### 2021 Executive Programs Calendar

#### General Management
- **Business for Scientists and Engineers: Develop the Business Acumen to Advance Your Life’s Work**
  - **JAN**: Feb 1–19
- **Enterprise Leadership Program - formerly known as Advanced Management Program**
  - **FEB**: June 21–25
- **Executive Development Program**
  - **MAY**: July 11–30
- **Strategic Capabilities for Emerging Business Leaders: Building a Foundation for Growth**
  - **JUNE**: June 7–25
  - **JULY**: Sept 27–Oct 15

#### Finance & Accounting
- **Women’s Senior Leadership Program - multiple sessions**
  - **JULY**: Oct 13, 2021–Sept 23, 2022

#### Governance
- **Corporate Finance: Strategies for Creating Shareholder Value**
  - **FEB**: Feb 1–12
- **Finance for Executives: Make Better Decisions With Greater Confidence**
  - **MAY**: May 3–14

#### Growth & Innovation
- **Leading a Culture of Innovation: Cultivate a Leading Edge Organization**
  - **FEB**: Feb 1–14

#### Leadership
- **Constrive Collaboration: Driving Performance in Teams, Organizations and Partnerships**
  - **JAN**: Jan 27–Feb 3
- **Driving Organizational Change: Achieving Business Goals Through Purposeful Change Management**
  - **MAY**: May 3–11

#### Marketing & Sales
- **Managing Market Pull: Driving Performance in the New B2B Environment**
  - **APR**: April 19–28
- **Distribution Channel Management: Optimizing the Customer Experience**
  - **MAY**: May 10–28
- **High-Impact Sales Strategy: Driving Revenue and Profit Growth**
  - **JUNE**: May 24–June 4

#### Operations & Technology
- **Lean Operations: Managing Risk and Uncertainty**
  - **MAY**: May 13–19
  - **JUNE**: May 17–21

#### Strategy
- **Creating and Managing Strategic Alliances: Develop Strong Alliance Capabilities**
  - **JULY**: July 13–30
- **Strategic Programs: Developing a New Growth Model**
  - **JULY**: July 13–30

#### Online Programs
- **Artificial Intelligence: Strategies for Leading Business Transformation**
  - **JAN**: Jan 1–15
- **Creativity as Competitive Edge: Innovation, Ideation and Implementation**
  - **FEB**: Feb 1–15
- **Customer Loyalty: A Strategic Approach: Retaining Customers and Increasing Their Satisfaction for Organizational Growth**
  - **MAR**: March 1–15
- **Digital Marketing Strategies: Data, Automation, AI & Analytics**
  - **APR**: April 1–15
- **Essentials of Marketing: Building a Foundation for Marketplace Success**
  - **MAY**: May 1–15
- **High-Performance Marketing Communications: Strategies for Success**
  - **JUNE**: June 1–15
- **Legal Strategy for Business: Learn How the Law Can Be a Powerful Tool for Guiding Your Organization's Strategic Direction**
  - **JULY**: July 1–15
- **Mastering Sales: A Toolkit for Success**
  - **AUG**: Aug 1–15
- **Negotiating in a Virtual World: Mastering High Performance Skills**
  - **SEP**: Sept 1–15
- **Operations Management: Digital Strategy: Realizing the Impact of Digital Transformation**
  - **OCT**: Oct 1–15
- **Product Strategy: Discovering, Developing, Managing and Marketing Products as a Business**
  - **NOV**: Nov 1–15
- **Professional Certificates in Digital Marketing: Advance Your Career in Digital Marketing**
  - **DEC**: Dec 1–15
- **Strategic Change Management: Lead and Implement Change in Your Organization**
  - **JAN**: Jan 1–15
- **Strategies that Build Winning Brands: Creating a Distinct Customer Advantage**
  - **FEB**: Feb 1–15

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*Dates are subject to change.*