

VISTAGE EXECUTIVE LEADERSHIP PROGRAM

In Collaboration with
Stanford Graduate School
of Business Executive Education

STANFORD
BUSINESS

GRADUATE
SCHOOL OF

Executive
Education

VISTAGE

What is the Vistage Executive Leadership Program?

Now more than ever, CEOs and executives are seeking new ways to grow and innovate their businesses, both faster and more efficiently.

The Vistage Executive Leadership Program, in collaboration with Stanford Graduate School of Business Executive Education, is a unique executive education program that focuses on developing strategic thinking and immediately applying innovative strategies that drive transformative change in an organization.

Members learn proven business concepts through online, self-paced learning guided by Stanford faculty. They are then challenged to immediately bring these concepts to life in their own business through interactive group workshops facilitated by expert Vistage Chairs. The cohort structure of the program provides added support and accountability from similarly motivated and focused CEO peers for optimal results.

The Course



Strategic Leadership is an online course from Stanford Graduate School of Business Executive Education Program.

The content and workshops allow members to make an immediate and lasting impact on their business by learning to identify opportunities and challenges, developing a viable course of action, defining a strategy, and executing their plan.

The format

The course is structured as an 8-week 'sprint' and is comprised of eight (8) one-week modules. In addition to self-paced, online learning, each course features two (2) live sessions: a kick-off with Stanford course facilitators and a final course live session with Stanford GSB Executive Education faculty.

Unlike other online executive education programs, members meet weekly with their virtual Vistage Executive Leadership Program group and Chair facilitator to discuss learnings and focus on immediately applying the course concepts directly to their business.

This program does not require prerequisites or a prior degree to enroll. Members receive a Stanford Certificate of Completion for each completed course in the series.

Who is best suited for this program

This program is designed specifically for growth-minded Vistage CEO members who want to take a deep dive into evaluating their organization's strategy.

It is best suited for those who are looking to:

- sharpen their strategic thinking skills for tackling challenges
- spur transformative change and growth in their company
- develop a framework that better aligns with their strategy
- disrupt their business model entirely





STRATEGIC LEADERSHIP

Why are some companies more competitive than others? To be successful, a leader must be able to diagnose the reasons behind successes and failures — effectively improve performance in the future. This course helps leaders learn to think strategically: how to identify opportunities and challenges, how to develop a viable course of action, how to formulate a strategy, and how to execute their strategy so employees are guided and motivated to achieve success. The goal of this course is to hone your strategic thinking skills so that this thought process becomes second nature.

Why should you enroll?

In this course you will:

- Improve your strategic thinking skills: identify opportunities and challenges, develop a viable course of action, and formulate a strategy
- Enrich your ability to shape the context for strategic execution through the levers of organizational design and leadership
- Strengthen your ability to lead through strategic change and motivate your employees to achieve success

COURSE FACULTY



William P. Barnett

THE THOMAS M. SIEBEL PROFESSOR OF BUSINESS LEADERSHIP, STRATEGY, AND ORGANIZATIONS

William Barnett studies competition among organizations and how organizations and industries evolve globally. He is best known for his work on “Red Queen Competition,” where firms learn from competition and so become stronger competitors over time.



Jesper B. Sørensen

THE ROBERT A. AND ELIZABETH R. JEFFE PROFESSOR, AND PROFESSOR OF ORGANIZATIONAL BEHAVIOR

Jesper B. Sørensen specializes in the dynamics of organizational and strategic change, and their implications for individuals and their career. His research on firm outcomes has focused on the impact of organizational structure and culture on organizational learning, performance and innovation.

“ The **Strategic Leadership course** gave me the tools to help me scale and inject routines into the startup company that I was brought on to make more profit-driven. I realized that it was time for me to use these frameworks to create my own business from scratch and assemble a group of people to develop the architecture, routines and culture that will define our strategy, execute it, and iterate through it. ”



Sherrie Simmons, Founder and CEO, Simms Solutions
Vistage Executive Leadership Program 2018

2022 VISTAGE EXECUTIVE LEADERSHIP PROGRAM EXPERIENCE



2023 COURSE SCHEDULE

Strategic Leadership
(May 2 - June 30, 2023)



Group Size
8-12 members



Time Commitment
5-6 hours per week for course material, assignments and virtual workshops



Cost
\$7,500

To enroll, visit www.vistage.com/stanford.



Frank Sciarrino
CEO, Stone Professionals, Inc.
Vistage Executive Leadership Program 2017

“ I wanted to **think bigger** and focus on being a **more strategic leader**. The Vistage Executive Leadership program has helped me dial in our strategy and really **find my growth mentality**. Since applying the learnings to our business, one of our providers did **over \$5 million of business**, generated 5,000 leads and saw a 21% higher ticket price than in-store purchases through our software alone. Additionally, we just signed our first national bathroom remodeling company deal. ”



FREQUENTLY ASKED QUESTIONS

How is the Vistage Executive Leadership Program different from other executive online education programs?

Unlike other online executive education programs, the Vistage Executive Leadership Program offers a learning model designed to help members bring course concepts to life. In addition to online course content from Stanford, members participate in weekly virtual meetings with their Vistage Executive Leadership Program group and Chair to focus on immediately applying the course concepts directly to their business.

What do members get for completing the course?

Members will receive a Stanford Certificate of Completion signed by the Associate Dean of the Graduate School of Business Executive Education and Vistage CEO Sam Reese.

What is the time commitment required per week for members?

The course consists of eight (8) one-week modules for a total of eight (8) weeks. Typical members spend approximately 5-6 hours per week on the course material, assignments and virtual workshops.

How will this impact my Vistage group?

The program is a supplemental offering and does not replace your existing Vistage group or financial commitments. It is an exclusive value-add for select CEO members who wish to opt in to expand their knowledge.

How do I enroll in courses or the program?

To register, complete the online application on www.vistage.com/stanford or email stanfordadmin@vistage.com.

Real-world transformation

Ronn Cort

President, KYDEX, LLC

Vistage Executive Leadership Program 2017



In just 72-hours, Ronn Cort's manufacturing company was able to pivot from making plastic sheets for aviation to producing life-saving medical device materials needed for the coronavirus pandemic. He attributes this lightning-quick transformation to "the playbook" he learned during the program.

“ There is no doubt that we are growing right now because of the experience and knowledge gained in the Vistage Executive Leadership Program. ”