



EXECUTIVE EDUCATION

ASCENDING TO THE C-SUITE: FROM THEORY TO PRACTICE

What barriers are preventing women leaders from ascending to the C-Suite? Gain the strategy, business, and financial acumen skills needed to help you move up the career ladder.

Ascending to the C-Suite

DATES*

18 - 21 Mar 2024

Application Deadline: 2/1/2024

FORMAT

In Person
Plymouth, MI

PROGRAM FEES*

\$8,900 US

CERTIFICATE CREDIT

Visit the website to see the available credentials.

**Your program fee includes a single overnight accommodation, all instructional materials, meals, and select dinners. Dates and fees are subject to change.*

What Women Executives Must Know to Close the C-Suite Gap

This unique and experiential program is designed for senior-level women executives who aspire to the C-Suite. The program combines the world's leading business thinkers from Michigan Ross School of Business with leading business practitioners for an unprecedented educational experience.

Ascending to the C-Suite: From Theory to Practice immerses you in specialized subjects whose mastery is critical for C-Suite executives yet often represent gaps in professional development for women leaders. Topics are taught with a 360-degree view by pairing renowned

Michigan Ross faculty with global business leaders. Participants will dive deep into key business topics and leadership practices while hearing unfiltered insight and first-hand stories from executive role models.

Participants will share a similar breadth and depth of experience in a learning environment that will foster strategic connections and relationships beyond the classroom. Topics that will be covered in depth include business strategic and financial acumen, positive leadership, persuasion and influence, crisis communication, true networks, and emotional intelligence.





EXECUTIVE EDUCATION
PROVIDER IN NORTH AMERICA
– *Financial Times*, 2023

KEY BENEFITS

- › **Reach the next leadership level in your organization:** Leave this course and return to your current role armed with an action plan and the strategic direction you need to accelerate your career.
- › **Create a legacy statement:** Ensure your future drives you forward.
- › **Strengthen your C-Suite suitability:** Understand why a deeper knowledge of business acumen, strategy and finance is your key to success.
- › **Enhance key skills essential for executive leadership:** Learn how skills in persuasion and influence, crisis communications, and negotiations demonstrate to others your C-Suite potential.
- › **Strengthen your capabilities as an executive global leader:** Gain real-world perspective from an array of current and past global industry leaders.
- › **Expand your professional relationships:** Better understand your network and how to capitalize and grow professional relationships.
- › **Receive Inspiration for your C-Suite Journey:** Interact with role models who have ascended to the C-Suite. Participate in a combination of activities (lectures, interactive sessions, leadership exercises) that seamlessly blend academic and practical learning.



WHO SHOULD ATTEND

This program is recommended for participants who have a minimum of 10 years prior leadership experience who aspire to the C-Suite, but is open to all without regard to gender or gender identity. Applicant backgrounds may include:

- › Organizational positions that are one to two levels below the C-Suite.
- › Executives with a consistent track record of career growth through promotions.
- › Current successor candidates to C-Suite executives.
- › Women entrepreneurs with sustained business growth and success.

“Having a really unique opportunity to be with an exclusive executive women program is priceless.”

PAST C-SUITE PARTICIPANT
PATINA SOLUTIONS

PROGRAM STRUCTURE

COURSE DESIGN FOR OPEN PROGRAMS IN THE U.S.
 – Financial Times, 2023

PROGRAM STRUCTURE^

This dynamic program features a diverse group of faculty and executive speakers. It attracts participants from various industries, organizations, and countries. The fast-paced learning environment fosters collaboration, dialogue, and introspection. Program topics will be presented through a combination of action-learning activities, simulations, group discussions, team exercises, lectures, case studies, and projects. This program is customized to participants’ unique, personal and current leadership challenges.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
MORNING	Welcome and Introduction Team Building Activity - Personal Artifact ■ True Networks	■ Innovation ■ Sustainability	■ Negotiation Skills ■ Business and Crisis Communications	■ Business Strategy and Financial Acumen
AFTERNOON	■ Lunch ■ Persuasion and Influence	■ Lunch ■ Designing Preferable Futures Core Stories	■ Lunch ■ Crisis Presentations with Panel Review	■ Lunch ■ Keynote Graduation
EVENING	Welcome Dinner and Keynote	Overnight Experience	Heavy Hors d'oeuvres	

^This sample schedule is intended to represent the program structure and content. Timing and session topics are illustrative and subject to change.



“More than I expected was the magic that happened when you start to combine the research-based learning that comes with faculty and a world-class university with the experience and the proven results that come with business leaders.”

PAST C-SUITE PARTICIPANT
 BOSCH AUTOMOTIVE SERVICE SOLUTIONS

FACULTY AND EXECUTIVE SPEAKERS

FACULTY IN OPEN
PROGRAMS IN THE U.S.
– Financial Times, 2023

At Michigan Ross, faculty share their expertise with Fortune 100 companies around the globe in virtually every sector. They are prolific thinkers, creators, and innovators, developing revolutionary studies and frameworks. Inforum executive speakers are global business leaders at Fortune 500 companies who offer their real-world insights and experiences at each stage of the curriculum. Their stories of strategy, growth, crisis management, and frontline corporate leadership bring learning to life. This unique combination of global faculty and leaders will leverage their extensive knowledge to help you succeed.

