



JACK WELCH
COLLEGE OF BUSINESS

Sacred Heart University

Luxembourg

**EXECUTIVE
EDUCATION**

**LUNCH TIME
LEARNING**



LUNCHTIME LEARNING

The Jack Welch College of Business Executive Education Program is targeted at those who desire to become the best version of themselves. With guidance from our highly experienced faculty experts you can deepen your managerial and leadership skill set. Combining knowledge, innovation, reflection and project-based learning, our interactive seminars could be the key to unlocking your new way of thinking.

The series is composed of four separate sessions and different topics. Sessions can be enjoyed individually or as a combined series. Each session is a 90-minute long intervention where—based on an initial introduction of models, literature and practical examples—we work on the understanding of those learnings. Through discussions between participants and instructor, participants learn to recognize how they can use material in the context of their own organization and apply concepts in their professional environment.

Executive Education Concept

- **Knowledge & Innovation**

As a university-based Business School, we have access to the latest knowledge. Focusing on practice related concepts, models, insights and tools in managerial and leadership skills. Pushing the boundaries of knowledge and stimulating innovative thinking.

- **Project-Based Learning**

Using methods varying from real life projects to concise assignments, cases and simulation games allowing you to gain insights that are directly applicable to your position.

- **Interaction & Reflections**

A diverse set of perspectives across industries, professional experiences, and academic disciplines—from faculty and participants—are key components of our applied learning approach. Learn by sharing new insights, challenging assumptions, and introducing new ways of the thinking.

Location and Times

- Lunchtime (12:00-1:45 PM)
- Chamber of Commerce (TRAINING CENTER)
Luxembourg-Kirchberg (PARKING PROVIDED)

Prices & Promotion

- 1 Session €150 (LUNCH INCLUDED)
- 2 Sessions €270 (LUNCH INCLUDED)
- 3 Sessions €380 (LUNCH INCLUDED)
- 4 Sessions €490 (LUNCH INCLUDED)

Language

- English

Series Structure & Content

- **Session 1: Influencing From the Dark Side**

April 11, 2019

Unconventional approaches to influence and accelerate transformation within your organization to become a more effective change agent.

Hone your ability to lead and inspire others, achieve results, and develop the skills to become a more purposeful leader.

- **Session 2: Design Thinking Fundamentals**

May 16, 2019

Understanding the Design Thinking principle and process.

Reflection on the conditions for the application of Design Thinking and identify how and when to use different problem solving techniques

- **Session 3: Managing Change Under Uncertainty**

June 6, 2019

The importance of the effect of uncertainty in everyday management.

Where to apply mechanisms to help cope with the effects of uncertainty in the change management context.

- **Session 4: Fully Engaging Your Teams**

August 8, 2019

Reflect on engagement principles in the day-to-day of organizations and identify how their own level of engagement can be improved.

Apply concepts to help effectuate engagement or diminish dis-engagement.



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For more information visit:
www.shu.lu/ExecEdu

Contact SHU today:
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WHY JOIN THE SHU EXECUTIVE EDUCATION PROGRAM?

- You are currently in a managerial/professional position and would like to acquire or broaden a set of targeted skills
- You are a specialist who is eager to deepen your knowledge of Management and Leadership
- You want to have access to highly experienced experts in our faculty regarding your field of development
- You want stay and wish to develop in Luxembourg and rest assured that you have a guaranteed and easy follow-up on the education

WHAT IS THE SHU EXECUTIVE EDUCATION CONCEPT?

KNOWLEDGE & INNOVATION

The Jack Welch College of Business at Sacred Heart University Luxembourg is based in the heart of a thriving financial hub. Due to our close ties to international, well-known and locally based companies in and around the city, and our AACSB accreditation, we are able to gain access to all the latest knowledge. We place a large importance on practical related concepts, models, insights and tools in the broad areas of Management and Leadership. We aim to push the boundaries of your knowledge and stimulate innovative thinking.

PROJECT-BASED LEARNING

SHU's model of learning incorporates a wide variety of methods from concise assignments and cases to simulation games—all of which allow you to gain identifiable insights that are directly applicable to your professional environment.

INTERACTION & REFLECTION

The wealth of knowledge and experience presented by both the faculty and in the attendees will be an important part of the foundation of this educational concept. The encouragement of open discussion, sharing experiences and new insights, challenging assumptions and introducing new ways of thinking will all be part of the formula for learning something new and developing our skill set.

HOW DOES THE LUNCHTIME LEARNING SERIES WORK?

