



**McGill** EXECUTIVE INSTITUTE  
INSTITUT DES CADRES

**SHAPING LEADERS  
& MANAGERS  
TO BE AT  
THEIR BEST**

SPRING 2011  
SPRING 2012

**FORMATION DES  
DIRIGEANTS ET DES CADRES  
POUR ATTEINDRE LEUR  
MEILLEUR NIVEAU**

PRINTEMPS 2011  
PRINTEMPS 2012

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Seminars - MONTREAL	2011						2012					
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Accounting & Finance for Non-Financial Managers			20 - 23			5 - 8				23 - 26		
Advanced Interpersonal Business Communications		25 - 26			22 - 23			8 - 9			9 - 10	
Advanced Management Course (AMC)							Jan 27 - Mar 26					
Becoming a High Efficiency Manager					22 - 23					17 - 18		
Business Development Strategies								28 - 29				
Coaching and Mentoring Lab								16 - 17				
Creating and Delivering Business Presentations					Nov 30 - Dec 1						3 - 4	
Creativity and Innovation to Drive Value					24 - 25				14 - 15			
Directors Education Program (DEP)									begins Mar 30			
Effective Leadership		18 - 19			1 - 2			28 - 29			29 - 30	
Essential Management Skills			19 - 22			5 - 8					7 - 10	
Executive Development Course (EDC)			Sep 19 - Dec 12									
Fundamentals of Governance										26 - 27		
Influence and Assertiveness			15 - 16			1 - 2		20 - 21				5 - 6
Integrated Management Thinking (IMT)											3 - 26	
Leading Change with Emotional Intelligence				27 - 28					20 - 21			
McGill Executive Leadership Program (MELP)												11 - 15
Mergers and Aquisitions					8 - 9					23 - 24		
Negotiating for Success					15 - 17						8 - 10	
Online Marketing and Social Media				25 - 26					6 - 7			
Project Management: From Principles to Action					1 - 3					24 - 26		
Strategic Planning & Execution			14 - 16		Nov 29 - Dec 1					16 - 18		
<b>Seminars - TORONTO</b>												
Building Effective Brand Equity										16 - 17		
Executive Development Course (EDC)										Apr 18 - May 12		
McGill Executive Leadership Program (MELP)						6 - 10						

## LEADERSHIP & STRATEGIC CHANGE

### Advanced Leadership Program (ALP)

Path-breaking transformation in a global context

Created by professor Henry Mintzberg, this outstanding leadership forum equips executive teams with solutions to initiate change - offered in a global or North American context.

FEES  
please see contact on;  
<http://executive.mcgill.ca/leadership/alp-global>

### Creativity and Innovation to Drive Value

Reinvent your services, products and processes

Develop your capacity to unlock creative ideas, act upon opportunities before they pass and implement innovative strategies.

FEES  
\$1745  
<http://executive.mcgill.ca/seminars/creativity-and-innovation-to-drive-value>

### Director's Education Program (DEP)

Comprehensive certificate program for Directors

Build in-depth competencies to be a certified director, covering board strategy/function, financial reporting, compensation, compliance and more.

FEES  
please see contact on;  
<http://executive.mcgill.ca/leadership/dep>

### Effective Leadership

Lead with agility and integrity

Exercise the right leadership behaviors for different settings, establish vision, express clear priorities and attain organizational goals with integrity.

FEES  
\$1745  
<http://executive.mcgill.ca/seminars/effective-leadership>

### Fundamentals of Governance

Key ingredients for successful boards

Offers a succinct understanding of how to compose and serve on exceptional boards, including roles, responsibilities and best practices. Applies to for-profit and not-for-profit organizations of all sizes.

FEES  
\$1745  
<http://executive.mcgill.ca/seminars/fundamentals-of-governance>

### Governance Essentials Program (GEP)

Governing not-for-profit organizations effectively

Présenté par TELUS, le programme Principes essentiels de gouvernance à l'intention des administrateurs d'organismes sans but lucratif a été mis en oeuvre conjointement par l'Institut des administrateurs de sociétés et la Rotman School of Management de l'Université de Toronto.

FEES  
\$2500  
<http://executive.mcgill.ca/leadership/gep>

## LEADERSHIP & STRATEGIC CHANGE

### International Masters in Practicing Management (IMPM)

This Masters degree management program for seasoned managers and executives is designed around the actual experiences and needs of the participants and their organizations. The program delivers global content in a truly global context, including modules in Brazil and China as well as Canada, England and India. Impact within the organization is highlighted as participants take the learning back to their teams on the job.

