Executive Development Program

ACCELERATE YOUR LEADERSHIP.
ACHIEVE RESULTS.
Wharton Executive Development Program (EDP) participants are people who have accomplished something extraordinary, but for whom the best is yet to come. They’ve managed a product line, functional area, or geographic region, and they’ve done it well. The whole purpose of EDP is to prepare them for the bigger challenges and opportunities they’ll face in stepping up to C-level roles.”
You've hit your stride and achieved a level of success in your career. Now you want to make a bigger impact. Face more complex challenges. Take on broader responsibilities. This is a pivotal point of your career. Your ability to excel in a more senior role requires a new level of expertise.

It's time to learn new business skills and expand your leadership capabilities to better position you within the succession plan for your organization. Throughout the course of this two-week program, you will become better prepared to become a future leader of your organization.

With this two-week program, you will become better equipped—and better positioned—to advance in broader executive areas. You will develop the business acumen to turn your career from a defined functional or operational path. And you will gain insights to make sense of the entire panorama of your business landscape.

Take charge of your future by choosing the Wharton Executive Development Program.
Wharton’s **EDP** is the only program that teaches you how to lead, and then gives you the time and space to practice. It was by far the best executive education program I’ve done.”

**TIM AELLEN**
Senior Vice President, ABN AMRO, The Netherlands
WHY WHARTON EDP?

To fast track to more senior roles

Over an intense and engaging two-week period in Wharton EDP, you will deepen your core business acumen and test your ability to think critically, respond quickly, and act decisively.

What differentiates Wharton EDP from other executive education programs is real-world situational learning that prepares you to lead in today’s global business climate filled with volatility, uncertainty, complexity, and ambiguity. The program combines three essential elements for effective leadership as a senior executive, while delivering actionable insights that can be immediately applied upon return to the office.

Wharton EDP provides an optimal learning environment. You will leave with new insights around what it takes to build high-performing teams, what it takes to lead such teams, and what it takes for those teams to actually deliver on the business goals of your organization.

“
My experience with EDP was by far one of the best professional decisions I’ve made in a very long time. Between the world-class professors, the lectures, the simulation, and executive coaching, I couldn’t have asked for a better experience. The content was really current—you learn things you can apply and start benefitting from very quickly. It was a very beneficial experience that I was able to start applying very quickly when I got back to work.”

ODELYA ARNOLD*
Chief of Staff, WW Customer Success, Citrix

* Not pictured
KNOWLEDGE FOR RESULTS

To influence decisions that result in more effective outcomes across your organization

Here you will learn from the same world-renowned faculty whose books are studied by corporate leaders and quoted by industry and popular media. Program content is grounded in today’s complex and constantly changing business environment, made real through concrete examples and deliberate practice.

Over the two-week program, links are drawn across disciplines—finance, operations, marketing, strategic planning, business development—and across a diversity of stakeholders.

You will discover how business decisions can be interpreted by those on whom you depend for growth and success, from government officials and NGOs to unions and suppliers.

As you think beyond your existing responsibilities, you will question whether short-term benefits outweigh long-term consequences. “What could happen five years from now if I do this?” “How will this decision affect my relations with this business unit next quarter or next year?”

As past EDP participants confirm, you will gain knowledge and tools that can be directly applied to your daily professional and personal actions. More than the sum of the sessions, the overall impact of EDP will give you new confidence to advance your career and lead within your organization.

JOHN HOSEY
Vice President,
Chief Appraiser
First Republic Bank

“...For me, one of the most unique experiences was how deeply you end up working with people you have never met. You all have different work experiences, backgrounds, and cultures. But then you connect professionally and socially. It’s an important part of the program. You can create lasting relationships, and it’s really incredible to now have those connections.”
Learning Sessions Designed to Enhance Your Business Acumen

EDP’s sessions are designed to leverage the years of cumulative experience among participants to enrich the classroom dynamic and enable a deep peer-to-peer learning environment.

SESSION HIGHLIGHTS INCLUDE:

- Value-Based Decision Making
- Operational Excellence and the Link to Financial Performance
- Marketing Strategy: How to Compete in an Age of Disruption
- Strategic Considerations in Mergers and Acquisitions: From Decision Making to Implementation
- Creating and Sustaining Competitive Advantage
- Executive Negotiation Workshop
- Leading with Character and Integrity
The learning becomes real in EDP during the strategy simulation that dramatizes the connection between management decisions and business results. This is where it all comes together, as you apply concepts learned in morning sessions to afternoon rounds of a true-to-business-life simulation.

