

## Fairfield University and TRI Corporation

present a three-day seminar for selected clients to develop their future leaders. The seminar is valuable for Senior Manager and Director level positions. Participants will gain experience in creating and driving strategy and innovation agendas, building and developing teams, and delivering business results.

During the seminar, there will be faculty-led discussions covering topics in Strategy, Driving Growth, Managing Innovation, and Ethics and Leadership as well as as one-on-one coaching sessions with participants on their personal challenges. Participants will also take part in a simulation that challenges teams to manage an enterprise with exercises in business strategy, decision-making, and leadership skills.



This seminar may hold 24 CPE credits for CPA professionals and has been pre-approved by the HR Certification Institute for 24 recertification credit hours.

### Participants in this program will gain:

- ✓ Experience in business strategy formulation and execution
- ✓ Improved ability to assess competitive landscapes
- ✓ Heightened understanding of customer needs
- ✓ Insight into their business value chain – and how their strategy fits into the big picture
- ✓ Business acumen skills in variance analysis, cash generation, return on assets, and profitable growth

- ✓ Exposure to situations demanding innovative and critical thinking, complex decision-making, forecasting, risk mitigation, and dealing with unexpected circumstances
- ✓ Insight into creating and maintaining high performing teams
- ✓ Self-knowledge of personal strengths and weaknesses as a leader and plans for personal leadership development

### Program Details

The program will run from 8 a.m. to 8 p.m. each day. A limited number of tables are available and the program will fill up quickly. Reservations must be made by May 15, 2012. A 50% cancellation fee applies to cancellations 15 days or less prior to the event date.

Companies are encouraged to send at least three participants and must send six if they want their participants to form a full team which would permit an observer to see the team in action. The charge per participant is \$3,000 and includes:

- A private breakout room for each team of six participants
- All meals (breakfast and lunch and snacks for three days, dinner for one day)
- All audio/visual and computing services

*A tuition discount will apply to companies sending three or more representatives.*

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Fairfield University

*Charles F. Dolan School of Business*

1073 North Benson Rd.  
Fairfield, CT 06824-5195



FAIRFIELD UNIVERSITY

presents

# LEADING THE BUSINESS



An experiential leadership  
and simulation program

# LEADING THE BUSINESS – Agenda at a Glance

## TUESDAY - June 19

Welcome  
Introductions: Similarities & Differences  
Comparative Strategies  
Simulation Introduction  
**TEAM LUNCH:** Dr. Catherine Giapponi, associate professor of management. “Business Strategy: Where We’d Like to Be and How We Get There”  
Simulation: Q3 2011  
– Strategy, Organizational Structure, Decision-Making Process  
Simulation DSS Overview  
Consortium Business Presentations  
Simulation: Q4 2011 Finish Strong,  
Prepare for Next Year  
Comparative Financial Systems

## WEDNESDAY - June 20

Breakfast with Faculty  
Review/Preview Team Process Check and  
Peer Feedback Notes  
Driving Markets: Behaviors and Attributes  
Operating Review I Preparation  
**WORKING LUNCH**  
Operation Review I  
Simulation Q1 2012 Commit to Plan  
Consortium Business Presentations  
Simulation: Q2 2012 Focus on the Competition  
Dinner – Dolan School of Business Advisory  
Council Guest Speaker: TBA

## THURSDAY - June 21

Breakfast with Faculty  
Review/Preview Team Process Check and  
Peer Feedback Notes  
Managing Innovation  
Simulation: Q3 2012 New Product Introduction  
Innovation Tradeshow  
**NETWORKING LUNCH:** Dr. David Schmidt,  
associate professor of management. “Ethics and  
Leadership”  
Simulation Q4 2012 Balancing the Short term  
with the Long Term  
Final Peer Feedback  
Operating Review Preparations  
Final Operating Reviews  
Simulation Debrief  
**EVALUATIONS AND FINAL REFLECTIONS**

### Registration:

Please contact Patricia Pivarnik,  
[ppivarnik@fairfield.edu](mailto:ppivarnik@fairfield.edu), or 203-254-4307.

Location: Fairfield University, Fairfield Connecticut

Dates: June 19 – 21, 2012

Cost: \$3,000

### Accommodations:

Delamar Hotel, (203) 259-2800

Best Western Plus – Black Rock, (203) 659-2200

To learn more about the conference, please visit  
[www.fairfield.edu/executiveeducation](http://www.fairfield.edu/executiveeducation)

Visit [www.fairfield.edu/directions](http://www.fairfield.edu/directions)  
for a detailed map and driving instructions



**Thomas E. Conine, Jr.**  
Professor of Finance and  
Seminar Leader

Dr. Conine is Professor of Finance and has served as Associate Dean, Director of Research, Director of the Master of Science in Financial Management program and Chairman of Finance at the Dolan School of Business. Dr. Conine has been an adjunct faculty member of and consultant to General Electric’s Management Development Institute (Crotonville) since the early 80s. He is co-owner of TRI Corporation, specialists in corporate education. His advanced degrees include an MBA, M.Phil. and Ph.D. from New York University. He has lectured and published internationally on corporate finance and investments and has been cited as the “Number One Professor” by members of the graduating classes of Fairfield’s Master of Science in Finance and MBA programs. He is a recent recipient of the “Distinguished Faculty Award” given by the Fairfield University Alumni for 30 years of service.



**June 19, 2012**

***Business Strategy: Where We’d  
Like to Be and How We Get There***

**Dr. Catherine Giapponi**

Associate Professor of  
Management, Charles F. Dolan  
School of Business

Dr. Catherine Giapponi is an Associate Professor of Management in the Charles F. Dolan School of Business at Fairfield University. Dr. Giapponi earned her undergraduate degree from Providence College, her MBA from the University of Connecticut, and her doctorate from the University of New Haven.

She currently teaches the capstone business strategy course in both the undergraduate business program and the MBA program at the Dolan School of Business. Her primary research fields are business strategy and corporate governance, with work published in a number of academic journals and conference proceedings. Dr. Giapponi has done consulting work in strategy and strategic planning in the private and nonprofit sectors.



**June 21, 2012**

***Ethics and Leadership***

**Dr. David Schmidt**

Associate Professor of  
Business Ethics, Charles F. Dolan  
School of Business

David P. Schmidt is Associate Professor of Business Ethics in the Dolan School of Business and Director of the Program in Applied Ethics at Fairfield University. His most recent publication is *Wake-Up Calls: Classic Cases in Business Ethics*, 2nd edition. His Ph.D. in social ethics was completed at the University of Chicago.

In addition to his scholarly teaching and research, for over 25 years Dr. Schmidt has consulted with Fortune 500 corporations, investment and savings banks, professional and trade associations, and universities and religious institutions. He designs and leads training programs, composes ethics codes and mission statements, and provides resources for policy making. Recently he was chief ethics consultant for strategic communications company iDNA, Inc. and he has been a featured columnist for business publications, including *Inc. Magazine*.