

# ASCENDING TO THE C-SUITE

From Theory to Practice

CELEBRATING OUR  
**100TH**  
C-SUITE GRADUATE

2021 graduation class



**PLYMOUTH, MI**

28 Nov - 1 Dec 2022

**REGISTER  
TODAY!**

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313.324.0236 or  
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734.763.1000

**#1 EXECUTIVE EDUCATION PROVIDER  
IN NORTH AMERICA**

*Financial Times, 2022*

## ASCENDING TO THE C-SUITE

# *What Women Executives Must Know to Close the C-Suite Gap*

This unique and experiential program is designed for senior-level women executives who aspire to the C-Suite. The program combines the world's leading business thinkers from Michigan Ross School of Business with leading business practitioners for an unprecedented educational experience.

"Ascending to the C-Suite: From Theory to Practice" immerses you in specialized subjects whose mastery is critical for C-Suite executives yet often represent gaps in professional development for women leaders. Topics are taught with a 360-degree view by pairing renowned Michigan Ross faculty with global business leaders.

Participants will dive deep into key business topics and leadership practices while hearing unfiltered insight and first-hand stories from executive role models. Participants will share a similar breadth and depth of experience in a learning environment that will foster strategic connections and relationships beyond the classroom.

Topics that will be covered in depth include business strategic and financial acumen, positive leadership, persuasion and influence, crisis communication, true networks, and sustainability.

### PROGRAM BENEFITS

- Return to your current role armed with an action plan that provides you with the strategic direction needed to successfully climb to the next leadership level in your organization
- Create a legacy statement to drive your future
- Gain a deeper understanding of business acumen, including strategy and finance
- Further develop skills in persuasion and influence, crisis communications, and negotiations
- Capitalize and more deeply understand your network and how to further expand your professional relationships
- Be inspired by leading role models who have ascended to the C-Suite through your participation in a combination of lectures, interactive sessions, and leadership exercises that seamlessly blend academic and practical learning



## WHO SHOULD ATTEND:

This program is recommended for participants who have a minimum 15 years prior leadership experience and may also include:

- Organizational positions that are one to two levels below the C-Suite
- Executives with a consistent track record of career growth through promotions
- Current successor candidates to C-Suite executives
- Women entrepreneurs with sustained business growth and success

## PROGRAM STRUCTURE

This dynamic program features a diverse group of faculty and executive speakers. It attracts participants from a wide variety of industries, organizations, and countries. The fast-paced learning environment fosters collaboration, dialogue, and introspection. Program topics will be presented through a combination of action-learning activities, simulations, group discussions, team exercises, lectures, case studies, and projects. This program is customized to participants' unique, personal and current leadership challenges.

### DAY 1

- Welcome and introduction to the course
- Team building activity - personal artifact
- True networks
- Persuasion and influence
- Welcome dinner with keynote

### DAY 2

- Negotiation skills
- Business and crisis communications
- Crisis presentations with panel review
- Heavy hors d'oeuvres

### DAY 3

- Business, strategy & financial acumen
- Designing preferable futures
- Core stories and being who you are
- Overnight experience