#### DATES

Applications must be made online

please see contact on;

<http://executive.mcgill.ca/leadership/impm>

### Leading Change with Emotional Intelligence

Helping people transform for breakthrough results

Even with a solid grounding in people practices, managers need special tools and methods to guide employees through today's spectacular pace of change in business conditions and within their organizations. This seminar will help you gain insights on helpful Emotional Intelligence techniques to support people's concerns and feelings.

#### FEES

\$1745

<http://executive.mcgill.ca/seminars/leading-change-with-emotional-intelligence>

### McGill Executive Leadership Program (MELP)

Shaping exceptional leaders

This succinct top leadership experience offers an ideal opportunity to deepen leadership strengths which inspire commitment, expertly drive innovation and change, as well as refresh business acumen and benchmarks to positively impact organizational strategies.

#### FEES

\$9750 [MONTREAL]

<http://executive.mcgill.ca/leadership/melp>

\$9950 [TORONTO]

<http://executive.mcgill.ca/leadership/mcgill-executive-leadership-program-toronto>

### Mergers and Acquisitions

Successful practices in helping your firm expand

More than ever, the mergers and acquisitions landscape is changing as the economic recovery is gaining momentum. This program shares the new rules in successfully taking your business to new heights by exploring all the critical drivers of an M&A mandate as well as strategic alliances and partnerships.

#### FEES

\$1745

<http://executive.mcgill.ca/seminars/mergers-and-acquisitions>

### Strategic Planning and Execution

Turn strategy into action and results

Build a clear and common vision of where you need to go and how to get there. Includes planning processes, decision-making, and models for strategic leadership.

#### FEES

\$2095

<http://executive.mcgill.ca/seminars/strategic-planning-and-execution>

## MANAGING OTHERS & YOURSELF

### Becoming a High Efficiency Manager

Strategies for peak performance & business results

In today's sometimes chaotic business reality, managers are occasionally caught in a squeeze. The program's goal is to overview all the major areas that have a direct link with your efficiency as a manager. The insights will be viewed briefly in theory and then tied to relevant best practices from class participants.

FEES  
\$1745  
[http://executive.mcgill.ca/seminars/  
becoming-a-high-efficiency-manager](http://executive.mcgill.ca/seminars/becoming-a-high-efficiency-manager)

### Coaching and Mentoring Lab

Enhance your abilities as a coach & trusted advisor

This Coaching & Mentoring Lab effectively trains individuals in the skills necessary for optimizing employee contribution within the organization. It is a fully developed model, which managers, leaders and coaches can implement immediately in their organization.

FEES  
\$1745  
[http://executive.mcgill.ca/seminars/  
coaching-and-mentoring-lab](http://executive.mcgill.ca/seminars/coaching-and-mentoring-lab)

### Essential Management Skills

Vital knowledge to succeed as a manager

Gain a comprehensive understanding of what makes an effective manager including sourcing talent, developing positive relationships, teamwork, motivation, performance and coaching to empower growth.

FEES  
\$2795  
[http://executive.mcgill.ca/seminars/  
essential-management-skills](http://executive.mcgill.ca/seminars/essential-management-skills)

## MINI-MBA SUITE

### Executive Development Course (EDC)

Mini-MBA (I) for managers

Equip yourself with the pillars of leading MBA programs: Accounting & Finance, Marketing, Strategic Analysis, Negotiations and People Management.

FEES  
\$3895 [MONTREAL]  
[http://executive.mcgill.ca/seminars/  
executive-development-course](http://executive.mcgill.ca/seminars/executive-development-course)  
\$4395 [TORONTO]  
[http://executive.mcgill.ca/seminars/  
executive-development-course-toronto](http://executive.mcgill.ca/seminars/executive-development-course-toronto)

### Advanced Management Course (AMC)

Mini-MBA (II) for seasoned managers

Advances through the major disciplines of management in greater depth and with a strategic perspective. Includes a realistic business game on handling complex management decisions.

