

2009 MBA LEADERSHIP CONFERENCE THE PALACE HOTEL, SAN FRANCISCO, CA

KEYNOTE SESSIONS

THE STANFORD DESIGN SCHOOL EXPERIENCE AND MBA EDUCATION

Robert Sutton, Stanford University

The Hasso Plattner Institute of Design (or "Stanford d.school") teaches students to do creative work in interdisciplinary teams, which mirror the teams that most MBAs work in after they graduate. Bob Sutton will demonstrate how such experiences complement students' MBA education by showing attendees how students learn the human-centered design process and work with external partners to develop and implement prototype solutions. Sutton will also illustrate what students do and learn with projects including spreading the Firefox Browser, promoting hip-hop groups, attracting new users to Facebook, working with Microsoft and Google to reduce energy consumption in personal computers, and improving the baggage claim experience at JetBlue.

GMAC TOWN HALL MEETING

We will start with a short report on strategic issues that the GMAC Board has been addressing over the past year. Then we will switch to an open dialogue between you, staff members and GMAC Board Members.

INNOVATION AND COMPETITION: LESSONS FOR MBA PROGRAMS

Guy Kawasaki, Founding Partner and Entrepreneur-in-Residence, Garage Technology Ventures

As managing director of Garage Technology Ventures and former Fellow at Apple, Guy Kawasaki is familiar with MBAs – he has hired them, worked with them and is one of them. He also knows business – working and writing about entrepreneurship, innovation, and competition. Guy shares with his audience his lessons learned and offers his thoughts on what graduate management education should be doing to have more impact.

DEVELOPING TALENT FOR TODAY'S ECONOMIC ENVIRONMENT

Dean Bernard Ramanantsoa, HEC Paris

In today's economic environment, business schools must prepare tomorrow's leaders by developing new talents. Through productive research, innovative programs, and teaching excellence, graduate management education will play a large part in the future of business management and leadership. Drawing from his experiences at HEC Paris, Dean Ramanantsoa will address innovative approaches to teaching accountable leadership to today's students for tomorrow's leadership.

DESIGNING THE THINKER OF TOMORROW

Mihnea Moldoveanu, Desautels Centre for Integrative Thinking and University of Toronto

Can high-value decision makers be conceived, prototyped, nurtured – in a word – designed? In this session, Professor Moldoveanu will outline why managers must develop and employ qualitative and tacit skills as well as how they might begin to do so by cultivating new ways to think. Rather than imparting general knowledge culled from texts, MBA students and business leaders must examine, understand and improve the ways their minds work in highly complex, ambiguous and conflict situations – those very situations that are faced in the real world and least addressable by the use of standard formulas. Moldoveanu will share his research, practice and models of such thinking as well his written word– that is, the Rotman School has graciously agreed to provide a complimentary copy of his book to all attendees of this session.