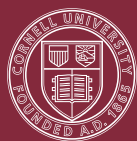


Sponsor Your Most Promising Executives

Executive MBA Americas

Why you should sponsor your most promising executives in the Executive MBA Americas



Cornell University





An Exceptional Management Education Experience

The Executive MBA Americas is the only program of its kind in the world. It is made possible through a partnership between two of the world's premier business schools – Smith School of Business at Queen's University and the Johnson School at Cornell University, one of the original U.S. Ivy League schools. The program provides an experience that is dynamic, interactive and international in scope. Through a combination of on-site sessions and our innovative videoconference learning technology, Canadian participants share the classroom with their U.S. and South American counterparts. Classes are led by an outstanding faculty team drawn from both schools.

Employer Sponsorship Program

Double Your Investment in Executive Development

Smith School of Business is proud to support the development of Canada's future business leaders. Our Employer Sponsorship Program is designed to maximize the impact of your corporate sponsorship. For every dollar your organization invests in an executive's education* (up to \$20,000 CAD), Smith will match that amount – for a total potential contribution of up to \$40,000 CAD towards their program fees. Please note that only Queen's enrolled Executive MBA candidates are eligible to participate.

This dollar-for-dollar matching program offers significant advantages:

- Substantially reduce the overall tuition investment for you and your employee
- Demonstrate your commitment to developing in-house talent
- Create a powerful retention incentive for your most valuable executives
- Maximize the return on your leadership development investment
- Accelerate career progression for your high-potential executives
- Strengthen long-term commitment between your organization and your future leaders

By participating in this matching program, your organization not only makes an Executive MBA more accessible for your most promising leaders but also signals a clear commitment to their long-term growth and success within your company.

**Fund matching only available for participants in Smith School of Business Executive MBA programs*



Comprehensive Benefits For Employers

Sponsoring an executive in the Executive MBA Americas program delivers substantial organizational advantages:

Strategic Talent Management

- **Powerful Retention Tool:** Reward high-potential employees while equipping them with key knowledge and skills to lead transformative change
- **Leadership Pipeline Development:** Cultivate high-performers for top management positions, investing in your organization's future leadership
- **Cost-Effective Talent Strategy:** Develop talent from within rather than recruiting externally — a significantly more cost-effective approach with higher success rates
- **Demonstrated Commitment:** Signal your organization's investment in long-term employee growth and development, creating stronger loyalty and reducing turnover

Immediate Organizational Impact

- **Customized 150+ Hour Management Consulting Project:** A comprehensive project tailored to address your organization's strategic priorities, guided by an experienced advisor
- **Real-Time Application of Learning:** Employees integrate new skills, business insights and motivation directly into their current roles
- **Cross-Functional Perspective:** Participants develop a broader enterprise-wide, interdisciplinary perspective that enhances decision-making
- **Improved Team Performance:** The integrated team-based approach helps employees become more effective team members and proactive change agents
- **Senior-Level Focus:** The curriculum focuses on advanced decision-making, problem-solving and leadership skills applicable to executive challenges

Financial Advantages

- **Matching Fund Program:** Maximize your investment with Smith's dollar-for-dollar match up to \$20,000
- **Potential Tax Benefits:** Organizations may be eligible to claim employee tuition as a tax deduction
- **Canada Job Grant Eligibility:** Access government funding to further offset educational investments

Expanded Network and Knowledge Access

- **National/Global Network Access:** Employees bring diverse knowledge and global perspectives back to your organization
- **Become a business school partner:** Forge a long-term relationship with Smith School of Business and the Johnson School at Cornell University — two of North America's most prestigious and respected institutions.
- **Cross-Industry Insights:** Exposure to best practices and innovative approaches from diverse industries and markets

Business Impact

- **Multiple Value-Generating Projects:** In addition to regular coursework, projects often save organizations considerable expense and identify attractive new opportunities
- **Process Improvement:** Projects often improve efficiency, streamline processes, and solve persistent organizational challenges
- **Innovative Strategic Perspectives:** Participants bring new ways to approach and solve business challenges

Many sponsoring organizations establish return-of-service agreements with participants, ensuring the organization benefits from its investment through continued employment following program completion.

Executives interested in the program are encouraged to begin conversations with their HR department and immediate supervisor early in the process to explore existing company policies regarding corporate sponsorship and professional development funding opportunities.