### DAY 4

- Innovation and the digital future
- Sustainability
- Graduation



Building  
Your  
Personal  
Brand

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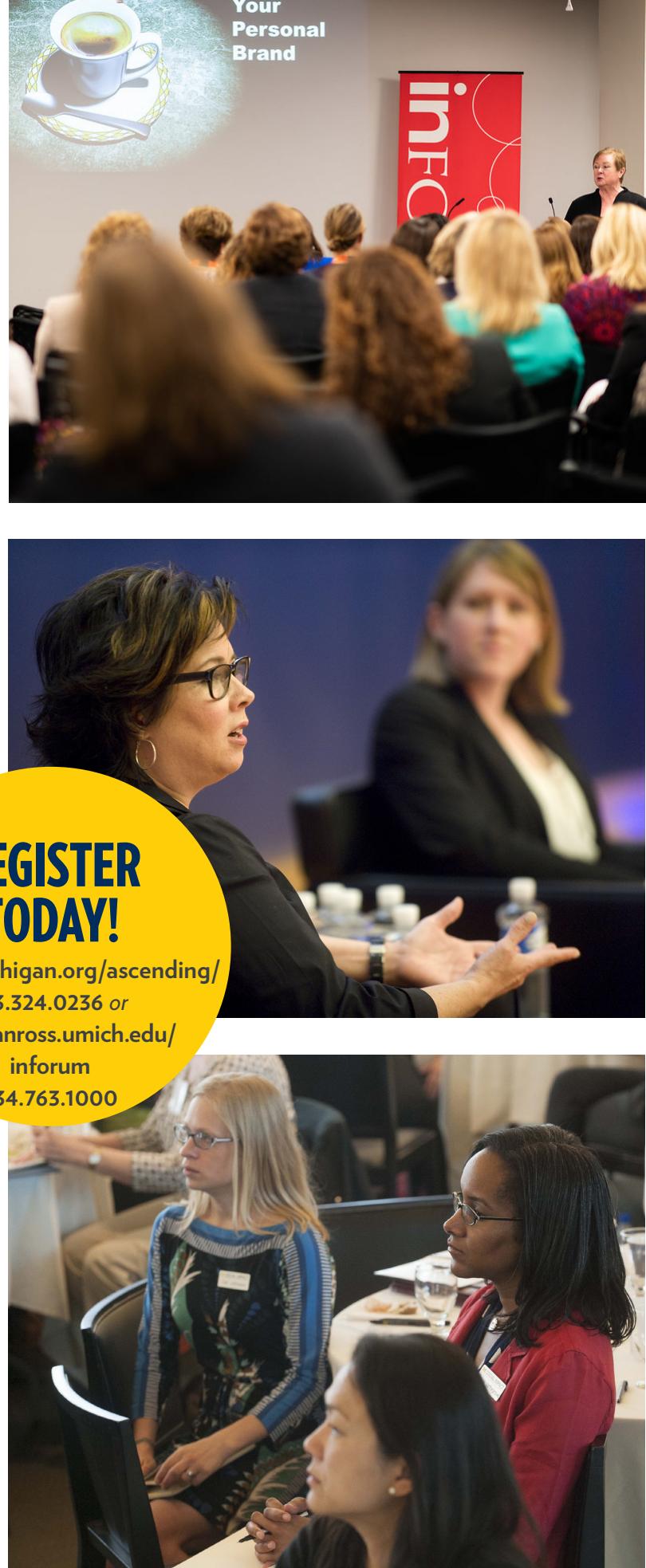
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# FACULTY AND EXECUTIVE SPEAKERS

At Michigan Ross, faculty have collectively authored hundreds of articles and dozens of books. They travel the world, sharing their expertise with Fortune 100 companies in virtually every sector. They're prolific thinkers and creators of revolutionary studies and frameworks. Most importantly, they are determined and dedicated to leveraging their extensive knowledge to help you succeed.

Inforum executive speakers are global business leaders at Fortune 500 companies who offer their real world insights and experiences at each stage of the curriculum. These senior executives generously share what they've learned about what works — and sometimes what hasn't. Their stories of strategy, growth, crisis management, and frontline corporate leadership bring the learning to life.

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## UM EXECUTIVE EDUCATION FACULTY\*



**CHERI ALEXANDER**

Faculty, Management and Organizations



**SUSAN ASHFORD**

Michael & Susan Jandernoa  
Professor of Management and Organizations



**LINDY GREER**

Professor of Management and Organizations  
Michael R. and Mary Kay Hallman Fellow



**JEFFREY SANCHEZ-BURKS**

William Russell Kelly Professor of Business Administration  
Professor of Management and Organizations



**CHRIS WILLIAMS**

Professor of Accounting  
Clyne Crawford Teaching Fellow  
Michael and Joan Sakkinen Faculty Fellow  
Faculty Director Accounting PhD Program

## INFORUM EXECUTIVE SPEAKERS (2022)\*



**TERRY BARCLAY**

President and CEO  
Inforum



**TAMMI DUKES**

Vice President Global Sustainability  
Adient



**NEIL HAWKINS**

President  
Fred A. and Barbara M. Erb Family



**MICHELLE ILITCH**

Vice President, Provider Network Solutions and Value-Based Programs  
Priority Health



**TELVA MCGRUDER**

Chief Diversity, Equity and Inclusion Officer  
General Motors Co.



