

eight WEEK EXECUTIVE EDUCATION SERIES



ROBERT BOEHNER, JD
Distinguished Lecturer, Executive in Residence

Bob Boehner worked for Xerox for 30 years, retiring in 1996. While at Xerox he held a variety of senior management positions including VP World Wide Marketing, VP Strategy, and VP World Wide Channels Development. He earned his JD from the School of Law at the University of North Carolina at Chapel Hill in 1999. He earned a BA and MA in history from Siena College. Boehner has been an adjunct professor in the College of Business at RIT since 1993. He joined the Saunders College of Business faculty as a Visiting Professor in 2005.

Strategic Growth and Leadership

FOR SMALL AND MEDIUM BUSINESSES

OBJECTIVE

To develop a plan for strategic growth for the business. Topics include external industry analysis, internal value chain review, core competencies, globalization considerations, marketing overview, accounting overview, and mentoring assistance with the development of the growth plan.

CURRICULUM

WEEK ONE/TWO

Focus on the drivers and barriers to growth through an external market focus

WEEK THREE/FOUR

How to identify, develop and leverage internal capabilities

WEEK FIVE/SIX

The Growth Plan outline and a financial perspective on growth (including possible funding sources)

WEEK SEVEN/EIGHT

Critical success factors and presentation of the final Growth Plans

INSTRUCTOR

Robert Boehner, JD

AUDIENCE

CEOs, Presidents, or Division Managers of small- to medium-sized businesses or business

units of a large corporation (10 to 200 employees).

Groups of executives from the same company are welcome to attend, to ensure full involvement in the development of the growth plan.

SCHEDULE/DATES

Classes are held on eight consecutive Monday evenings, starting Monday, September 14 and ending on Monday, November 2nd. Each class runs from 4 p.m. – 8 p.m. and dinner is provided.

COST

The cost of the series is \$1,500/person. This fee includes instruction, materials, dinner, and parking. Discounts and scholarships are available.



COMMENTS FROM
PAST PARTICIPANTS:

“I am a fan. It’s worth every minute.”

“The program provides a practical step-by-step guide to building a strategic plan.”

“The strategic planning sessions at RIT were beneficial to our organization and should pay large dividends well into the future for us.”

“Strategic thinking is easy...putting it on paper is much more difficult. Thank you for sharing a simple process for making a difference.”

“Great class which offered practical insight into the processes of creating, leading and sustaining strategic growth.”



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