A Balanced Schedule

Regular class sessions are held every other weekend (all-day Saturday and Sunday morning), creating minimal disruption to the work week. Additionally there are four on-site sessions during the program allowing for deeper immersion in key topics and networking with classmates and professors

A Corporate Investment That Yields Immediate Returns

By sponsoring a high-potential employee in this program, you give a talented individual the opportunity to gain the strategic thinking and leadership skills of an MBA, without interrupting their career. Participants are able to quickly recoup the investment in their MBA degree by immediately applying the tools and concepts learned in the program.

With our new Employer Sponsorship Program, the economics of sponsorship have never been more compelling. Your organization's contribution of up to \$20,000 is immediately doubled, creating significant value for both your company and your executive. The program serves as a powerful talent retention tool, investing in high-potential employees who will lead transformative change within your organization.

Sponsoring an employee in the Executive MBA Americas is a wise business decision. It may be the best way to show a valued employee that they don't need to look outside the organization for opportunities that match their potential. You will be demonstrating commitment to your employees and contributing to a culture of mutual support and loyalty.

Graduates of the program earn both an MBA from Queen's and an MBA from Cornell — the same degrees they would earn in the full-time MBA programs at either school.

Developing Talent From Within

Case studies and business experience have proven that it's better for an organization to develop its talent from within than to recruit from outside.

Nurture Your Best Talent

Many organizations compare the value of an Executive MBA education for an existing employee to the cost of hiring a new MBA graduate. An MBA just out of school might easily take two years to learn the business. In contrast, an Executive MBA Americas participant is already up to speed and contributing to the organization during the program, clearly making sponsorship the more cost-effective option.

With the Employer Sponsorship Program, this cost-benefit analysis becomes even more favourable. Your investment is effectively doubled through Smith's matching contribution, creating unprecedented value for your organization.

A Senior-Level Focus

For both participants and the sponsoring company, the program's impact is immediate. Participants bring their job experience to the classroom and take their classroom insights back to their jobs. The integrated, team-based learning approach of the program also gives employees insights into other areas of the organization. The participant becomes a more effective team member, and a more proactive agent of change. The senior management focus of the program develops advanced decision-making, problem-solving and leadership skills. Executive MBA Americas participants quickly begin to operate at a higher level, and their skills continue to improve over the next 17 months.

Financial Returns

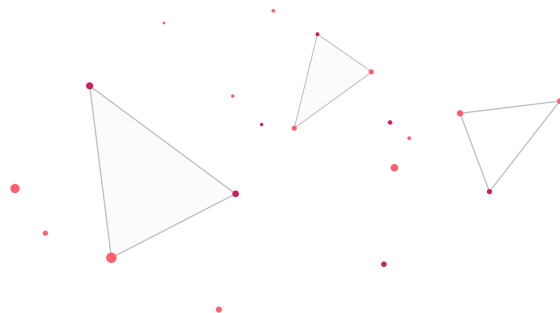
The most significant returns for the sponsoring company come from a variety of course projects that focus on key issues. The 150+ hour Management Consulting Project, customized to fit your company's strategic priorities and supported by an experienced advisor, often delivers immediate value. Experience shows us that many of these projects have saved organizations considerable expense or pointed the way to attractive new opportunities. Executive MBA projects consistently bring real value to sponsoring organizations, improving efficiency, streamlining processes, and solving critical business problems.

The long-term payoff comes from the powerful positive impact your employee has on the future of your organization. Participants develop a broad cross-functional, enterprise-wide perspective that enhances their ability to lead transformative initiatives.

Canada Job Grant

The Canada Job Grant is a key source of funding for employer-sponsored training and education. It enables employers to invest in their employees, with assistance from the government. For more information, visit your provincial government website and search for Canada Job Grant.

Note: The Canada Job Grant can be combined with Smith's Employer Sponsorship Program, potentially creating an even greater reduction in overall program costs.





Developing Executives Is Our Business

At Smith School of Business and the Johnson School at Cornell, executive education is our core business. We dedicate the best professors from both schools to this outstanding program. There are many MBA programs for top talent to choose from. Here's what sets the Executive MBA Americas apart:

Team-Based Learning

Executive MBA Americas uses the power of teams to create a highly supportive and collaborative learning experience. Teams function just as they would in the workplace — drawing on the diverse skills and experiences of all team members. Teams work on assignments and projects together, providing a practical model for course work and facilitating outstanding academic results. As a result of this unique team-based approach, participants develop strong team and leadership skills that can be applied in their workplace.

