

LEADERSHIP

Case for Sponsorship



BusinessWeek

Ranks Queen's #1 in Canada
for Executive Education



Queen's
EXECUTIVE EDUCATION



Why You Should Send Your Most Promising Managers to Queen's Leadership Development Programs

Effective leadership skills are critical at all levels of an organization, and there are many aspects to leadership. The ability to rally a team around a common objective — to inspire and coach employees and to create and manage high-performance teams — is an incredibly valuable skill. At Queen's Executive Education, we offer a breadth of programs that address these various aspects of leadership.

Queen's Leadership Program

- Enables individuals to enhance their personal leadership skills

Queen's Operations Leadership Program

- Provides insights and best practices for creating and managing high-performance teams

Developing Your Leadership Presence

- Teaches individuals to communicate with confidence and authenticity

By sponsoring a high-potential employee in any of these programs, your organization gives a talented individual the chance to gain the critical skills they need to be more effective in their current role or to take on more senior roles. The impact will be immediate and significant.

As well, you will be demonstrating commitment to your employees, and contributing to a culture of mutual support and loyalty. Sponsoring an employee in Queen's Executive Education programs is a sound business decision, and it is a great way to show promising managers that they don't need to look outside the organization for opportunities that match their potential.

A corporate investment that yields immediate returns

Queen's Executive Education Leadership programs are Canada's most popular, and they are consistently ranked #1 in Canada and among the best in the world by Bloomberg BusinessWeek and Financial Times.

Our outstanding reputation rests in our ability to impart ideas, tools, and concepts that managers can apply to their own organizations. Our program alumni have told us that they were able to apply their learning immediately upon returning to the workplace and that the impact was substantial.



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 investing in executive education to the cost of hiring a new employee. A new hire might easily take two years to learn the business. In contrast, your current employee is already up to speed and contributing to the organization, clearly making Queen's Executive Education programs the more cost-effective option.

Return on Investment

The return on your investment will be significant and quantifiable. From strategic alignment to cost reductions to improved customer interactions and more streamlined reporting systems, the opportunities are practically limitless.

Developing executives is what we do

At Queen's, developing executives is something we do better than anyone else. We've been doing this for almost 35 years, and more than 3,500 organizations in over 60 countries have chosen Queen's to help them develop their people. Why?

- A well-earned reputation for excellence
- Unrivalled experience in Executive Education
- An action-oriented learning model that incorporates case studies and experiential exercises
- Executive level customer support
- Superior networking opportunities
- Outstanding post-program support



Canada Job Grant

The Canada Job Grant Agreement 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.

How much will it cost?

The cost* of the 5-day Leadership Program is \$9,900.

** Includes meals and accommodations, free parking, all learning materials and extra-curricular activities.*

Visit our website at ssb.ca/leadership

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