



NEFI Energy Leaders Program Schedule – 2021



Tuesday, October 12

9:30 – 10:00am	Introduction from April Salas and NEFI Leadership
10:00 – 11:30am	<p>“Developing a Strategic Mindset” with Professor Syd Finkelstein</p> <p>There are three key things that all leaders must do when it comes to strategy. This session provides practical ideas and insights on each:</p> <ul style="list-style-type: none"> • Leaders need to think differently about their business • Leaders need to think about how to create value in new ways • Leaders need to think about their people the way “superbosses” do
11:45am – 12:45pm	Lunchtime Networking Session

Thursday, October 14

9:30 – 10:00am	Discussion Groups with “Lead” Participants
10:00 – 11:30am	<p>“Digital Disruption / Driving Business Model Innovation” with Professor Geoff Parker</p> <p>This session is aimed at executives, investors, and entrepreneurs interested in creating, managing, or understanding business platforms. Firms such as Amazon, Facebook, Kloeckner Metals, SAP, and Siemens manage ecosystems in which third parties add value. Platforms can be particularly disruptive in fragmented service markets. The goal is to explain how platform firms operate, disrupt incumbents, modify traditional rules of strategy and what some potential responses to platforms might be.</p>
11:45am – 12:45pm	Lunchtime Networking Session



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Tuesday, October 19

9:30 – 10:00am	Discussion Groups with “Lead” Participants
10:00 – 11:30am	“Innovation Strategy” with Professor Ron Adner Develop a new way of thinking about your firm’s position vis-à-vis its customers, rivals and partners in order to accelerate the path to profitable growth. Uncover the new set of challenges that interdependence creates and present a powerful new framework for successfully managing these challenges.
11:45am – 12:45pm	

Thursday, October 21

9:30 – 10:00am	Discussion Groups with “Lead” Participants
10:00 – 11:30am	“Role of the CFO” with Professor Jordan Schoenfeld This session will explore how to create value through the financial recruiting process (e.g., communicating effectively with investors, exploring unique investment mechanisms, raising money in a non-conventional way) using case studies to explore options, evaluate tradeoffs, and how to operationalize.
11:45am – 12:45pm	Panel Session



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Tuesday, October 26

9:30 – 10:00am	Discussion Groups with “Lead” Participants
10:00 – 11:30am	<p>“Strategy for Leading Innovation: The Three Box Solution” with Professor Vijay “VG” Govindarajan</p> <p>The Three-Box Solution describes the framework for managing a business’s responsibility to take action in three time horizons at once: executing the present core business at peak efficiency (Box 1); taking steps to avoid the inhibiting traps of past success (Box 2); and innovating a future built on breakthrough ideas (Box 3). The session shows the distinctive skills each box requires, how the boxes interrelate, and what it takes to balance them.</p>
11:45am – 12:45pm	Lunchtime Networking Session

Thursday, October 28

9:30 – 10:00am	Discussion Groups with “Lead” Participants
10:00 – 11:30am	<p>“Connecting Strategic Vision to Implementation” with Professor Paul Argenti</p> <p>In this session participants will develop a connection between strategy development and execution, use strategic communication to create integration, and create communication strategies for personal leadership.</p>
11:45am – 12:45pm	Virtual Fireside Chat – Guest Speaker



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Tuesday, November 2

9:30 – 10:00am	Discussion Groups with “Lead” Participants
10:00 – 11:30am	“Building and Managing Strong Brands” with Professor Kevin Lane Keller Establish strong competitive positions and create intense, active relationships with your customers. Integrate online and offline marketing programs and activities and align internal and external marketing. Understand ROI of marketing investments, leverage brand equity across categories and markets and design and implement your own brand strategies.
11:45am – 12:45pm	“Action Planning” Session in plenary

Thursday, November 4

9:30 – 10:00am	Discussion Groups with “Lead” Participants
10:00 – 11:30am	“Superbosses” with Professor Syd Finkelstein Discuss lessons from “spawners of talent” and understand what separates good and very good leaders from the best. Learn how to create and maintain and leadership pipeline.
11:45am – 12:15pm	Evaluations & Virtual Graduation