International Access

The Executive MBA Americas program is offered via videoconference in major cities and remotely across Canada, the United States and South America. The program creates an international classroom in which participants not only learn from the professors, but also from their teammates and the other teams. This diversity in experiences, perspectives and backgrounds is simply unmatched in any single city-based program.

A Tailored Curriculum

Our professors work closely with one another to provide a coherent, integrated and applications-oriented sequence of courses. The program is less theoretical than a traditional MBA, and more tailored to the real world of business in a Canadian, American, and international context.

Outstanding Faculty

The program faculty team is comprised of the best professors from the two schools. Not only are they award-winning teachers, they include best-selling authors, respected researchers and astute business consultants.

International Business Immersion

The program prepares participants to manage effectively in the global economy, covering areas such as global economics, international trade, international partnerships and cross-cultural management.

Major Projects

During the program, participants undertake two major projects. The first is an individual project, for which the participant can choose between a New Venture Project and a Management Consulting Project. Most participants, including those who are sponsored by their organization, choose to do a project that relates to their own organization, thereby providing significant value back to their employer. The second project is the team-based Global Business Project, which provides a valuable real-world international business experience.

Frequently Asked Questions

Is an Executive MBA the equivalent of a full-time MBA?

Absolutely. This is an academically rigorous program. Graduates earn both an MBA from Queen's and an MBA from Cornell — the same degrees they would earn in the full-time MBA program at either school. The program curriculum is very similar to that of the Full-time MBA programs at both schools. In fact, most differences are due to the fact that our Executive MBA participants have significantly more work experience.

How much time will the employee spend away from work?

Regular class sessions are held every other weekend. These classes are held all day Saturday and Sunday morning, creating minimal disruption to the work week. The program typically requires 25 hours per week on average, including class time.

As well, there are four on-site sessions across both Queen's and Cornell's campuses — a two-week Opening Session and three one-week sessions during the program.

How does the Employer Sponsorship Program work?

The Employer Sponsorship Program is designed to make corporate sponsorship even more attractive. For every dollar your organization contributes toward an employee's Executive MBA tuition (up to \$20,000, in increments of \$5,000), Smith School of Business will match that amount. This means your contribution of \$20,000 effectively becomes \$40,000 toward the participant's program fees.

The matching funds are applied directly to the student's account, reducing their overall financial obligation. This program creates a powerful incentive for your high-potential executives to pursue advanced education while strengthening their commitment to your organization.

What if my employee is transferred to another city?

Because the program is offered virtually and in cities across Canada, the United States, and South America, the employee will be able to continue their studies uninterrupted.

How can I ensure the employee won't leave after we've paid for the Executive MBA?

Graduates of our program will be eager to take on more responsibility and allowing them to grow within your organization will strengthen their desire to stay. However, many employers use length-of-service or forgivable loan agreements with their sponsored candidates to encourage the employee to stay with the organization. The parameters of these agreements are entirely up to the signing parties, but they usually include a payback schedule if the employee leaves, or a contract for several years beyond graduation.

Is there a preferred method of payment from employers?

The preferred process is for the sponsoring organization to reimburse the student after the student has paid program fees based on the installment schedule. Employers can also choose to send payment to Smith School of Business directly. In either case, the party making the payment must reference the correct student number.

Can funding payments be made in installments?

Yes, employers are able to pay equal installments (4 in total) based on the program fee schedule found on the program website. They may also choose to pay a lump sum.

When should employees start discussions about sponsorship with their organization?

We recommend that prospective students begin discussions about sponsorship early in their application process. Starting these conversations well in advance allows both the employee and the organization to fully explore available support options, understand the benefits, and plan appropriately for the financial commitment. Early discussions also demonstrate the employee's commitment to continued growth within the organization.

Can we combine the Employer Sponsorship Program with other funding sources?

Yes. The Employer Sponsorship Program can be combined with other funding sources such as the Canada Job Grant. Our admissions team can provide guidance on how to maximize available funding opportunities to create the most advantageous financial structure for both your organization and your executive.



Executive MBA Americas – a Cornell-Queen's Partnership

Take the Next Step

To learn more about how the Executive MBA Americas program and our new Employer Sponsorship Program can benefit your organization and your high-potential executives, please contact:

Executive MBA Admissions

Smith School of Business
Goodes Hall, Queen's University
Kingston, Ontario, Canada, K7L 3N6

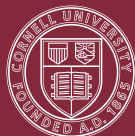
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Invest in your organization's future by developing your most promising talent today.



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