

# CEO Leadership Program

## Entrepreneurial Strategies to Enhance Growth



An all-inclusive three day live-in experience  
at MIT's Endicott House  
Dedham, Massachusetts

“ This was a great way to study in detail the growth of other companies. It was also a valuable opportunity to talk with people like myself who are dealing with the same growth issues. ”

*Rob Kasameyer*  
President  
Cambridge Viscosity

Presented by



# Growth Strategies

## CEO Leadership Program

### An Overview

The CEO Leadership Program is an intensive, three-day forum to address the challenges of managing a growth-oriented company.

This experience allows you to take time to focus strictly on building the right strategy to apply and implement with your management team. You will interact peer-to-peer with other CEO's who are facing the same opportunities and challenges. The value of the classroom experience is enriched immeasurably by the insights of fellow participants led by a well experienced faculty.

In building this program, we have focused on the critical management factors that most directly affect a company's performance. The specific areas of concentration include:

- the role of leadership in achieving corporate growth
- the challenge of maintaining focus in the midst of abundant opportunity
- the all-important role of sales and operational execution in the face of a creative, chaotic, growth-oriented environment

Utilizing case studies and drawing heavily from the real world experiences of participants, the program covers these themes in the context of general management, sales, finance and human resources. This format will not only pave the way toward thoughtful solutions of many current problems, but provides a useful framework to solve future problems as well.

### Who Should Attend

Chief executive officers, presidents and owners of growth-oriented companies who are faced with the challenge of taking their companies to the next level.

Individuals with different titles who nonetheless have equivalent responsibilities are welcome to attend.

### The Case Study Method

The case study method is highly effective because it involves the full spectrum of business disciplines in order to analyze a situation – just as in the real world. For example, while the focus of a case may be on a sales issue, management's capabilities in terms of human resources and financial

modeling must also be considered. When you review a case you can think about it in terms of how your own company must decide what to do next, and then, in the classroom, define and articulate your position. Fellow participants with varied backgrounds and unique experiences frequently reach different conclusions. From this dynamic process comes a host of beneficial insights on effective business management.

**“The ROI was over the top! The quality of the people who attended and the faculty is what made this program different than any other one out there.”**

Laura McCann  
President & Founder  
Zweave, Inc.

[www.theseconline.com](http://www.theseconline.com)

**Edward P. Marram**

Babson College Entrepreneurship Faculty  
Director; Arthur M. Blank Center

Dr. Marram is responsible for all administrative activities and programs led by the Arthur M. Blank Center for Entrepreneurship, the hub for entrepreneurial activity at Babson. Marram was an entrepreneur in the high-technology sector for more than 35 years; he was the founder, president and CEO of GEO-CENTERS, INC. which he sold in 2005.

**Les Charm**

Babson College

Professor Charm has been a partner in Youngman & Charm since 1972. The firm specializes in directorship functions for firms owned and operated by entrepreneurs and in assisting companies that are experiencing operating and/or financial problems.

**Jack Derby**

Derby Management

Derby Management provides coaching for senior management, sales and marketing along with strategic planning services for growth-oriented businesses in the Northeast. Jack's background includes positions as CEO of Mayer Electronics Corporation, President of CB Sports, President of Litton Industries Medical Systems, CEO of Datamedix Corporation and President of Becton Dickinson Medical Systems.

**Kevin Mulvaney**

Adjunct Professor, Babson College

Mr. Mulvaney serves as Executive-in-Residence in the Entrepreneurial Studies Program at Babson, and is President of Strategic Advisors Group, a specialty consulting firm which advises CEOs facing strategic challenges and M&A decisions. Before starting his consulting practice, Mr. Mulvaney served as President of DRI/McGraw-Hill, the world's largest econometric publishing, data, and consulting firm, and spent the previous 23 years at Bank of Boston.

What To Expect

- **Expect** to be better prepared to make your company perform better financially and ready to implement new growth strategies.
- **Expect** to develop a perspective, both strategically and tactically, which focuses on identifying and seizing new opportunities.
- **Expect** to examine approaches and strategies for identifying, marshaling and managing critical resources, both inside and outside your organization.
- **Expect** to learn ways to stay focused on priorities and respond to new opportunities as they arise.
- **Expect** to share common problems and gain new insights from interaction with other business leaders.

“The following day I sat with some staff and we created three new reports based on what I learned. Two of these reports will pay for the Leadership Program in one month. What more could I ask for?”

*Ben St. Jean*  
President  
HEINE USA Ltd

“I'm implementing a new sales planning process because of the program! We expect a great return on this investment.”

*John Bierschenk*  
President & General Manager  
TerraTherm, Inc.

## About The SBANE Educational Center

The SBANE Educational Center is the leading, practical authority on cost-effective management education in the growth-oriented, privately-held, business marketplace. The charter of the Center is to encourage and assist in implementing traditional and innovative educational ideas and programs to enhance this marketplace. To learn more visit [www.sec.org](http://www.sec.org). or call 978-223-2217.

## About Associated Industries of Massachusetts (AIM)

Established in 1915, Associated Industries of Massachusetts is the largest employer association in Massachusetts, serving the interests of more than 7,600 member companies from multinationals to sole proprietorships. To learn more, visit [www.aimnet.org](http://www.aimnet.org) or call 800.470.6277.

## About MIT's Endicott House

The Executive Management Program takes place at MIT's Endicott House in Dedham, Massachusetts. This 1930's era mansion has been updated to provide all the modern amenities in a baronial atmosphere. The classrooms are state-of-the-art and the accommodations are world-class. Every detail is polished and participants can expect to focus on the business at hand in an impeccable environment. To learn more visit [www.mitendicotthouse.org](http://www.mitendicotthouse.org).

## About Program Cost

The all-inclusive registration fee for the CEO Leadership Program is \$3500 per person and covers all materials and room-and-board at MIT's Endicott House in Dedham, Mass.

## About Tuition Reimbursement

The CEO Leadership Program is an approved provider for the Massachusetts' Department of Workforce Development, which could entitle you to a 50% tuition reimbursement. The application deadline to qualify for this program is a minimum of six weeks prior to the program's start date. Email us at [bdewitt@thesbanecenter.org](mailto:bdewitt@thesbanecenter.org) and we will send you the particulars.

**“Very impressive! There were a variety of takeaways and applicable information. I would definitely recommend this to others. This is one program you surely don't want to miss.”**

*Craig Allard*  
President  
SHEP Company, LLC

**“This program jump started and ignited the way I look at my business. It gave me time away from distractions and the opportunity to focus on my business.”**

*Heike Milhench*  
President  
Milhench Supply Co.

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