

# VISTAGE EXECUTIVE LEADERSHIP PROGRAM IN COLLABORATION WITH STANFORD GRADUATE SCHOOL OF BUSINESS

## BECOME A PART OF THE INAUGURAL PROGRAM IN INNOVATION

### Why

- Sophisticated members want advanced learning opportunities
- Vistage and Stanford can offer an exclusive hybrid model only available to Vistage members

### What

- Thought leadership delivered by world-class professors from Stanford Graduate School of Business
- Vistage facilitated monthly half-day workshops transform academics into real change in members' organizations

### Who

- 15 Bay Area members CE members nominated by Chairs
- Members selected based on their commitment to fully participate, fulfill all the course requirements, and share their insights
- Two Bay Area Chairs, Lonnie Martin and Scott Reeves, will facilitate monthly workshops

### How

- Approximately 1-year program beginning September 2017
- Three on-line courses focused on corporate innovation including video lectures, live events, group-wide discussions, and direct faculty feedback (average 3-5 hours per week)
- 10 in-person workshops
- Members apply content from each course to impact and drive change in their organization

### Where

- Monthly workshops in convenient Bay Area location
- September 2017 cohort will include CE members in Chicago, Denver, San Diego, NYC, and the Bay Area. We will offer virtual groups for members outside these initial markets.

### Cost

- The discounted Vistage member cost is \$15,000.

## FREQUENTLY ASKED QUESTIONS

### What topics will be covered?

The inaugural program will include three courses focused on innovation: (1) Strategic Leadership by Professor William Barnett and Professor Jesper Sorensen, (2) The Innovation Playbook by Professor Jennifer Aaker, and (3) Designing Organizations for Creativity and Innovation by Professor Sarah Soule

### What do members get for completing the program?

Members who complete the program will receive a Stanford Certificate of Completion co-branded with Vistage Worldwide, signed by the Associate Dean of the Graduate School of Business and Sam Reese, Vistage CEO. On-campus graduation and capstone day of learning are planned for Fall 2018

### How will this impact my Vistage group?

The program is a complement to your Vistage group. All in-market Chairs will receive summaries monthly

### Is this a one-time program or will it be repeated?

The first program launched February 2017 with a total of 80 participants. We will launch the next cohort in September 2017 followed by the third cohort tentatively scheduled for February 2018. Additional cohorts and markets will continue to be added.

### How do I nominate a member?

Chairs can simply nominate a member by filling out the **nomination form** on the website. Members will then receive an email invitation to fill out the application form online.

### How do members apply?

Members must be nominated by a Vistage Chair to apply. Nominated members will receive an email invitation to fill out the [online application](#). Applications for September cohort are due by August 18.

“As Vistage members, we seek to develop our leadership intelligence to be the best we can be in order to make a positive contribution to our organizations, community and world. Becoming masterful involves a commitment to learning a practice and staying on the path. Every once in a while there is a rare opportunity to learn from others who are further down the path and accelerate our development exponentially. I am delighted that Vistage has partnered with Stanford University’s world-renowned executive education program. This is one of those opportunities for the few who want to go further and faster.”

“How often are we asked by members to suggest a resource for developing expertise in ingenuity, creativity, and innovative problem solving? Now, Vistage has partnered with Stanford University to bring this resource to our members and the pilot program will be offered in the Bay Area. We get to nominate the members who will be part of the first year-long program, Leadership in Innovation, taught by Stanford Business School Professors who specialize in this field. What an amazing opportunity for all our members and us, the Chairs.”



**Scott Reeves**  
Bay Area Facilitator +  
Vistage Chair since 2013



**Lonnie Martin**  
Bay Area Facilitator +  
Vistage Chair since 2010

**STANFORD** GRADUATE  
**BUSINESS** SCHOOL OF  
Executive  
Education

**WORKSHOP LOCATION:**  
**Alameda County Fairgrounds**  
**4501 Pleasanton Avenue**  
**Pleasanton, California 94566**

**WORKSHOP DATES\*:**

<b>September, 2017</b>	<b>March, 2018</b>
<b>October, 2017</b>	<b>April, 2018</b>
<b>November, 2017</b>	<b>May, 2018</b>
<b>December, 2017</b>	<b>June, 2018</b>
<b>January, 2018</b>	<b>July, 2018</b>
<b>February, 2018</b>	

\*Dates could change

