

TUCK ADVANCED MANAGEMENT PROGRAM

Week 1

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>This is a representative schedule and subject to change for any future sessions. However, the core topic areas will remain the same.</p>	<p>6:30 AM Breakfast Available</p>	<p>6:30 AM Breakfast Available</p>	<p>6:30 AM Breakfast Available</p>	<p>6:30 AM Breakfast Available</p>	<p>6:30 AM Breakfast Available</p>	<p>6:30 AM Breakfast Available</p>
	<p>9:00–9:45 AM Program Introduction <i>(Kevin Lane Keller)</i></p> <p>10:00 AM–12:00 PM What is Your Globalization Story? <i>(Matthew Slaughter)</i></p>	<p>8:30–9:00 AM Study Groups</p> <p>9:00 AM–12:15 PM The Other Side of Innovation <i>(Vijay Govindarajan)</i></p>	<p>9:00–10:30 AM Developing a Powerful Brand Strategy: Understanding Branding <i>(Kevin Lane Keller)</i></p> <p>10:45 AM–12:15 PM Developing a Powerful Brand Strategy: Designing Strong, Competitive Brand Positions <i>(Kevin Lane Keller)</i></p>	<p>8:30–9:00 AM Study Groups</p> <p>9:00–10:30 AM Creating a One-Company Culture Using the Power of Corporate Communication <i>(Paul Argenti)</i></p> <p>10:45 AM–12:15 PM Reputation and Risk <i>(Paul Argenti)</i></p>	<p>8:30–9:00 AM Study Groups</p> <p>9:00 AM–12:15 PM Superbosses: How Great Leaders Influence and Create Other Leaders <i>(Sydney Finkelstein)</i></p>	<p>9:00 AM–12:15 PM Global Supply Chain Management <i>(Brian Tomlin)</i></p>
	<p>12:00–1:00 PM Lunch</p>	<p>12:15–1:15 PM Management Action Plan: Working Lunch in Teams</p>	<p>12:15–1:15 PM Lunch</p>	<p>12:15–1:15 PM Management Action Plan: Working Lunch in Teams</p>	<p>12:15–1:15 PM Lunch with Guest Speaker</p>	<p>12:15–12:45 PM Week 1 Evaluation</p> <p>12:45–1:45 PM Lunch</p>
	<p>1:00–4:30 PM The Three Box Solution: A Strategy for Leading Innovation <i>(Vijay Govindarajan)</i></p> <p>4:30–5:30 PM Management Action Plan: Reflection with the Cohort <i>(Kevin Lane Keller)</i></p>	<p>1:15–4:30 PM Leadership Best Practices in the Public and Private Sectors <i>(John Lynch)</i></p> <p>4:30–5:30 PM Management Action Plan: Reflection on Your Own</p>	<p>1:15–2:45 PM Developing a Powerful Brand Strategy: Building Strong Brands <i>(Kevin Lane Keller)</i></p> <p>3:00–4:30 PM Developing a Powerful Brand Strategy: Managing Strong Brands <i>(Kevin Lane Keller)</i></p> <p>4:30–5:30 PM Management Action Plan: Reflection on Your Own</p>	<p>1:15–1:45 PM Study Groups</p> <p>1:45–3:00 PM Corporate Responsibility <i>(Paul Argenti)</i></p> <p>3:15–4:30 PM Ethics <i>(Paul Argenti)</i></p>	<p>1:15–4:30 PM Superbosses: How Great Leaders Influence and Create Other Leaders <i>(Sydney Finkelstein)</i></p> <p>4:30–5:30 PM Management Action Plan: Reflection on Your Own</p>	<p>FREE AFTERNOON AND EVENING</p>
<p>5:30–6:30 PM Program Registration</p> <p>6:30–8:00 PM Welcome Reception and Program Kickoff</p>	<p>6:30–8:30 PM Opening Dinner</p>	<p>FREE EVENING</p>	<p>FREE EVENING</p>	<p>6:30–8:00 PM Reception and Fireside Chat with <i>Marcelo Gleiser</i>, moderated by <i>Paul Argenti</i></p>	<p>6:30–8:00 PM Excursion to King Arthur Flour, Dinner, and Discussion with Executive Leadership Team <i>Norwich, VT</i></p>	<p>Learn more: AMP.TUCK.DARTMOUTH.EDU</p> <p>Contact: tuck.exec.ed@tuck.dartmouth.edu 603-646-2839</p>

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
7:30–8:30 AM Breakfast Available	6:30 AM Breakfast Available	6:30 AM Breakfast Available	6:30 AM Breakfast Available	6:30 AM Breakfast Available	6:30 AM Breakfast Available
FREE DAY Optional Hike/Kayak on Your Own	9:00 AM–12:15 PM Performance Measures and Strategy Implementation <i>(Phil Stocken)</i>	9:00 AM–12:00 PM The Wide Lens: What Successful Innovators See that Others Miss <i>(Ron Adner)</i>	9:00 AM–12:15 PM Service Excellence: Managing the Customer Asset <i>(Punam Keller)</i>	9:00 AM–12:15 PM Leadership, Change, and Influence <i>(Pino Audia)</i>	9:00–10:30 AM Onwards and Upwards <i>(Kevin Lane Keller)</i> 10:30–11:00 AM Break and Week 2 Evaluation 11:00 AM–12:00 PM Program Graduation
	12:15–1:15 PM Group Photo and Lunch	12:15–1:15 PM Management Action Plan: Working Lunch in Teams	12:15–1:15 PM Management Action Plan: Working Lunch in Teams	12:15–1:15 PM Lunch	12:00 PM Lunch
	1:00–4:30 PM Platforms and Digital Disruption <i>(Geoff Parker)</i> 4:30–5:30 PM Management Action Plan: Reflection with the Cohort <i>(Kevin Lane Keller)</i>	1:15–4:30 PM The Wide Lens: What Successful Innovators See that Others Miss, <i>(Ron Adner)</i> 4:30–5:30 PM Management Action Plan: Reflection on Your Own	1:15–4:30 PM Leaders as Networks Architects <i>(Adam Kleinbaum)</i> 5:00–6:30 PM Learning to Look <i>(Hood Museum of Art at Dartmouth College)</i>	1:15–4:30 PM Leadership, Change, and Influence <i>(Pino Audia)</i> 4:30–5:30 PM Management Action Plan: Reflection on Your Own	
	FREE EVENING	FREE EVENING	FREE EVENING	6:30–8:30 PM Closing Dinner	