

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

BECOME A PART OF THE 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 Vistage member CEOs/Executives 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

- 1-year program (January 2018 – December 2018)
- Three on-line courses focused on corporate innovation including video lectures, live events, group-wide discussions, and direct faculty feedback (average 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 a convenient Bay Area location

Cost

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

FREQUENTLY ASKED QUESTIONS

What topics will be covered?

The program includes three courses focused on innovation: (1) Strategic Leadership by Professor William Barnett and Professor Jesper Sorensen – understand the fundamentals of a successful corporate strategy and create one for your company (2) The Innovation Playbook by Professor Jennifer Aaker – learn the power of the story and write your leadership story, your user story, your company story, and your innovation story, and (3) Designing Organizations for Creativity and Innovation by Professor Sarah Soule - learn how to design your organization and culture to foster innovation and collaboration

What do members get for completing the program?

Members who complete the program will receive a Stanford certificate of completion 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 an annual event in Palo Alto, California

How will this impact my Vistage group?

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

How do members apply?

Members must be nominated by a Vistage Chair to apply. The [nomination form](#) is online. Nominated members will receive an email invitation to fill out the online application. Learn more at vistage.com/stanfordprogram-bayarea



**Nominations and Applications due
November 24, 2017**

“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 program will be offered in the Bay Area. 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

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

WORKSHOP DATES*:

January 9, 2018	July 10, 2018
February 6, 2018	August 7, 2018
March 6, 2018	September 4, 2018
April 3, 2018	October 2, 2018
May 8, 2018	November 6, 2018
June 5, 2018	December 4, 2018

*Dates could change



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