

# **THE LEADING BUSINESS PROGRAM**



**FOR CBAP AT UIC ALUMNI**



CENTER FOR  
enterprise  
DEVELOPMENT

*Management Through Applied Planning®*

## THE LEADING BUSINESS PROGRAM

The Leading Business Program, designed exclusively for alumni of the Certificate in Business Administration Program, applies “action learning” to help owners and key managers lead real time change. While honing competitive business skills, participants will commit to creating results in a three month period, using sessions in advanced marketing, change management, conflict resolution and negotiation to create immediate change in your company. In the background, you/your team will combat other companies in an intensely competitive business simulation, with winners and winnings determined by participants.

### PROGRAM OBJECTIVES

- To move beyond classroom learning and achieve strategic objectives in an action learning environment
- To test competitive business strategies in a simulator and deliver on self-selected success measures
- To develop business leadership and acumen through committing to outcomes and producing results

### PROGRAM PREREQUISITE

Alumnus of the Certificate in Business Administration Program at UIC

2 – 3 person team participation from each company

Owner, President, CEO, other Key Leaders



## ABOUT THE INSTRUCTOR

### Joseph Cherian

Joe Cherian is an Associate Professor of Marketing at the University of Illinois at Chicago in the College of Business Administration. He has taught marketing and strategy in MBA programs and in several executive education seminars, and he is equally comfortable in the academic and practitioner worlds. In his most recent engagement as the Associate Dean of MBA programs at UIC, he has overseen the quintupling of revenues to the college and of more than doubling student satisfaction scores. Dr. Cherian has been an instructor in the CBAP for over 10 years. Testimony to his value to the participants is that his phrase “Marketing is Everything”, is evident in the customer and market analysis and strategy at the center of all the strategic plans that are developed in the program. Joe has facilitated workshops at large and small companies, including the business simulation, for several years.



## ABOUT THE FACILITATOR

### Edward Allfrey

Ed Allfrey, one of the founders of the Certificate in Business Administration Program at UIC, has been a pioneer in the development of practical education and training. With more than 25 years of experience in management education and as a teacher, management tool developer, national trainer, speaker and consultant, he brings a unique strategy development and implementation process to the program. He is a principal partner of the Center for Enterprise Development, a business education, training and consulting company.



# CURRICULUM

## Advanced Marketing

“Marketing is Everything” is carried to the next level as you will analyze and act on marketing strategy for your product or service including the design, pricing, and supply chain issues. If you remember the “squirm” session in the CBAP for your advertising, you will do the same for your product or service. How will your product or service stack up? Can you convert your marketing goals into specific activities and action by the second weekend? This is a two-day session to show you how.

## Change Management

How are you doing at implementing your strategy? Using the Balanced Score Card, this session will help you to perform on purpose and generate the results you want. If your plan is truly a strategic one, it must involve change, and change poorly managed is a recipe for failure. You will learn strategies and tactics needed to manage the necessary change to get your strategy fully implemented now.

## Conflict and Negotiation

Perhaps as much as 40% of your time, and your managers workday is spent on managing conflict. Are you managing it well? What is the cost of conflict, and what ROI can you expect from managing it effectively? And when you negotiate, what techniques do you use, and what techniques are used on you? How can you craft a winning solution that lasts beyond mere agreement and drives performance? Negotiation is one of the most critical skills leaders need to demonstrate, and you will learn this executive business skill and apply it as a part of implementing your strategy during this program.

## Business Simulation Game

During this program, you will be put in charge of a \$40 million business. In this competitive simulated experience, your team will be pitted against the other teams throughout the program. You will be responsible for every aspect of the business in this state of the art, on-line computer simulation, including product redesign, advertising, sales, capacity planning and financing. You will choose and then deliver on success measures like cumulative profit, ROI, ROA, etc. All the results produced will be based solely on your team’s and your competitors’ actions—there is no luck to the game and outcome will not depend on any environmental mishaps (e.g., market crash, interest hikes, etc.). This gives you a chance to test your business acumen and to challenge your competitors—“you can put your money where your mouth is!” and win or lose only based on how you play! Losers will treat winning teams on the final evening, with rules and rewards being determined by consensus on the first day of the program. Indeed, if you can’t handle the ‘dogfight’ in this business flight simulator, how well do you handle the real bullets? This is a reality business game.

