### Why Cornell?

<table>
<thead>
<tr>
<th>Traditional Business School Executive Education</th>
<th>Our Unique Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business school faculty</td>
<td>Global network of educators including those from Cornell and other universities, thought-leading consultants, and practitioners</td>
</tr>
<tr>
<td>On the business school campus</td>
<td>On our campus in Ithaca or NYC, on your campus or anywhere in the world</td>
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<tr>
<td>In the business school classroom</td>
<td>Beyond the classroom (education happens in a wide variety of “learning destinations” both face-to-face and technology-based</td>
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<tr>
<td>Case study methodology</td>
<td>Using real “CEO Agenda Items” and experiential learning methods to deliver learning that drives results</td>
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<tr>
<td>Pre-program, program, post-program</td>
<td>Learning as an integrated process – wide variety of activities and phases</td>
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<td>Learning away from work</td>
<td>Learning using work projects and examples for the individual, function, or business center of excellence</td>
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<td>Projects that add to an executive’s already saturated schedule</td>
<td>Using work not making work</td>
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**FOR MORE INFORMATION, CONTACT:**
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Executive Programs  
Samuel Curtis Johnson Graduate School of Management  
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Leadership education at Johnson aims to provide executive education that is:

Customized for business and strategic impact
Johnson focuses exclusively on our clients’ business and strategy needs in designing and delivering educational solutions that drive results. We offer our clients the ability to use education as a lever for change in moving their organization forward by increasing their people's capabilities.

Delivered as an integrated process through technology
Johnson aims to deliver education that makes learning a process rather than an individual event. We incorporate various technologies and methodologies to enhance the learning process for our participants throughout their journey.

Utilizing a broad educator network
By focusing on the learning outcomes of our clients, Johnson has the capacity to offer the best educators to fit individual learning needs.

Amplified by partnerships that matter
Johnson is proud to partner with other universities, academic institutions and learning organizations to broaden the depth of our offerings for our clients and learners.

Connecting our world and one another
Johnson strives to design and deliver educational programs that are helping to connect organizations around the world as they grow globally. We are also innovating around technologies that connect each of us in a more social and experiential way.

INTEGRATED LEARNING PROCESS
Johnson believes that learning is an integrated process, not just an event. We will work with you to crystalize your objectives and then map the participants' learning using a wide range of methodologies, technologies, spaces and dynamics in education.

FLEXIBLE METHODS TO MEET THE OBJECTIVES

STRATEGY OBJECTIVE #1:

Leadership Capabilities Required:
1. ________________________________
2. ________________________________
3. ________________________________

STRATEGY OBJECTIVE #2:

Leadership Capabilities Required:
1. ________________________________
2. ________________________________
3. ________________________________

STRATEGY OBJECTIVE #3:

Leadership Capabilities Required:
1. ________________________________
2. ________________________________
3. ________________________________