Excellence in Teaching Community  
Teaching Executives Workshop  
CALL FOR PARTICIPANTS  
Saturday, September 28, 2013 13:00 – 16:00

The Excellence in Teaching Community is offering an interactive three-hour workshop on Saturday, September 28 at the 2013 Strategic Management Society meetings in Atlanta, Georgia. This workshop will be focused on the processes that lead to significant and long-lasting learning by executives. How executives learn – and therefore how we teach them – is fundamentally different from less experienced learners. In this workshop, we will focus on three key areas:

- **The process** of executive learning: Understanding how executives learn is critical to designing and delivering impactful executive sessions. Leaning on recent research, we will review how the brain processes information, the balance between analytical and experiential learning, and the role of emotions in executive learning.

- **The role of context** in executive learning: Because executives bring with them deep experience, it is important for us to position our concepts and theories in a context that they can easily relate to and build upon. Best practices – and worst practices – will be discussed.

- **The content** in executive learning: In the executive classroom, learning is a function of interactions – interactions between faculty and executive, interactions between the executive and the content, and interactions between executives. One art of executive teaching is creating multidimensional learning experiences by leveraging different types of interactions.

At the end of this workshop, participants will have a framework that enables them to place their content in a highly relevant context while actively accommodating the underlying learning processes. This framework will help us to be more mindful of the numerous (and often nuanced) differences in teaching to executives versus more degree-oriented students.

**Registration**
To facilitate planning, please pre-register by sending an email to Margaret Cording at Margaret.cording@imd.org by **September 13, 2013**. Please include a description of your experience in executive education and the topics that you cover.

**Workshop Organizers**
Margaret Cording, IMD, Co-Chair  
Silke Mische, IMD, Co-Chair