

# National Center for the Middle Market Executive Education

## “Talent and Customer Focus for the Middle Market”

### What is it?

“Talent and Customer Focus for the Middle Market” is a three-day executive education program for middle market executives and senior managers, specifically designed to develop core capabilities in the areas of talent management and customer focus.

### Sample Topics to be Covered Include\*:

- Performance Management Best Practices
- Creating a Compelling Employee Value Proposition
- Creating a Compelling Employer Brand to Attract Talent
- Managing the Total Customer Experience
- Planning for Growth: New Customers, New Products, New Markets
- Branding and Brand Management Best Practices

\*Note: Classroom work will focus on the specific pain points identified by attendees during the registration process

### Why Talent & Customer Focus?

According to the National Center for the Middle Market’s quarterly middle market indicator report, a survey of 1000 c-suite executives, talent and customer focus related issues continue to top the list of significant challenges. Even more so for businesses that are experiencing significant growth through mergers or acquisitions.

### Who is it for?

The program is specialized for c-suite executives and/or senior managers at middle market companies who are looking to drive professional growth by building skills and expertise in core business areas.

### When is it?

April 20-22, 2015

### Where is it?

The Ohio State University Fisher College of Business Pfahl Hall Conference Center in Columbus, Ohio. Attendees stay at The Blackwell Inn, a four-star hotel connected to the Pfahl Hall Conference Center. *Rates are approx. (\$140/night)*

### How much does it cost?

As a benefit to their customers, GE Capital subsidizes all executive education tuition costs. Customers are only responsible for the cost of their travel and hotel stay.

*Note: Executive Education standard tuition costs are approximately \$2,500 per person.*

### Program features

The National Center for the Middle Market’s unique approach to executive education focuses on customized content combining the educational rigor of academic coursework with practical insights to create a stimulating, applied learning experience.

*Attendees can expect to experience several benefits.*

- World class executive education
- Practical takeaways and best practices
- Networking and Discussion based Learning
- Expert consulting on key business challenges

Agenda	
<b>Monday, April 20, 2015</b>	
10:00 AM-12:30 PM	Arrival/Check-In
12:30 PM-1:30 PM	Lunch
1:30 PM-3:30 PM	Talent Management
3:30 PM-4:00 PM	Break
4:00 PM-6:00 PM	Talent Management
6:30 PM	Dinner On Your Own
<b>Tuesday, April 21, 2015</b>	
6:30 AM-8:30 AM	Breakfast
8:30 AM-10:30 AM	Talent Management
10:30 AM-11:00 AM	Break
11:00 AM-1:00 PM	Talent Management
1:00 PM-2:00 PM	Lunch
2:00 PM-4:00 PM	Customer Focus
4:00 PM-4:30 PM	Break
4:30 PM-6:30 PM	Customer Focus
6:30 PM	Dinner @ Eddie George’s Grille 27
<b>Wednesday, April 22, 2015</b>	
6:30 AM-8:30 AM	Breakfast
8:30 AM-10:30 AM	Customer Focus
10:30 AM-11:00 AM	Break
11:00 AM-1:00 PM	Customer Focus
1:00 PM	Departure (Boxed Lunches To-Go)



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