**KIERSTEN ROBINSON**

President, Mexico, Canada and General Manager Family Vehicles  
Ford Motor Co.



**MAXIMILIANE STRAUB**

President Global Business Services  
Robert Bosch LLC



**JULIE WASHINGTON**

SVP, Chief Marketing, Communications & Customer Experience Officer  
Trinity Health



**ESTELLA WOO**

Director, Corporate Venture Building  
Robert Bosch LLC

## #1 Executive Education Provider in North America — *Financial Times*, 2022

Michigan Ross Executive Education was recently named a Top 10 global provider - the #1 executive education provider in North America - by the *Financial Times*. The FT ranking, based on survey responses from managers around the globe, weighs factors from faculty to follow-up. Among the highlights, Ross received an overall satisfaction score of 9.6/10, earned Top 5 rankings for faculty, and earned Top 10 rankings for aims achieved, course design, and teaching methods.

Ross delivers open enrollment programs in multiple formats around the globe and custom programs wherever our partners' request. Join us for any of our open enrollment program offerings or contact us to learn more about our custom program opportunities. We invite you to experience first-hand the Michigan Ross difference.

## A WORLD-CLASS EXPERIENCE

We strive to make every aspect of your program a world-class experience. Our program directors work closely with faculty and executive speakers before, during, and after the program to ensure you achieve your objectives. Program managers facilitate a seamless transition between classroom and off-site activities and assist with anything you might need — ensuring your focus is on learning, not logistics.

For specific program questions or concerns contact Inforum's Lorrena Black at **313.324.0236**, [lblack@inforummichigan.org](mailto:lblack@inforummichigan.org) or Michigan Ross at **734.763.1000**, [rossexeced@umich.edu](mailto:rossexeced@umich.edu).

## ASCENDING TO THE C-SUITE

PLYMOUTH, MI

28 Nov - 1 Dec 2022

\$8,500\* US

Applications due  
28 Oct 2022.

Fee Includes:

- Tuition
- Instructional materials
- All breakfasts, lunches, and snack breaks
- Select dinners
- Overnight accommodations provided Wednesday night
- Program materials, assessments, and simulations

Fee is payable in advance in US dollars and is subject to change. Check our website for our cancellation, transfer and substitution policy.

\*This program does not qualify for any special pricing.

Founded in 1962, Inforum is the only professional organization in Michigan – and one of a few in the country – that combines strategic connections, proven professional development programs, a respected forum for new ideas, and original research to accelerate careers for women and boost talent initiatives for companies. Inforum has a deep portfolio of retail and custom leadership programs that serve a broad range of women (and sometimes men) in different stages and types of careers – from nonprofit professionals, to emerging and rising corporate leaders, tech entrepreneurs, veterans and corporate board leaders. Inforum also conducts and publishes original research on women's leadership influence. For more information, visit [inforummichigan.org/ascending/](http://inforummichigan.org/ascending/) or call **313.324.0236**.



Above: Summer 2019 graduation class



Above: Summer 2018 graduation class



Above: Summer 2017 graduation class



Above: Summer 2016 graduation class

**Executive Education**

Stephen M. Ross School of Business  
University of Michigan  
724 East University Avenue, Suite 3700  
Ann Arbor, MI 48109-1234

**INFORUM**

400 Renaissance Center, Suite 2155  
Detroit, MI 48243

# ASCENDING TO THE C-SUITE

**“**More than I expected was the magic that happened when you start to combine the research-based learning that comes with faculty and a world-class university with the experience and the proven results that come with business leaders. **”**

-Vice President, Bosch Automotive Service Solutions

**“**Having a really unique opportunity to be with an exclusive executive women program is priceless. **”**

-Managing Partner, Patina Solutions

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The Regents of the University of Michigan  
Jordan B. Acker, Michael J. Behm, Mark J. Bernstein, Paul W. Brown,  
Sarah Hubbard, Denise Ilitch, Ron Weiser, Katherine E. White, Mary Sue Coleman (ex officio)

**Applications due 28 Oct 2022.**

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