
















THE WICT SENIOR EXECUTIVE SUMMIT (SES) <i>Purposeful Leadership and Creativity</i> March 1 - 5, 2020		<i>Daily Schedule</i>
SUN, MAR 1		
	Check-in available at Schwab Residential Center <i>Schwab Residential Center</i>	
2:00 - 3:30 pm	Optional Campus Tour <i>Schwab Lobby</i>	
3:45 - 4:00 pm	Meet in the lobby of the Schwab Residential Center to walk to the classroom. <i>Schwab Lobby</i>	
4:20 - 5:20 pm	Creating Inclusive Workplaces: Untying Double Binds <i>Knight Management Center</i> Lori Mackenzie  <p>As of 2019, 126 of women serve in Congress. Why is it that we are at an all-time high of 23.7%, and yet, the numbers are far from parity? For many women, that success and likeability do not go together. And the penalties can have real consequences for women's advancement. This double bind is a well-documented phenomenon, yet successful women who learn to self-monitor through this labyrinth can achieve even more success than the most assertive men. In this presentation, we will explore the double bind women face and discover workable solutions to move beyond this limitation to find more voice in the areas that are important to you.</p>	
5:30 - 6:15 pm	Opening Reception <i>Knight Management Center</i>	
6:15 - 7:15 pm	Dinner <i>Vidalakis Dining Room</i>	

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MON, MAR 2		
8:00 - 9:20 am	<p>Rapid Bonding <i>Knight Management Center</i></p> <p>Daniel Klein </p> <p>We are arguably 'linked' to more people now than ever before in human history. What we lack is deep connection. How do humans form bonds, and how can we capitalize on that to rapidly build more effective teams, greater alignment, deeper trust and increased engagement at work?</p>	
9:20 - 9:40 am	<p>Break <i>Knight Management Center</i></p>	
9:40 am - 12:40 pm	<p>Leading Organizations: The Big Picture <i>Knight Management Center</i></p> <p>Brian Lowery </p> <p>In these sessions, you will participate in an organizational simulation in which you will grapple with some of the central challenges of leading organizations. Your and your peers' behavior in the simulation will provide us with data from which we will derive lessons about the role of leadership and organizational structure in producing desired outcomes. Come prepared to get your hands dirty, both figuratively and literally.</p>	
12:40 - 2:00 pm	<p>Lunch <i>Vidalakis Dining Room</i></p>	
2:00 - 3:20 pm	<p>The Political and Regulatory Impact on Corporate Decision-Making <i>Knight Management Center</i></p> <p>George Foster </p> <p>Political outcomes and regulatory bodies can simultaneously create and restrict new opportunities. This session, based on the case of Privateer Holdings, highlights the growing and complex cannabis sector to illustrate the impact of legislative and regulatory decisions. Questions about the role of individual companies in political and regulatory processes will be addressed.</p>	
3:20 - 3:30 pm	<p>Break <i>Knight Management Center</i></p>	
3:30 - 4:00 pm	<p>Study Groups <i>Knight Management Center</i></p>	
4:00 - 5:30 pm	<p>Free Time <i>Knight Management Center</i></p>	
5:30 - 6:00 pm	<p>Reception <i>Vidalakis Courtyard</i></p>	
6:00 - 7:00 pm	<p>Dinner <i>Vidalakis Dining Room</i></p>	

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TUE, MAR 3		
8:00 - 9:20 am	Systems Leadership Lecture and Majid Al Futtaim <i>Knight Management Center</i> Robert Siegel  <p>Over the course of three sessions, we will explore how leaders are driving transformational change inside organizations that make physical products, or who are moving into these areas from a digital background. We will delve into the need for systems thinking at multiple levels - of products, organizations, cultures and individuals. This first session will explore the case of Majid Al Futtaim, a Dubai-based retail and lifestyle conglomerate who owns and operates the Mall of the Emirates.</p>	
9:20 - 9:40 am	Break <i>Knight Management Center</i>	
9:40 - 11:00 am	Entrepreneurial Leadership within Existing Organizations <i>Knight Management Center</i> Amy Wilkinson  <p>Amy Wilkinson, a Lecturer in Management at Stanford GSB, researches entrepreneurial leadership in both large and small companies as well as organizational innovation. In this session, Wilkinson will draw from an MBA course she co-teaches on entrepreneurial leadership within existing organizations.</p>	
11:00 - 11:20 am	Break <i>Knight Management Center</i>	
11:20 am - 12:40 pm	Reputation, Trust, and Strategy: The Leaders Role <i>Knight Management Center</i> David Demarest  <p>David Demarest is a Lecturer in Management at Stanford GSB and teaches a range of subjects, including communications and crisis management. Serving four years as an assistant to President George H. W. Bush and member of the White House senior staff, and most recently Stanford's Vice President for Public Affairs, his expertise in reputation management is particularly relevant for leaders of major organizations. Demarest will discuss case studies focused on companies facing a reputational challenge or opportunity.</p>	
12:40 - 2:00 pm	Lunch <i>Vidalakis Dining Room</i>	
2:00 - 3:20 pm	Guest Speaker <i>Knight Management Center</i>	
3:20 - 3:30 pm	Break <i>Knight Management Center</i>	
3:30 - 4:00 pm	Study Groups <i>Knight Management Center</i>	
4:00 - 5:30 pm	Free Time <i>Knight Management Center</i>	
5:30 - 6:00 pm	Reception <i>Vidalakis Courtyard</i>	
6:00 - 7:00 pm	Dinner <i>Vidalakis Dining Room</i>	

