

CORPORATE SOLUTIONS

CUSTOMIZED FOR YOUR UNIQUE BUSINESS CHALLENGES



The resources of a world-class university in service to your people and organization



SMU | COX

EXECUTIVE EDUCATION

CORPORATE SOLUTIONS

Organizations large and small count on SMU Cox Executive Education as their partner in developing leaders, solving problems and strategizing for the future. When it comes to custom learning and consulting solutions, it's our culture—nimble, collaborative, responsive—that makes the difference.

OUR MISSION IS TO HELP YOU ACHIEVE YOURS

In our custom programs and consulting services, we bring you research-based content that's true and tested—plus deep, trustworthy knowledge of your business, industry and culture.

You'll work with dynamic thought leaders with varied backgrounds and proven expertise in strategic problem solving. They'll focus on developing capability and strength in your team—not dependence.

Whether we deliver your custom program on the SMU campus or come to you, you'll benefit from a purpose-built learning environment that encourages new ways to think and act.

Through SMU Cox you have access to the rich capabilities of a full university located in the heart of Dallas—the business district of the Americas. On campus, your headquarters is the spacious James M. Collins Executive Education Center, featuring the latest technology and design for adult learning and interaction.

You'll work with a team committed to collaboration and finding the perfect match between your needs and the deep expertise of the SMU Cox faculty. You and your team will learn with experienced leaders who know the real world of business—and have deep understanding and empathy for your organization and the challenges you face.

“The nursing leaders fellowship program has enhanced participants’ careers professionally and personally—and delivered real benefits through enhanced leadership and capstone projects.”

Remy Tolentino, MSN, RN, NEA-BC
Vice President, Nursing Workforce & Leadership Development, Baylor Scott & White Health

6

Excellence in Academic Partnership awards from *Chief Learning Officer* magazine

100,000+

business leaders developed since 1978

40

years of collaboration with the North Texas business community

RESULTS FOR YOUR PEOPLE AND YOUR ORGANIZATION

Our customized approach will help you strengthen leadership, unify teams, redefine your culture, and create a common vision and language for growth. Together, we'll co-create powerful growth experiences that position your company and your people to achieve their highest and best potential.

CONTENT THAT SHAPES THE LEADERS YOU NEED

Our custom programs and consulting engagements hone three key aspects of leadership: leading self, leading others and leading the organization. In addition, expert instructors and advisors from across the schools of SMU can address your industry's specific business challenges—from manufacturing systems management to ethics, design and more.

FLEXIBLE FORMATS

Through work with hundreds of organizations, we've developed highly successful models for short- and long-term programs—from all-day Friday for 10 months to three two-day sessions spaced two to three months apart. Based on your scheduling needs, spacing allows for intersession activities—action learning projects, peer and individual coaching, mentoring and electives.

KEEPING THE LEARNING ALIVE

After the formal program is complete, we help you extend and expand the learning to help it last and permeate your organizations. Successful post-program approaches include brown-bag lunch sessions, facilitated calls, reassessments, networking and alumni events, and emailed "nudges" of program tools and content.

TRACKING RESULTS

We'll help you measure the effectiveness of your program at the organizational, team and individual levels. Valuable measures include improved business results, better, faster decision-making, higher team achievement and satisfaction, and increased individual promotability. Measuring and monitoring results enables us to work together to continually improve program content and delivery.

THE TOPICS THAT MATTER MOST

Coaching and mentoring • Organizational trust • The multicultural and multigenerational workplace • Budgeting • Consultative selling • Financial analysis and planning • Authentic influence • Emotional intelligence • Difficult conversations • Exemplary leadership • Capital acquisition Managing performance • Human-centered design • Master negotiation • High-performance teams • Financial statements • Creativity, innovation and risk • Leading change • Executive presence • Decision-making • Unconscious bias • Business strategy • Leadership resilience • Hiring, engaging and retaining the best • Communications style • Influence without authority • Creating organizational value



