



JOHNSON
Cornell University



Advancing Management Excellence

Cornell University

Senior Executive Innovation and Leadership Program

Monday & Tuesday
2 & 3 February 2015

Grand Sponsors



煤氣
Towngas



香港賽馬會
The Hong Kong Jockey Club

Introduction

The Johnson School of Management at Cornell University and The Hong Kong Management Association are partnering to offer a customized and experiential learning program intended for senior managers and leaders. The program “Innovation and Leadership” focuses on enhancing a leader’s capability to build innovation into his company. The challenge companies face today is how to maintain profitability and growth in today’s turbulent environment. Many companies have chosen to focus on innovation as a key strategy to achieve these two goals. The purpose of this workshop is to share best practices and strategies to help companies become innovation engines. The two-day program would focus on the following outline:

- Where Does Innovation Come From?
 - the Innovator Personality
 - the innovation Process
- Who Should Innovate?
 - Business Leaders
 - Everybody Else
 - R&D groups- lessons from IDEO
- What Roles Do Customers Play in Innovation?
 - Identifying Unmet Needs
 - Iterators
 - Testers
- What Role Does Leadership Play in Building an Innovation Engine?
 - Lessons from Google
 - Vision
 - Innovation Time
 - Values
 - Learning through Failure
 - Culture
 - Setting the Right Goals
 - Nurturing Talent
- Assessing your own Company
- Developing Strategies at your Company to Close Critical Gaps

In order for education to make a business impact, it needs to focus on the three core elements of learning. Educational processes are designed that help build capabilities that drive change with knowledge, actions and beliefs.

KNOWLEDGE	ACTION	BELIEFS
What do your people need to know that is different?	What do your people need to do that is different?	What do your people need to believe that is different?
<ul style="list-style-type: none">• Global perspectives and trends• Strategic thinking• Organizational resourcing connected to strategic goals• Innovation tools	<ul style="list-style-type: none">• Strategically lead your business• Lead high performing teams• Demonstrate increased self awareness of strengths and potential derailers• Drive strategy development and market knowledge	<ul style="list-style-type: none">• Drive strategy development and market knowledge• Leadership’s impact on strategic results and value• Engagement and playing to your leadership strengths• Drive the industry, company and self forward



About Cornell University

Once called “the first American university” by educational historian Frederick Rudolph, Cornell University represents a distinctive mix of eminent scholarship and democratic ideals. Adding practical subjects to the classics and admitting qualified students regardless of nationality, race, social circumstance, gender, or religion was quite a departure when Cornell was founded in 1865.

Today’s Cornell reflects this heritage of egalitarian excellence. Both a private university and the land-grant institution of New York State, Cornell University is the most educationally diverse member of the Ivy League.

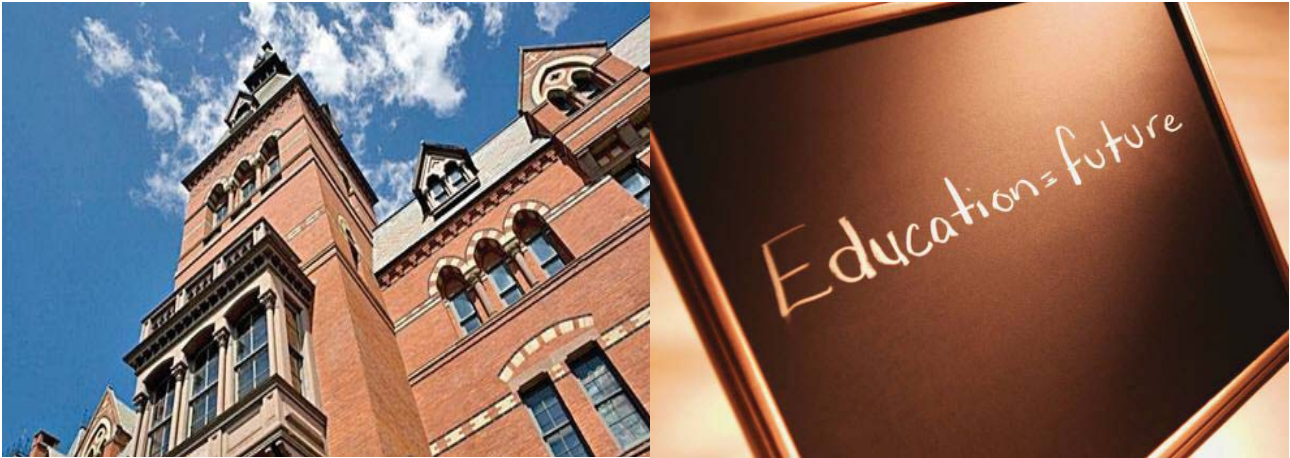
On the Ithaca campus alone nearly 20,000 students representing every state and 120 countries choose from among 4,000 courses in 11 undergraduate, graduate, and professional schools. Many undergraduates participate in a wide range of interdisciplinary programs, play meaningful roles in original research, and study in Cornell programs in Washington, New York City, and the world over.

