

**NRCA's Executive Management Institute**

**Dec. 11-14, 2011**

Program Director: Tom Shanahan Co-directors: Amy Staska and Janice Davis

Sunday, Dec. 11		Monday, Dec. 12		Tuesday, Dec. 13		Wednesday, Dec. 14	
8:30 a.m.	<b>The Essentials of Effective Leadership</b>	8:30 a.m.	<b>Marketing for Customer Advantage</b>	8:30 a.m.	<b>Building a Strong Brand</b>	8:00 a.m.	<b>Bank Competition</b> Study Groups
	K. Murnighan		T. Calkins			T. Calkins	10:30
11:45	Lunch	11:45	Lunch	11:45	Lunch	12:30	Lunch
1:00 p.m.	<b>Leadership Styles</b>	1:00 p.m.	<b>Value Propositions</b> E. Berggren	1:00 p.m.	<b>Effective People Management</b> Case Study	1:00 p.m.	<b>Advanced Decision Making</b>
		2:45	<b>Value Quantification</b> E. Berggren				
4:30	<b>Coaching Exercise Introduction</b> K. Cates/T. Shanahan	4:30	<b>Social Media Marketing</b> R. Honack	4:30	<b>Case Assignment Preparation</b> Study group	4:30	<b>Departure</b>
5:00	Break	6:00	Break	6:00	Dinner at Kellogg with Study Group		
6:00	Dinner at Kellogg	7:00	Class Dinner (off campus)	7:30		<b>Case Assignment Preparation</b> Study group	
7:30	<b>Coaching Exercise (cont'd)</b> K. Cates/T. Shanahan						