



Duke University
The Fuqua School of Business
100 Fuqua Drive
Box 90120
Durham, NC 27708-0120 USA

Executive Education
Tel +1.919.660.1972
<https://www.fuqua.duke.edu/programs/executive-education>

NC TECH members,

To congratulate NC TECH on their 25th anniversary, Duke Executive Education would like to offer a 30% discount off the enrollment price of any of our spring professional development programs:

[Navigating Health Care Trends](#) - March 6-9, 2018 This 2.5 day program is a unique learning experience. Senior leaders from diverse silos in health care come together for inspiration and rich discussion ultimately to find new ways of providing affordable health care. Professor David Ridley, an innovative economist who has proven that "business as usual" can be tweaked to achieve incentives that impact the medically under-served teaches the program with two MD's who not only have patient care experience, but lead large organizations and understand the business side of health care delivery in the US and around the world. Together they will break down old perceptions and misunderstandings of how different health care entities make money. When that is done, participants are open to new ideas, paradigms, alliances, and partnerships

[Duke Leadership Program](#) - March 11-16, 2018 Professors Sim Sitkin and Allan Lind, bring their research into the classroom, helping leaders strengthen their leadership acumen using their Six Domains of Leadership Model. Using the Duke Leadership Program 360 degree assessment tool to help executives reflect on their leadership strengths and weaknesses, participants learn how changes in their own behavior will impact the behavior and attitudes of the people they lead. Our faculty use case studies, videos, teamwork, experiential exercises and lecture, to help participants develop strengths in each domain.

In the 5-day Duke Leadership Program, participants also benefit from the support of executive coaches who help them 1) translate the results of the 360-degree assessment tool, 2) incorporate the leadership science they learn in class, and 3) develop a personal leadership development and change initiative plan to help them become the leaders they need to be.

[Duke Management Program](#) - April 29-May 2, 2018 This 3 day program will prepare participants to lead projects, processes, and teams more effectively. Theories taught in the program are based on innovative scientific research about managing in the workplace. As millennials rapidly join the ranks, mastering these concepts now will allow participants to adapt and become more impactful managers. They'll learn to: create effective procedures and team cultures; determine what motivates, and what demotivates, each employee; and manage team projects through skilled negotiation and networking

[Data-Driven Decision Making](#) - May 15-18, 2018 Business decisions can involve participants with conflicting goals, and occur in the face of emerging factors driving changes in the marketplace. Reliable strategic decisions require an understanding of how to interpret data in the current environment. This 3-day program will empower participants to be more confident with data-driven decisions.



Duke University
The Fuqua School of Business
100 Fuqua Drive
Box 90120
Durham, NC 27708-0120 USA

Executive Education
Tel +1.919.660.1972
<https://www.fuqua.duke.edu/programs/executive-education>

[Business Negotiation Skills](#) - May 15-18, 2018 Negotiation skills are essential for **all managers** to help them negotiate priorities, salaries, change, deals, conflict, etc. A favorite Duke MBA Professor, [Ashleigh Rosette](#), will teach participants practical skills to use immediately when negotiating everything from deadlines with colleagues to salaries with new hires. Participants will also learn the value of group negotiations, how to use their emotions strategically, and the importance of preparation for their desired outcomes in a fun, highly engaging learning environment. The same skills used for negotiations are those used for handling conflict.

[Financial Analysis for Sales Executives](#) – April 8-11, 2018 For that next step in the careers of sales leaders, national account managers, credit /risk managers, product and division directors or vice presidents etc. This program is taught by a very relatable and engaging "numbers guy," Professor Bill Mayew. He will teach participants how to determine profitability, manage the costs of inventory, budget, forecast, how to read financial statements, and comprehend the financial restraints of their customers, so that they can speak to the CFO with confidence. Bill takes an intimidating subject and step-by-step leads participants through the financial logic of running a department, division, product line or company.

[Communication for Leaders](#) – May 8-May 11, 2018 This 3 day program is a hands-on program to help a leader build executive presence through presentations, handle hot-seat questions & answers and use social media (linkedin, twitter, facebook, blogging, etc.) for professional branding. Taught by [Dorie Clark](#), this program is valuable for that step from manager to senior leader. Dorie Clark is an Adjunct Professor at The Fuqua School of Business, former presidential campaign spokesperson, and author of [Stand Out](#), which was named the [#1 Leadership Book of 2015](#) by *Inc.* magazine and one of the Top 10 Business Books of the Year by *Forbes*."

What makes Duke Executive Education professional development programs valuable?

1. Relationships with unique, [award-winning](#) faculty
2. Research-based learning from experts in their fields
3. Networking opportunities with conscientious business leaders in different industries/functions from around the country, even the world
4. Safe learning environment with business leaders outside of your current network
5. Accommodations at the [Washington Duke Inn and Golf Club](#) on Duke University's campus, included in the price of enrollment. In 2017, accommodations at the NEW [JB Fuqua Hotel](#)
6. Beautiful setting that encourages reflection, rejuvenation, and recommitment.

These are tried and true programs that will accelerate the readiness of key employees for leadership. To receive the special pricing, register on the website and put NC TECH for the promo code.

For more information, please contact:

Meredith Conder

Director, Business Development, Executive Education and NC TECH Board of Advisors Member

Duke University: The Fuqua School of Business

Tel +1 919.660.1972 | meredith.conder@duke.edu