95%

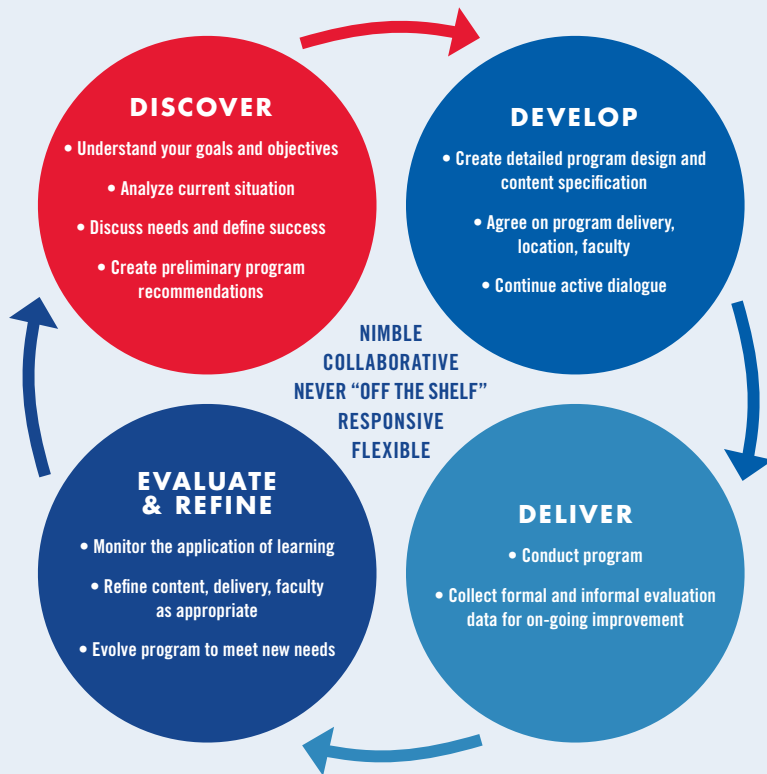
year-after-year return rate among custom solution clients

A DECADE

of partnership with Baylor Scott & White Health—forging excellence in health care leadership

10

years of endorsement from API-U, the training programs of the American Petroleum Institute



COLLABORATIVE PARTNERSHIP

We build every custom education and consulting engagement through a flexible, in-depth collaborative approach that we're always refining and improving.

"Phenomenal commitment to collaboration"

"Outstanding faculty and staff—culturally sensitive and dynamic."

"Remarkably responsive to our needs"

POWERFUL RESULTS FOR INDUSTRY LEADERS

Alliance Data
Anadarko Petroleum Corp.
Apache
AT&T
Baylor Scott & White Health
BP
Chesapeake Energy
Comerica
DART
Devon Energy
EY

Federal Reserve Bank of Dallas
GameStop
George W. Bush Institute
Hunt Oil
JC Penney
Kimberly-Clark
LA Metro
Lennox
Lockheed Martin
MoneyGram
Newfield

PepsiCo
Petmate
Pioneer Natural Resources
Sam's Club
Texas Scottish Rite Hospital for Children
Shell
Six Flags
State Farm
Walmart

LET'S CREATE EXCELLENCE TOGETHER

SMU Cox Executive Education is your partner for innovation. Whether you're an entrepreneur, business owner or Fortune 500 executive, we'll help you navigate the road to success with individualized solutions targeted to today's dynamic challenges. Call us at **800.768.6699** or **214.768.3335** for a consultation with our custom solutions team.

Southern Methodist University will not discriminate in any employment practice, education program, education activity or admissions on the basis of race, color, religion, national origin, sex, age, disability, genetic information or veteran status. SMU's commitment to equal opportunity includes nondiscrimination on the basis of sexual orientation and gender identity and expression. The Executive Director for Access and Equity/Title IX (Title IX of the Education Amendments of 1972, 20 U.S.C. §§ 1681-1688) Coordinator is designated to handle inquiries regarding the nondiscrimination policies, including the prohibition of sex discrimination under Title IX. The Executive Director/Title IX Coordinator may be reached at the Perkins Administration Building, Room 204, 6425 Boaz Lane, Dallas, TX 75205, 214-768-3601, accessequity@smu.edu. Inquiries regarding the application of Title IX may also be directed to the Assistant Secretary for Civil Rights of the U.S. Department of Education



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SMU Cox School of Business