FEES  
\$3695 [MONTREAL]  
[http://executive.mcgill.ca/seminars/  
advanced-management-course](http://executive.mcgill.ca/seminars/advanced-management-course)  
\$4195 [TORONTO]  
[http://executive.mcgill.ca/seminars/  
advanced-management-course-toronto](http://executive.mcgill.ca/seminars/advanced-management-course-toronto)

### Integrated Management Thinking (IMT)

Mini-MBA (III) for senior decision-makers

Today's executives have no room for error in navigating the market upturn to ensure their organization's survival and success. As the most advanced program in our mini-MBA series, IMT helps you fast track to more effective senior management by learning to best leverage your corporation's competencies and maximize the early phases of economic growth in order to build durable value.

FEES  
\$2795  
[http://executive.mcgill.ca/seminars/  
integrated-management-thinking](http://executive.mcgill.ca/seminars/integrated-management-thinking)

## FUNCTIONAL BUSINESS COMPETENCIES

### Accounting and Finance for Non-Financial Managers

Sharpen your financial know-how

Gain confidence in analyzing financial information and make better business decisions by learning the language, tools and techniques of accounting and finance.

FEES  
\$2795  
[http://executive.mcgill.ca/seminars/  
accounting-and-finance-for-non-financial-managers](http://executive.mcgill.ca/seminars/accounting-and-finance-for-non-financial-managers)

### Advanced Interpersonal Business Communications

Communicate decisively and effectively

Communicate effectively to ensure a harmonized and productive office environment, from building trust and a positive image to managing difficult conversations and communicating so that colleagues listen.

FEES  
\$1745  
[http://executive.mcgill.ca/seminars/  
advanced-interpersonal-business-communications](http://executive.mcgill.ca/seminars/advanced-interpersonal-business-communications)

### Building Effective Brand Equity

Boost the strength of your brand(s)

Knowing how to optimize the value and reputation of your brands. As brand techniques and consumer expectations in today's marketplace are different than in the past, this is a timely seminar to understand best practices in managing brands whether on a corporate or product/service level.

FEES  
\$1995 [TORONTO]  
[http://executive.mcgill.ca/seminars/  
building-effective-brand-equity-toronto](http://executive.mcgill.ca/seminars/building-effective-brand-equity-toronto)

### Business Development Strategies

Sales and marketing techniques to drive new revenue

Discard outdated practices and discover the rapidly changing sales and marketing techniques needed to spark revenue growth now. Relevant for product and service providers seeking to expand their customer base, professionalize business development approaches, and understand new trends in social media and customer experience management.

FEES  
\$1745  
[http://executive.mcgill.ca/seminars/  
business-development-strategies](http://executive.mcgill.ca/seminars/business-development-strategies)

### Creating and Delivering Business Presentations

Knowing what to say and how to say it

Walk away with a toolkit of best practices and hands-on exercises on preparing your content (analytical skills, logical thinking, and cross-discipline work) as well as presenting effectively to get your point across (style, tone, body language, visuals).

FEES  
\$1745  
[http://executive.mcgill.ca/seminars/  
creating-and-presenting-business-cases](http://executive.mcgill.ca/seminars/creating-and-presenting-business-cases)

### Influence and Assertiveness

Elevate your impact to build cooperation and get results

Gain support for your ideas, network with those around you and initiate positive change up, down and across your organization. Focuses on nonaggressive, ethical techniques to receive support and get things done.

FEES  
\$1745  
[http://executive.mcgill.ca/seminars/  
influence-and-assertiveness](http://executive.mcgill.ca/seminars/influence-and-assertiveness)

## FUNCTIONAL BUSINESS COMPETENCIES

### Negotiating for Success

Achieving continuous improvement

Learn and apply proven negotiation techniques to conclude win-win agreements. Provides hands-on exercises to analyze and adapt your style to any situation.

FEES

\$2795

<http://executive.mcgill.ca/seminars/negotiating-for-success>

### Online Marketing and Social Media

Critical rules for web communication success

This dynamic seminar gives managers what they need to know (but were afraid to ask) about leveraging the web to connect with customers and increase revenue. How are successful companies activating their products at the grassroots level to drive buzz and redefine the customer experience? When done right, these techniques can offer your company the most powerful tools out there to win market share and solidify customer loyalty.

FEES

\$1745

<http://executive.mcgill.ca/seminars/online-marketing-and-social-media>

### Project Management: From Principles to Action

Boost project performance and results

Learn essential project management competencies covering each stage of the project lifecycle, timelines, budgets, minimizing risk and understanding the people issues and teamwork that lead to success.

FEES

\$2095

<http://executive.mcgill.ca/seminars/project-management-from-principles-to-action>

## Contact us

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