



**TUCK
EXECUTIVE EDUCATION**
AT DARTMOUTH



NEFI ENERGY LEADERS PROGRAM

March 31 - April 5, 2019

Hanover, NH

draft - subject to modification

SUNDAY March 31	MONDAY April 1	TUESDAY April 2	WEDNESDAY April 3	THURSDAY April 4	FRIDAY April 5
	Breakfast available starting at 6:30 AM	Breakfast available starting at 6:30 AM	Breakfast available starting at 6:30 AM	Breakfast available starting at 6:30 AM	Breakfast available starting at 6:30 AM
	<p>8:15 - 8:30 AM Program Welcome Elizabeth Wilson and April Salas</p> <p>8:30 - 11:00 AM Leading Change (Argenti)</p> <p>11:15 AM - 12:30 PM Building, Protecting, and Measuring Corporate Reputation (Argenti)</p>	<p>8:30 AM - 12:00 PM Innovation Strategy: The Wide Lens (Adner)</p>	<p>8:30 AM - 12:00 PM Digital Disruption (Parker)</p>	<p>8:30 AM - 12:00 PM Digital Strategies for Innovation (Taylor)</p>	<p>8:30 AM - 12:00 PM Superbosses (Finkelstein)</p>
	<p>12:30 - 1:30 PM Lunch</p>	<p>12:00 - 1:00 PM Group Photograph and Lunch</p>	<p>12:00 - 1:00 PM Lunch</p>	<p>12:00 - 1:00 PM Lunch</p>	<p>12:00 - 1:00 PM Lunch Program Adjourns</p>
	<p>1:30 - 5:00 PM Building and Managing Strong Brands (Keller)</p>	<p>1:00 - 4:30 PM Developing a Strategic Mindset (Finkelstein)</p>	<p>1:00 - 4:30 PM Using Financial Statements to Create Value (Stocken)</p>	<p>1:00 - 4:30 PM Understanding the Customer (Kopalle)</p>	
<p>5:30 - 6:30 PM Program Registration <i>Six South Street Hotel Lobby</i></p>	<p>5:00 - 6:30 PM Free Time</p>	<p>4:45 - 6:00 PM Making M&A's Work in the New Energy Economy (Finkelstein)</p>	<p>4:30 - 6:30 PM Free Time</p>	<p>4:30 - 6:00 PM Free Time</p>	
<p>6:30 - 8:30 PM Program Kickoff Reception <i>Hopkins Center, Top of the Hop, Dartmouth College</i></p>	<p>6:30 - 9:00 PM Dinner and Fireside Chat: Innovation Strategy: The Wide Lens (Adner) <i>Hayward Room, Hanover Inn</i></p>	<p>Free Evening</p>	<p>6:30 - 8:30 PM Dinner and Session: Role of Private Equity in Industry Transformation (Mansur and Revers) <i>McLaughlin Atrium, Raether Hall, Tuck School of Business</i></p>	<p>6:30 - 9:00 PM Closing Dinner <i>Simon Pearce Restaurant</i> The Irving Energy Story & Leading the Family Business (Irving & Whitcomb)</p>	

NEFI Energy Leaders Program Course Descriptions

(Subject to Change)

Developing a Strategic Mindset

Finkelstein

- See how important culture is in organizations
- Understand what a new manager faces upon arrival
- Understand the impact of change

Leading Change

Argenti

- Explore five imperatives for change: Do you have the right people in the room? Do they truly feel accountable for change? What's holding them back from changing? Do they know what needs to change? Can they actually execute the change?

Building, Protecting, and Measuring Corporate Reputation

Argenti

- Learn how to build and protect a reputation
- Understand the opportunities and threats that develop from reputational risk
- Learn how to mitigate that risk and measure the effectiveness of programs you put into place
- Understand how to recognize and manage a crisis

Innovation Strategy: The Wide Lens

Adner

- Develop a new way of thinking about the 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

M&A

Finkelstein

- Develop methods of creating value across business units
- Develop a framework for creating an effective growth strategy, including how to assess potential acquisition candidates.
- Examine best practices in M&A

Digital Strategies for Innovation

Taylor

- Establish strong competitive positions
- Create intense, active relationships with customers
- Integrate online and offline marketing programs and activities
- Align internal and external marketing activities
- Understand ROI of marketing investments
- Leverage brand equity across categories and markets
- Design and implementing brand strategies.

Superbosses

Finkelstein

- Discuss lessons from "spawners of talent"
- Understand what separates good and very good leaders from the best.
- Learn how to create and maintain a leadership pipeline