

## NEFI Energy Leaders Program at Dartmouth Schedule March 31, 2019 – April 5, 2019

*(Subject to change)*

Sunday, 3/31	Monday, 4/1	Tuesday, 4/2	Wednesday, 4/3	Thursday, 4/4	Friday, 4/5
<p>Program Kickoff Reception 6:30 – 8:30 PM</p>	<p><i>Breakfast available starting at 6:30 AM</i></p> <p>Leading Change (<i>Paul Argenti</i>) 8:30 – 11:00 AM</p> <p>Building, Protecting, and Measuring Corporate Reputation (<i>Paul Argenti</i>) 11:15 AM – 12:30 PM</p> <p>Lunch 12:30 – 1:30 PM</p> <p>Building and Managing Strong Brands (<i>Kevin Lane Keller</i>) 1:30 – 5:00 PM</p> <p>Free Time 5:00 – 6:30 PM</p> <p>Fireside Chat: Innovation Strategy: The Wide Lens (<i>Ron Adner</i>) 6:30 – 9:00 PM</p>	<p><i>Breakfast available starting at 6:30 AM</i></p> <p>Innovation Strategy: The Wide Lens (<i>Ron Adner</i>) 8:30 – 12:00 AM</p> <p>Lunch 12:00 – 1:00 PM</p> <p>Developing a Strategic Mindset (<i>Syd Finkelstein</i>) 1:00 – 4:30 PM</p> <p>Free Time 4:30 – 6:30 PM</p> <p>Financing in the New Energy Economy: -M&amp;A (<i>Syd Finkelstein</i>) 6:30 – 8:00 PM</p>	<p><i>Breakfast available starting at 6:30 AM</i></p> <p>Financing for Growth (Anant Sundaram) 1:00 – 4:30 PM</p> <p>Lunch 12:00 – 1:00 PM</p> <p>Understanding the Customer (<i>Praveen Kopalle</i>) 1:00 – 3:30 PM</p> <p>The Irving Energy Story &amp; Leading the Family Business (<i>Sarah Irving &amp; Ian Whitcomb</i>) 3:45 – 5:00 PM</p> <p>Free Time 5:00 – 6:30 PM</p> <p>Role of Private Equity in Industry Transformation (<i>Erin Mansur &amp; Dan Revers</i>) 6:30 – 9:00 PM</p>	<p><i>Breakfast available starting at 6:30 AM</i></p> <p>Digital Strategies for Innovation (<i>Alva Taylor</i>) 8:30 AM – 12:00 PM</p> <p>Lunch 12:00 – 1:00 PM</p> <p>Digital Disruption (<i>Geoff Parker</i>) 1:00 – 4:30 PM</p> <p>Reflection Time 4:30 – 6:30 PM</p> <p>Closing Dinner 6:30 – 9:00 PM</p>	<p><i>Breakfast available starting at 6:30 AM</i></p> <p>Superbosses (<i>Syd Finkelstein</i>) 8:30 AM – 12:00 PM</p> <p>Program Adjourns at Lunch</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