AWARD-WINNING ROSS FACULTY



Cheri Alexander

Adjunct Lecturer of Management and Organizations



Susan Ashford

Michael & Susan Jandernoa Professor of Management and Organizations



Jeffrey Sanchez-Burks

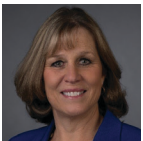
William Russell Kelly Professor of Business Administration
Professor of Management and Organizations



Maxim Sytch

Professor of Management and Organizations

INFORUM EXECUTIVE SPEAKERS



Shari Burgess

Retired Vice President & Treasurer, Lear Corp.
Non-Executive Director, Herc Holdings Inc.



Megan Crespi

SE Vice President, Chief Operating Officer,
Comerica Bank



Mary Draves

President, MDA Consulting, LLC.
Retired Chief Sustainability Officer and Vice
President Environmental Health and Safety, Dow



Telva McGruder

Executive Director, Global Body Manufacturing
Engineering



Kiersten Robinson

Retired President, Mexico, Canada and General
Manager Family Vehicles, Ford Motor Co.



Estella Woo

North America Hub Leader, grow platform GmbH,
a Bosch Co.

[Faculty Note: Selected faculty and speakers will teach in each program session.]

Contact us today | 734-763-1000 | RossExecEd@umich.edu | michiganross.umich.edu/inforum

THE MICHIGAN DIFFERENCE

No matter your business challenge or strategic priority, Michigan Ross Executive Education is ready to be your partner in success. Here's what you can expect from the No. 1 Ranked Executive Education Provider in North America.

- › Benefit from an action-based approach to learning that provides unique opportunities to put concepts into practice.
- › Be inspired by and collaborate with world-class Ross faculty who are adept at translating academic work into business practices that achieve results.
- › Leave with actionable takeaways that you can leverage to make an immediate impact at your organization.
- › Build your network and learn from a small cohort of other managers and executives in a vibrant learning community.



A WORLD-CLASS EXPERIENCE

We strive to make every aspect of your program a world-class experience. Our program directors work closely with faculty before, during, and after the program to ensure you achieve your objectives. Program managers facilitate a seamless transition between classroom and off-site activities and assist with anything you might need — ensuring your focus is on learning, not logistics.

9.4/10

**OVERALL SATISFACTION
SCORE FOR OPEN PROGRAMS**

– *Financial Times*, 2023

DIVERSITY, EQUITY, AND INCLUSION

At Michigan Ross, our mission is to build a better world through business. Our dedication to academic excellence for the public good is inseparable from our commitment to diversity, equity, and inclusion. We invite you to join us in expanding opportunities for increased participation of members of all communities in our executive education programs.

For more about our commitment to DEI, visit michiganross.umich.edu/about/diversity

TOP
GLOBAL EXECUTIVE
EDUCATION PROVIDER
– Financial Times, 2023

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THE UNIVERSITY OF MICHIGAN

Founded in 1817, the University of Michigan was one of the first public universities in the United States. U-M is one of only two public institutions in the United States consistently ranked in the top 10 and has more than 100 top-ranked graduate programs. U-M maintains a global presence, including through initiatives in Southeast Asia, Brazil, the Middle East, India, and China.

MICHIGAN ROSS

Founded in 1924, the Stephen M. Ross School of Business at the University of Michigan is committed to building a better world through business. Through powerful ideas, purpose-driven leaders, and positive impact, we use business to make a meaningful difference in the world. Our unique approach focuses on action-based learning and interdisciplinary, team-oriented situations.

EXECUTIVE EDUCATION

Michigan Ross offers diverse programs for individuals and numerous custom solutions annually, serving more than 4,000 executives around the world. No matter your business challenge or strategic priority, Michigan Ross can be your partner in success.

Programs for Individuals

Whether you're an organization working to enhance your leadership pipeline or an individual seeking to advance your career, Michigan Ross Executive Education offers a variety of programs to meet your needs. Benefit from flexible instruction formats, including live online, asynchronous, and hybrid virtual learning.

Custom Solutions

Michigan Ross collaborates with organizations around the world to translate their goals into successful, immersive learning experiences.

ABOUT INFORUM

Founded in 1962, Inforum is the only professional organization in Michigan – and one of a few in the country – that combines strategic connections, proven professional development programs, a respected forum for new ideas, and original research to accelerate careers for women and boost talent initiatives for companies.

Inforum has a deep portfolio of retail and custom leadership programs that serve a broad range of women (and sometimes men) in different stages and types of careers – from nonprofit professionals to emerging and rising corporate leaders, tech entrepreneurs, veterans, and corporate board leaders. Inforum also conducts and publishes original research on women's leadership influence.

For more information, visit inforummichigan.org/ascending or call 313-324-0236.

Contact us today | 734-763-1000 | RossExecEd@umich.edu | michiganross.umich.edu/inforum



michiganross.umich.edu/execed

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Executive Education

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The Regents of the University of Michigan

Jordan B. Acker, Michael J. Behm, Mark J. Bernstein, Paul W. Brown, Sarah Hubbard,
Denise Ilitch, Ron Weiser, Katherine E. White, Santa J. Ono (*ex officio*)

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