About Johnson School of Management at Cornell University

Johnson at Cornell has worked with organizations and executives since 1953 to help them further their strategic business objectives through education. Johnson has designed and delivered learning solutions in the core topics of:

- Innovation and Entrepreneurship
- Business acumen (Marketing and Finance)
- Global leadership
- Technology trends
- Strategic mindset and execution
- Personal and team leadership

Current and past overseas clients:



Why Executive Education and Leader Development ?



Executive Education has demonstrated it

- Leverages the CEO agenda to align and move organizations and individuals forward
- Drives strategic change across the business
- Can utilize diverse technologies, spaces and methodologies to improve performance
- Provides direction for an ongoing learning journey for the person and the organization
- Is a social and engaging experience
- Expands networks and collaboration
- Is most effective with multiple sources - business, academic and personal coaching
- Uses work processes as learning tools
- Delivers results on Strategic Initiatives

Organizations participated in executive education program generate 26% higher revenue per employee, 40% lower turnover among high potential employees, and 29% higher employee engagement than their peers.

Sample of Cornell Certificate



Program Leader

Professor Michael Hostetler

Professor Hostetler is a Lecturer in Management and Organizations at the Samuel Curtis Johnson School of Management at Cornell University. Professor Hostetler's main research and teaching interests are in strategy, decision making, leadership, high performance teams, and change management. He has taught classes in the MBA program, Executive MBA program and the Cornell/Queen's Boardroom MBA program, as well as many executive education programs. Hostetler is also responsible for the development of custom executive programs at Johnson, and has designed programs for a variety of international companies including Citigroup, Sara Lee, Johnson & Johnson, GlaxoSmithKlein, Hyundai, etc.

As an associate dean at Johnson 1992-2003, Hostetler oversaw all public and custom executive programs. In addition, he oversaw the launch of Johnson's Executive MBA program and served on the committee that developed the Cornell/Queen's Boardroom MBA Program. Prior to joining Cornell University, Hostetler was assistant dean for executive education at the Fuqua School of Business, Duke University. His prior experiences also include positions with St. Mary's Medical Center, the University of Tennessee, and the governor of Kentucky. Hostetler is active in the development of global executive education through the University Consortium for Executive Education (UNICON) and the International Consortium for Executive Development Research (ICEDR). He is an emeritus trustee of UNICON.



DATE & TIME

Monday & Tuesday
2 and 3 February 2015
9:00am - 5:00pm

VENUE

The Dynasty Club
South West Tower, Convention Plaza
1 Harbour Road, Wanchai,
Hong Kong

FEE

HKMA Member: HK\$32,000

Non-member: HK\$33,000

Cornell University's Alumni: HK\$30,000

Group Discount: an additional 10% discount will be offered if 3 or more participants register together
(Complimentary lunch is included on both days)



DEADLINE FOR REGISTRATION

Monday, 26 January 2015

ENQUIRIES

For reservations and general enquiries, please call Customer Service Department on 2774-8501 or via fax 2774-8503. For course details, please contact Ms Jane Ma on 2774-8552 or Ms Natalie Ning on 2774-8536.

APPRECIATION

We would like to express our great appreciation and thanks to the Grand Sponsors of this Program: The Hong Kong and China Gas Company Limited and The Hong Kong Jockey Club.

Cornell University Senior Executive Innovation and Leadership Program

2 and 3 February 2015 AC-47511-2015-1-NL

* Applicants should include their HKID card number and fill in their details in block letters.
Certificates will be issued based on following details and name format.

Name (Mr/Ms): _____
(Surname) (Other Names)

HKID Card No.: _____ HKMA Membership No.: _____

Position: _____

Company: _____

Address of Company: _____

Telephone No. (Office): _____ (Residence): _____ (Mobile): _____

Fax No. (Office): _____ E-mail: _____

Correspondence Address: _____

_____ Highest Education Obtained: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Name of Contact Person (Mr/Ms): _____

Contact Person Email: _____ Contact Person Telephone No.: _____

Sponsorship ☐ Company-sponsored ☐ Self-sponsored

Where did you **FIRST** learn about this programme?

☐ Email ☐ Newspaper/Magazine (please specify): _____ ☐ HKMA email

☐ Email promotion from other websites (please specify): _____

☐ Website advertisement (Please specify): _____

☐ HKMA Website (From where did you learn about, please specify): _____

☐ MTR Station Display (Please specify): _____

Exhibition ☐ Education & Careers Expo (EEX) ☐ Jobmarket Career & Education (EJEX)

☐ Others (Please specify): _____

- This form together with a cheque payable to The Hong Kong Management Association should be returned to:
Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the program commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full program fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a program is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2774-8503**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to program commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8501 or Ms Jane Ma on 2774-8552. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

Note:

1. I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
2. I understand that, upon my registration in the programme, the data will become part of my student record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
3. I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.

Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

☐ Please tick the box to indicate your consent. ☐ Please tick the box to indicate your objection.

Date: _____ Signature: _____