- This concept is a series of four sessions; each session is concentrated on a different topic
- Take the series as a whole, or individual sessions, depending on your preferences
- Each session is 90 minutes long. 12:00-1:45 PM
(The first 15 minutes is to allow attendees to arrive and be seated)
- The session will run based on a introduction of initial models, literature and practical models, we will then work on the understanding of these learning through discussion between the participants and instructor
- All attendees, through interaction will be able to recognize how they can use the material in the context of the own organization



WHO IS THE LUNCHTIME LEARNING SERIES FOR?

All participants are welcome, but this series is designed with a particular emphasis on the executive professional that may have a curiosity about any of the following:

- Understand how we can deal with managing change in general
- Get a grasp of what Design Thinking is and get a flavor for some of the ideation techniques
- Learn how to fully engage teams in organizations
- Influencing skills from unconventional approaches for positive causes

WHAT ARE THE LUNCHTIME LEARNING SERIES TOPICS & DATES?

Session 1:	Influencing From the Dark Side	April 11, 2019	12:00-1:45 PM
Session 2:	Design Thinking Fundamentals	May 16, 2019	12:00-1:45 PM
Session 3:	Managing Change Under Uncertainty	June 6, 2019	12:00-1:45 PM
Session 4:	Fully Engaging Your Teams	August 8, 2019	12:00-1:45 PM

WHEN DO I NEED TO REGISTER?

Deadline Session 1: Monday, April 8, 2019

Deadline Session 2: Monday, May 13, 2019

Deadline Session 3: Monday, June 3, 2019

Deadline Session 4: Monday, August 5, 2019

WHERE DO I REGISTER?

REGISTER ONLINE: www.shu.lu/ExecEdu

When you are ready to register, access the online registration system at www.shu.lu/ExecEdu.

HOW MUCH DOES THE LUNCHTIME LEARNING SERIES COST?*

1 Session: €150 (Fee includes lunch and learning materials.)

2 Sessions: €270 (Fee includes lunch and learning materials.)

3 Sessions: €380 (Fee includes lunch and learning materials.)

4 Sessions: €490 (Fee includes lunch and learning materials.)

**Special discounts and rates available for current students and alumni*

PAYMENT & CANCELLATION

Payment is due upon registration. Your space is secured upon receipt of full payment.

CANCELLATION POLICY

We understand that business professionals occasionally have changes in plans or schedules that will result in their not being able to attend a session as planned. If you wish to cancel and receive a full refund, you must submit your request in writing 10 business days prior to the session date. Cancellation requests are valid only upon the Jack Welch College of Business confirming receipt of your request. For more information about cancellation policies or assistance with the registration process, please contact: Alexandra Lewis (alewis@shu.lu) or Joshua John Dhillon (jdhillon@shu.lu).



INFLUENCING SKILLS FROM THE DARK SIDE — APRIL 11, 2019

- LEARNING OBJECTIVES:**
- Learn the art of influencing, using unconventional approaches, to influence positively
 - Understand how the FBI influences
 - Immunize yourself against sociopathic influencing
 - Apply learnings on how prisoners of war are influenced
 - Use sales techniques from Wall Street to influence
 - Grasp influencing skills from the dating world

- AGENDA:**
- Introduction
 - A general understanding of influencing
 - Practical case studies for each of the learning objectives
 - Toolbox of influencing skills
 - Discussion
 - Wrap-up

INTENDED AUDIENCE: This session is aimed at executives and professionals who are curious about applying influencing skills from unconventional approaches to then use them for positive causes. Sales managers, relationship managers, and negotiators will benefit from this session to build better relations with their clients.



DESIGN THINKING FUNDAMENTALS — MAY 16, 2019

- LEARNING OBJECTIVES:**
- Understand the Design Thinking principals and process
 - Reflect on the conditions for the application of Design Thinking
 - Identify how and when to use different problem solving techniques
 - Apply Ideation techniques to help solution finding process

- AGENDA:**
- Introduction
 - A general understanding of Design Thinking principles
 - How and when does design thinking have added value
 - Innovation process and how design thinking fits there
 - Ideation skills and exercises
 - Discussion
 - Wrap-up

INTENDED AUDIENCE: This session is aimed at executives and professionals who are curious about Design Thinking and how to better solve problems, thereby increasing their performance. This starts with better understanding the different type of problems and the required approaches to address them and solve them in an innovative way.



