

PUBLIC EXECUTIVE MANAGEMENT

Case for Sponsorship



BusinessWeek

Ranks Queen's #1 in Canada
for Executive Education



Queen's
EXECUTIVE EDUCATION



Why You Should Send Your Up and Coming People to Queen's Public Executive Management Program

Queen's Public Executive Management Program is an intensive 5-day program that has been developed to address the key leader-manager competencies identified by the Treasury Board of Canada and provincial public service counterparts. The program provides a unique overview of frameworks and processes for applying strategic thinking and planning to the policy issues facing today's public sector executives.

No other program in Canada provides the same kind of exciting and intensive opportunity to interact with public sector leaders from a wide variety of jurisdictions across Canada.

The program focuses on:

- **Applying the fundamentals of Strategic Thinking and Management Excellence**
Developing an understanding of the strategic planning and execution processes
- **Public Sector Policy, Ethics, and Accountability**
Managing your portfolio ethically and creating a culture of accountability
- **Strategic Issues at all Levels of Government**
Review many aspects of the current political landscape and their ramifications for regional, national and international public sector strategies
- **The Impact of Shifting Demographics**
Examine the issue of shifting demographics and how they affect your strategic plans
- **Management of Risk**
Learn how to create strategies that maximize impact and minimize risk
- **Media and Government**
Understand the power of media and learn how to manage the message

By sponsoring a high-potential employee in this program, 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 within your organization.

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 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.

Executive Certificate in Public Sector Leadership

Participants who complete this 5-day program and the 5-day Leadership Program will earn Queen's Executive Certificate in Public Sector Leadership and be fully prepared to take on the responsibilities of a leadership position.



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 public and private sector organizations from over 60 countries have chosen Queen's to help them develop their people. Why?

- A well-earned reputation for excellence
- Unrivaled 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

How much will it cost?

The cost* of the 5-day Public Executive Management Program is \$8,900.

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

Visit our website at ssb.ca/pem

Queen's Executive Education

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