Research has shown that adults learn best by being part of a strong work team and engaging in a challenging project. The EDP simulation, which was designed by Wharton faculty and is proprietary to this program, covers both bases, while weaving in business acumen and executive coaching.

Designed to bring the curriculum alive, the simulation provides you with two new experiences. First, you get a front-row seat on how the dynamic complexities of all functional areas of a business come together to execute a strategy for shareholder value. Second, the simulation combines the two threads of business acumen and leadership to create a holistic and realistic scenario.

You get the chance to step outside your current functional area to try a new role on one of several teams managing a fictitious company over a hypothetical five-year period. The simulation presents the opportunity for you to apply the concepts learned and to do so with a freedom you have never had before.

Here, you can take risks and make decisions without jeopardizing jobs or shareholder value. The point of the simulation is not necessarily to win; in this safe environment, it can be better to experiment—even to the point of failure—to learn about consequences and the limits of what is possible.

Through four decision rounds, the teams set strategy, negotiate terms, manage disruptions, and build relationships with regulators and other stakeholders. Each team’s plans and decisions are evaluated via Wharton’s proprietary computer modeling, which considers the moves of the other teams and changes in the environment. Following each round is time to review and reflect on outcomes.

Two weeks is the perfect amount of time. It’s long enough to truly break away from your day-to-day responsibilities—which I had not done in more than a decade—and get immersed in a trusting environment of collaboration and camaraderie. Not only did I accomplish my academic objectives, I came away with new lifelong friendships and a network of colleagues that span the globe.”

DIANE DENTON
VP, State Energy Policy, Duke Energy
The simulation was really intense. I was put in a position to challenge myself, so I had to step out of my comfort zone to do it—with the help, of course, of the professors, my coach, and my teammates. I think that’s a really great benefit of the program.”

LEON LI*
Vice President, Comcast Cybersecurity, Comcast Corp.

* Not pictured
EXECUTIVE COACHING

To increase your effectiveness as a leader within your organization

Recognizing its importance in supporting individual learning and development, EDP offers intensive in-depth coaching focused on behavioral improvement grounded in feedback.

Assessing Your Leadership Capacity

Executive coaching includes three individual sessions—two held during the program and one held after its conclusion—as well as two in-program group sessions. Your executive coach will draw upon two resources to help you achieve your goals: a 360° leadership assessment that you complete before your arrival in the program, and observations of you and your team during an intense business simulation. The 360° tool gathers vertical and horizontal feedback on leadership competencies such as influence, emotional intelligence, and teamwork.

During the simulation, your coach will observe your ability to lead, collaborate, negotiate, and participate as an effective team member. Armed with these insights, individual coaching sessions will focus on your development as a leader, using the simulation and the 360° leadership assessment to identify and strengthen specific skills.

Connecting Behaviors to Performance

The structure of EDP, and the coaching provided, will allow you to make connections between your behaviors and your effectiveness very quickly and gain powerful new insights into your leadership opportunities. The post-program coaching session is focused on implementing key learnings within your organization to create value and lasting impact from the EDP experience.

“...The Executive Development Program has helped me become a better leader, as it gave me the opportunity to self-reflect and understand how to navigate my own self-imposed barriers.”

DIANNE FOX
Chief Operating Officer, North America Life and Annuity, Foresters Financial
“Our experienced coaches take into account how you work with others, what’s most valued within your organization, and what behaviors will make you most successful in that setting. The idea is to turn the everyday workplace into a learning laboratory for leadership. By the end, you will have developed new skills to become an effective leader and help you better reach your goals.”
WHARTON FACULTY

Thought leaders share knowledge in real time, for the real world

Wharton EDP is delivered by an expert team of senior faculty in management, finance, operations, marketing, and other disciplines. All are active authors, researchers, and consultants who bridge theory and practice to make learning concrete and actionable.

EDP Academic Director

Patti Williams, PhD
Ira A. Lipman Associate Professor of Marketing, The Wharton School

Patti Williams is the Ira A. Lipman Associate Professor of Marketing at the Wharton School at the University of Pennsylvania. She received her BA from Stanford University and her MBA and PhD from the University of California, Los Angeles. Prior to joining Wharton, she was an assistant professor at NYU’s Stern School of Business, and she has been a visiting scholar at the Stanford Graduate School of Business. Patti’s research focuses on the role of emotions in consumer decision making and has appeared in the Journal of Consumer Research, the Journal of Marketing Research, and the Journal of Consumer Psychology, among others. She is the president of the Society for Consumer Psychology.