MANAGING CHANGE UNDER UNCERTAINTY — JUNE 6, 2019

LEARNING OBJECTIVES: After an initial introduction of change management models, literature and the understanding of what uncertainty is and does in the context of managing change, the participants will be able to recognize:

- The importance of the effects of uncertainty in everyday management
- Own situations where the managing of change of is hampered by uncertainty
- When to apply mechanisms to help cope with the effects of uncertainty in the Change management context

AGENDA:

- Introduction
- A general understanding of Change Management
- What does management under uncertainty mean
- Which mechanisms will help to deal with change and uncertainty
- How can these mechanisms be used
- Discussion
- Wrap-up

INTENDED AUDIENCE:

This session is aimed at executives and professionals who are curious about how they can deal with managing changes in general and managing change under uncertainty specifically, and which approach will help to cope with the change ourselves and how to support the teams under management.



FULLY ENGAGING YOUR TEAMS – AUGUST 8, 2019

- LEARNING OBJECTIVES:**
- Reflect on Engagement Principles in the day-to-day of organizations
 - Identify how their own level of engagement with the teams can be improved
 - Apply concepts to help effectuate engagement or diminish dis-engagement

- AGENDA:**
- Introduction
 - A general understanding of engagement and performance
 - What does engaging your teams mean from a leaders perspective
 - Which behaviors and skills do engaging leaders need to show
 - How can the leaders use these behaviors and skills
 - Discussion
 - Wrap-up

INTENDED AUDIENCE: This session is aimed at executives and professionals who are curious about how to better engage their teams and thereby increase their performance. This starts with better coping with the required skills and behaviors ourselves and then going to support and lead our teams better.



QUESTIONS?

PLEASE CONTACT

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Alexandra Lewis	Office Manager	alewis@shu.lu
Joshua John Dhillon	Office Manager	jdhillon@shu.lu

ACCREDITATION & HISTORY

JACK WELCH COLLEGE OF BUSINESS
SACRED HEART UNIVERSITY LUXEMBOURG

ACCREDITATION

AACSB The Jack Welch College of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB-International)—the only institution in Luxembourg recognized with this distinction—an accreditation awarded to less than 5% of business schools worldwide.

NEW ENGLAND COMMISSION OF HIGHER EDUCATION Sacred Heart University is accredited by the New England Commission of Higher Education (NECHE). The NECHE is the regional accreditation agency for colleges and universities in the six New England states: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont. Three institutions in Greece, three in Switzerland, two in Lebanon, and one in Bulgaria, Bermuda, and Morocco, respectively, are also affiliated with NECHE. The Commission is recognized by the U.S. Secretary of Education as a reliable authority on the quality of education for the institutions it accredits.

GRAND DUCAL DECREE The Jack Welch College of Business at Sacred Heart University is officially recognized by the Luxembourg Ministry of Higher Education & Research by Grand Ducal Decree of August 2007.

HISTORY

The Jack Welch College of Business (JWCB) at Sacred Heart University has been offering the Master of Business Administration (MBA) and Business Certificate Programs in Luxembourg since 1991.

In the late '80s, Luxembourg was rapidly expanding as a center of international trade and politics, but had no academic institutions that offered advanced educational degrees, crucial for so many in reaching professional goals. Henri Ahlborn, Director of the Luxembourg Chamber of Commerce, recognized this gap and reached out to universities in the United States in hope of collaborating to bring a course of study leading to an internationally accredited MBA to Luxembourg for the first time.

The goal was threefold: nurture local talent, prevent established talent from leaving Luxembourg in pursuit of an advanced degree, and bring new talent to Luxembourg with the dual promise of professional and educational opportunities. Sacred Heart University answered the call and has been serving Luxembourg's professional community for over 25 years.

A European spirit permeates the JWCB—it's a diverse mix of entrepreneurial thinkers, innovative problem-solvers, egalitarian team players and motivated professionals who thrive in a flexible environment. At the JWCB, we embrace diversity as one of the foundations of both a successful business strategy and an excellent, educational experience.

We share the University's dedication to promoting the understanding and appreciation of human differences, and the constructive expression of ideas.

We believe that inquiry, pursuing knowledge, and intelligent reflection—both inside and outside the classroom—create greater opportunities and choices. We challenge students to be fearless in their curiosity and courageous in their service to others.

We are passionate about the role we play in helping our students reveal their true potential. The discovery of individuals' talents, abilities, strengths, character, and dreams is the most valuable outcome we strive for as educators and mentors.

PROVIDING EXCELLENCE
IN BUSINESS EDUCATION SINCE 1991



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