registration
- Multiple LSM initiatives but lack of **synergies and transparency**; insufficient **support** to program managers
- Significant direct and indirect **benefits** but perceived lack of positive externalities
- Numerous "invisible" contributions, sometimes conflicting and with negative **incentives**

MAIN MOTIVATIONS

- Ensure a positive impact for the **whole** school (support to teaching *and* research)
- Build a **transparent and effective** support platform for existing and new programs
- Complete portfolio and develop **B2B** ("modules") strategy

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Executive education objectives

"diffuse knowledge and best practices."

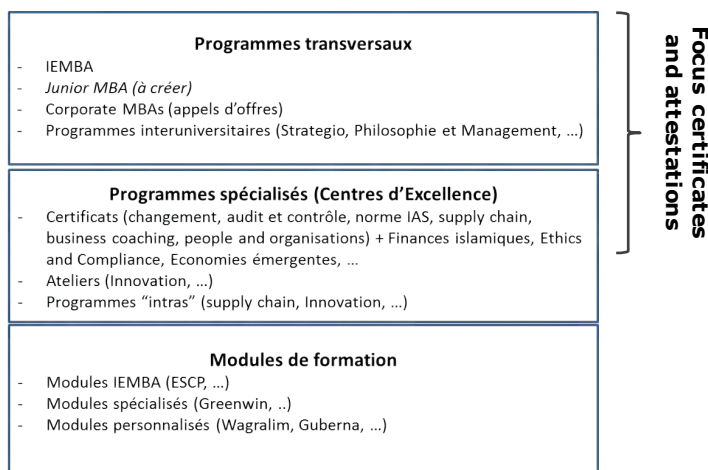
=> **Transfer knowledge** from our Research Institutions towards our stakeholders

"based on excellence."

=> Secure the **means** to develop and maintain world-class capabilities (people, brand, infrastructure, research, networks...) by tapping the professional development market

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Programme portfolio



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LSM Executive criteria

Mission and values

- The programs developed or integrated **must** be in line with the values, reputation and standing of the LSM and, ideally, **should** directly contribute to their promotion
- The management of the programs (or the modules) **must** be fully transparent to the LSM in terms of financials and content quality and, ideally, **should** be under its direct control

Knowledge transfer

- The programs developed or integrated **must** be in line with the academic positioning of the LSM* and, ideally, **should** directly promote its Centers of Excellence
- The programs (or the modules) **must** mobilize at least one academic member of the LSM who, ideally, **should** be involved in its supervision.

Professional development

- The programs developed **must** foster synergies with the research and teaching activities of the LSM and, ideally, **should** provide net financial returns for the LSM to support the development of those activities

*Including the other executive programs/modules of the LSM

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Key challenges

- Executive education as a teaching (vs. « commercial ») activity
- Competitive marketing and facilities
- Financial and human resource management
- Relevant, trendy and rigorous content vs. buzzwords
- New teaching formats and technologies

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