## LOCATION

Hamburger University and the Hyatt Lodge at McDonald’s Campus are located among 88 acres of forestry on McDonald’s Corporate Headquarters in Oak Brook, Illinois. This beautiful corporate training center complex is known around the world and plays host to many of the top executive management programs and Fortune 500 businesses. It is our selection because of its executive amenities and the beautiful setting that augments the value of The Leading Business Program.

Arrangements for overnight accommodations can be made at the Hyatt Lodge located on McDonald’s Campus.



## PROGRAM STRUCTURE

### Weekend 1

#### Day 1 9:00 AM - Noon

Presentation of Your Strategic Project  
Balanced Score Card Methodology

#### 1:00 PM - 4:00 PM

Introduction of the Capstone Business Simulation Game  
Play Practice Round

#### Evening

Opening Day Dinner

#### Day 2 9:00 AM - Noon

Designing the Strategic Project  
Present Specific Project Outline

#### 1:00 PM - 4:00 PM

Debrief the Business Simulation Game  
Play Round Two

### Weekend 2

#### Day 1 9:00 AM - Noon

Report on Implemented Changes at Your Company from  
Weekend 1

Setting Up Change Management Strategies for Your  
Company

#### 1:00 PM - 4:00 PM

Debrief Business Simulation Game  
Play Round Three

Top 10 Change Tactics You Will Use in Your Company to  
Implement your Strategy

#### Day 2 9:00 AM - Noon

Product/Service Optimization  
“Squirm” Exercise

#### 1:00 PM - 4:00 PM

Debrief Business Simulation Game  
Play Round Four

Supply Chain Management Issues for Your Company

### Weekend 3

#### Day 1 9:00 AM - Noon

Status Report on Change Management Accomplishments  
How to Manage Conflict

#### 1:00 PM - 4:00 PM

Debrief Business Simulation Game  
Play Round Five

Conflict Management Case

#### Day 2 9:00 AM - Noon

Manage Conflict Activities  
Techniques

#### 1:00 PM - 4:00 PM

Debrief Business Simulation Game  
Play Round Six

Negotiation Techniques

### Weekend 4

#### Day 1 9:00 AM - Noon

Debrief Business Simulation Game  
Play Final Round

Predict Winners, Present Diagnosis, Declare Winner

#### 1:00 PM - 4:00 PM

What Did You Accomplish? Presentation Analysis and  
Declare Winner

#### Evening

Awards Dinner

## SUMMARY OF BENEFITS

Did the CBAP strategic plan move beyond a plan/document and really produce the results you wanted? Let's begin in September by taking a slice of the plan that hasn't been achieved, but you think is critical, and produce the desired results by December. If you are willing to commit to producing a demonstrable result through this program for your company, and show us these results, real time, throughout the program, then you will have accomplished your desired goal in three months! Use the resources of the instructor and facilitator in the framework of this program to experience “action learning” to generate and learn from intermediate outcomes.

Throughout the program, as a further motivation to act and create real change, you will compete for the title of “The Leading Business” on two fronts:

First, how well you implemented change and achieved your desired goal by successfully implementing your strategy in your company.

Second, how well you played the highly competitive Business Simulation Game.

## PROGRAM COST

\$4000 per person (minimum 2 person team, maximum 3 person team)

All meals, materials, game simulation and on-site facilitation are included.

The Business Simulation Game requires that one person from each team bring a notebook computer to class each day of the program.

## FOR PROGRAM START DATE AND MORE INFORMATION

Please contact Ed Allfrey at the Center for Enterprise Development, 630.472.9300 x16, [eallfrey@ced-inc.com](mailto:eallfrey@ced-inc.com).  
[www.ced-inc.com](http://www.ced-inc.com)

