

Customized Learning, Coaching & Consulting

Diagnosing and building the most appropriate solution for your needs



“

Thank you for delivering a fantastic custom learning experience for our Marketing Management team. It was considered a valuable experience for everyone. The pace, the dialogue, the customization and especially the professor's deep knowledge helped make it a success.

”

Carol Klafuric - Astrazeneca Canada Inc.

OVERVIEW

McGill Executive Institute's customized solutions are an impactful and effective way to ensure perfect alignment with your needs and learning objectives.

Whether you require confidential coaching for top executives, management training or consulting on organizational issues for your team, we are here to ensure your success.

KEY BENEFITS CAN INCLUDE

- Content tailored around your desired learning takeaways
- Strengthened collaboration and engagement among team members
- Team mobilization around shared approaches and vocabulary
- Application work on "live" issues in your organization
- Flexible learning modules, approaches, pedagogy and course structure designed to work within your parameters
- Excellent customer service with all details taken care
- Delivery in English, French or in a bilingual format at McGill University or worldwide



CUSTOMIZED LEARNING



McGill Executive Institute can either facilitate one of our public seminars especially for your team or design a new program to address key business issues or support career transitions.

Our faculty members are selected for their innovative thinking, cutting-edge concepts, hands-on business experience and ability to dialogue with an audience from young professionals to CEOs in a wide range of industries. Their focus is for participants to walk away with renewed self-knowledge, new insights on best practices, business trends and benchmarks. To ensure that learnings transfers back to the workplace, we equip them with a wide variety of practical tools and work aids as well as a personal action plan.

Projects range from short competency-building workshops to rolling out complex leadership programs across the globe, including facilitating strategic retreats for senior leaders.

- Business Skills Workshop
- Strategic Alignment
- Programs for High Potentials and High Performers
- Leadership Programs
- Business Acumen for Technical Professionals
- Annual Meetings and Forums
- One-on-one or Small Group Executive Coaching

CONSULTING PROJECTS



Consider McGill as your professional advisor for management consulting needs. We can assemble a team of top-caliber professors, researchers and PhD or MBA students to focus on your most critical challenges.

Consulting Projects can include:

- Leadership Team Alignment
- Identifying New Market Opportunities
- Global Growth Strategies
- Competitive Intelligence
- Mergers and Acquisitions
- Implementing Action Plans
- Revamping Price Models
- Marketing Excellence
- Launching New Products, Services or Brands
- Customer Service Excellence
- Leading Change
- Operational Efficiency
- Mapping and Benchmarking Processes
- Tracking Competitive Dynamics
- Building Value Propositions or Mission Statements
- Business Case Development
- Competency Assessments