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WED, MAR 4		
8:00 - 9:20 am	<p>SkinSpirit: Case Study of Lynn Heublein <i>Knight Management Center</i> Robert Siegel </p> <p>Our discussion of Systems Leadership continues with the case of SkinSpirit. In this case study, Rob Siegel will explore how Lynn Heublein and M Dean Vistnes, MD took an incredibly congested marketplace to make a splash in the world of health and wellness. In 2002, Dr. Vistnes, a Stanford-educated, board-certified plastic surgeon, and Heublein, an entrepreneur who started her career during the tech boom of the 1990s and a pioneer in the medical spa industry, created SkinSpirit – the first company of its kind to offer comprehensive aesthetic services. They have since built the business to become the ultimate destination for all things skin and body, with a growing presence spanning California and Washington.</p>	
9:20 - 9:40 am	<p>Break <i>Knight Management Center</i></p>	
9:40 am - 12:40 pm	<p>A Catalyst for Creativity: Lessons from the Stanford d.school <i>Knight Management Center</i> Sarah Soule </p> <p>This workshop offers participants the chance to learn <i>design thinking</i> — a human-centered, prototype-driven process for innovation that can be applied to product, service, and even business and organizational design. We believe that innovation and creativity are necessary in every aspect of business, and that these skills are not necessarily innate – they can be taught. Participants will walk away from this workshop with a strong understanding of the key tenets of design thinking, and the ability to execute them within their organizations.</p>	
12:40 - 1:40 pm	<p>Lunch <i>Vidalakis Dining Room</i></p>	
1:40 - 3:00 pm	<p>Rethinking Purpose <i>Knight Management Center</i> Jennifer Aaker </p> <p>People often define “success” as being happy in life. However, what we think drives our happiness often doesn’t. So what does? Recent behavioral research suggests that the meaning of happiness changes every 5-10 years. This begs the question: ‘how might we build organizations and lives that cultivate happiness?’ Research suggests it is better to aim for meaning. In this session, we explore how to rethink purpose in work and life.</p>	
3:00 - 3:20 pm	<p>Break <i>Knight Management Center</i></p>	
3:20 - 4:40 pm	<p>Group Presentation & Capture Your Learnings <i>Knight Management Center</i> George Foster  Robert Siegel </p>	
4:50 - 5:50 pm	<p>Certificate Ceremony and Reception <i>Knight Management Center</i></p>	
6:00 - 7:00 pm	<p>Dinner <i>Vidalakis Dining Room</i></p>	

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THU, MAR 5		
8:00 - 9:20 am	<p>Align Case and Systems Leadership Discussion <i>Knight Management Center</i></p> <p>Robert Siegel </p> <p>The final session on Systems Leadership explores the case of Align Technologies, which became a leading disruptor in the orthodontia and dental markets following the original development of clear plastic aligners. Unlike traditional braces, plastic aligners enabled more flexibility and customization by combining digital and physical technologies that were more convenient than the alternatives. This session will provide the perspective of the leadership team as Align enters its 30th year, facing the challenges of new competition and expiring patents while furthering international growth and increasing operational efficiency.</p>	
9:20 - 9:40 am	<p>Break <i>Knight Management Center</i></p>	
9:40 - 11:00 am	<p>Customer Experience Design I <i>Knight Management Center</i></p> <p>Baba Shiv </p> <p>This two-part session will begin by unraveling the workings of the emotional brain. The insights gleaned will be applied to Customer Experience Design, a topic that is becoming central to strategy in businesses large and small. We will discuss the reasons behind this development and how businesses can leverage rich customer insights to unearth new business opportunities, develop and sustain distinct competitive advantages, and in the process have a direct impact on top-line and bottom-line growth.</p>	
11:00 - 11:20 am	<p>Break <i>Knight Management Center</i></p>	
11:20 am - 12:40 pm	<p>Customer Experience Design II <i>Knight Management Center</i></p> <p>Baba Shiv </p>	
12:40 - 2:00 pm	<p>Program Wrap Up 12:40 - 12:50 pm. Boxed Lunches To Go, and Checkout of Schwab Residential Center by 2:00 pm <i>Knight Management Center</i></p>	