Patti has received numerous teaching awards, including the Wharton Excellence in Teaching Award. At Wharton Executive Education, she teaches to companies such as Google, Citi, Genentech, and others. In addition to her role as academic director of the Executive Development Program, she also serves as the academic dean of the Estée Lauder Companies Global Marketing University, an extensive executive education partnership with Wharton.
Participating Faculty
(Subject to change)

Gad Allon, PhD
Jeffrey A. Keswin Professor of Operations, Information, and Decisions; Director of the Jerome Fisher Program in Management & Technology

Emilie Feldman, PhD
Associate Professor of Management

Mauro Guillén, PhD
Dr. Felix Zandman Professor of International Management; Professor of Management

Barbara E. Kahn, PhD
Patty and Jay H. Baker Professor of Marketing

Lynn Krage, MSOD
Senior Director, McNulty Leadership Program

Cade Massey, PhD
Practice Professor, Operations, Information, and Decisions

Todd Norris
Senior Fellow, Aresty Institute of Executive Education

Michael R. Roberts, PhD
William H. Lawrence Professor; Professor of Finance

G. Richard Shell, JD
Thomas Gerrity Professor of Legal Studies & Business Ethics; Professor of Management; Chairperson, Legal Studies & Business Ethics Department

Nicolaj Siggelkow, PhD
David M. Knott Professor; Professor of Management; Co-Director, Mack Institute for Innovation Management

Christian Terwiesch, PhD
Andrew M. Heller Professor; Department Chairperson and Professor of Operations, Information, and Decisions; Professor of Health Policy, Perelman School of Medicine; Co-Director, Mack Institute for Innovation Management

Michael Useem, PhD
William and Jacalyn Egan Professor of Management; Director, Center for Leadership and Change Management; Editor, Wharton Leadership Digest
Wharton EDP is designed for functional, country, or unit managers preparing to take on broader responsibilities outside their areas of education or experience. Participants represent a diversity of management functions, government agencies, industries, cultures, and geographic regions.

**THE EDP CLASSROOM**

*A diverse, dynamic peer learning community*

- by REGION
- by INDUSTRY
- by ORGANIZATION SIZE
- by TITLE
- by JOB FUNCTION

**by ORGANIZATION (partial list of participating companies)**

- Aditya Birla
- AIG General Insurance
- BP
- The Coca-Cola Company
- Credit Suisse
- Deutsche Bank AG
- DuPont
- First Republic Bank
- Hewlett-Packard
- Johnson & Johnson
- Kuwait Petroleum Corporation
- Mitsubishi Corporation
- PETRONAS
- State Farm Insurance
- Tata Projects Limited
- Toyota
- UBS
- U.S. Navy

**by ORGANIZATION SIZE**

- Small (<1,000 employees) - 31%
- Medium (1,000 - 10,000) - 35%
- Large (>10,000) - 34%

**by INDUSTRY**

- Agriculture/Environment - 2%
- Consumer Products/Retail - 4%
- Energy - 11%
- Entertainment/Hospitality - 2%
- Finance/Banking/Insurance - 28%
- Government/Military/Nonprofit - 5%
- Health Care/Pharma - 5%
- Manufacturing/Engineering - 14%
- Marketing/Media - 1%
- Prof Services/Consulting - 4%
- Technology - 9%
- Transportation/Logistics/Aerospace - 3%
- Other Services - 12%

**by JOB FUNCTION**

- General Management - 23%
- BDev/Sales - 16%
- Finance/Accounting - 7%
- Operations - 6%
- IT/Technology - 6%
- Strategic Planning - 6%
- Legal/Compliance - 5%
- Other (Includes Engineering, Military, R&D, Administration, Health Care, and More) - 31%
PLAN YOUR STAY
See all that the UPenn campus and Philadelphia has to offer

Located in the heart of the campus of the University of Pennsylvania, the Wharton School welcomes you to a vibrant, thriving area of historic Philadelphia. Wharton Executive Education is headquartered in the Steinberg Conference Center, our full-service hotel and learning complex.

The University of Pennsylvania campus extends nearly 300 acres across the University City district in Philadelphia. Penn’s campus features a diverse mix of new and iconic collegiate architecture, exciting sports and cultural facilities, beautiful walking and biking paths, and endless options for dining and entertainment. Its 12 professional and graduate schools sit adjacent to its world-class medical center, minutes from downtown Center City.

Steinberg Conference Center
The Steinberg Conference Center is the hub of Wharton Executive Education and is conveniently located on the campus of the University of Pennsylvania in Philadelphia. The Conference Center is a secure environment that includes state-of-the-art learning facilities and a full-service hotel with private rooms where the majority of our participants stay while attending Wharton.

Experience EDP
To learn how EDP can prepare you, or small teams of executives within your organization, for greater leadership responsibilities please contact a Wharton program consultant today:

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