



DEALER EXECUTIVE EDUCATION AT BABSON COLLEGE





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Babson College, located in Wellesley, Mass., is recognized internationally for its entrepreneurial leadership in a changing global environment. Its MBA program has been ranked #1 in entrepreneurship for 17 consecutive years by U.S. News & World Report.

Babson Executive Education ranks among the world's best executive education providers by our clients and the media. Our clients recognize our difference in a focus on action-based learning that delivers measurable results based on their individual needs, strategies and priorities.

Highlights

2010 *Financial Times* rankings for customized programs:

- #5 in the U.S.
- #12 worldwide
- #5 in faculty

2009 *Bloomberg Businessweek* rankings for customized programs:

- #6 among U.S. programs
- #11 among global programs

"This program differs from a typical MBA program in that it's tailored to dealers with immediate direct application to their dealerships.

The program focuses on opportunity identification, development and capture – all at the heart of innovation – which are keys to achieving growth in the industry."

—Jay Rao, Professor, Babson College

NADA EXECUTIVE EDUCATION

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"The entrepreneurial mindset of Babson attracted me to this program, and the faculty have been extremely high energy, most engaging, as well as very knowledgeable experts who have really done their homework in our industry."

—John Ritucci, VP-Finance, Tri State Truck Center

"The Babson faculty have encouraged me to think through what is our dealership's brand proposition, i.e., who are we and who are our customers, and have helped me develop skills that will enable us to adapt to the volatility of the marketplace."

—Christine Caron, General Manager, Honda Village





PROGRAM OBJECTIVES

The primary objectives of this dealer education program are:

- To provide a pre-eminent education experience for automobile and truck retailing executives, owner-operators and successors.
- To help participants succeed in senior leadership roles and to instill the entrepreneurial mindset important for future success.
- To help participants optimize success “within the four walls” of their dealerships and to help them make sense of the “macro” changes that they are seeing.
- To balance and leverage the variety of skills and expertise among participants.
- To fit the highly “experiential” nature of the way leaders learn.
- To encourage participants to apply the concepts and lessons they learn to their own businesses.

PROGRAM OVERVIEW

- This is a customized Executive Education program focused on building the leadership, management and business acumen capabilities of automobile and truck retailing senior-level executives.
- The program is approximately 12 months in duration.
- The program consists of six one-week residential modules with each held on campus at the Executive Education Center at Babson College in Wellesley, Mass. Classroom sessions are held continuously each day, with some individual or group work in the evenings. There is a moderate amount of inter-module individual assignments.
- Each class is composed of approximately 25 students.
- The core program will be led by Babson College faculty, with participation from industry experts and other guest speakers.
- Participants must successfully complete all six residential modules and all inter-module assignments to be awarded a certificate of completion.

PROGRAM STRUCTURE

Following is the module-by-module program structure:

MODULE 1—DEVELOPING STRATEGIES FOR INNOVATION AND GROWTH

- What are the “strategic lenses” used to evaluate a business? Delve into the nature of strategy, identify the external and internal influences on dealer success and use innovation as a driver of growth and competitiveness.
- Stay ahead of the change-curve, learn to *adapt* for success rather than *react* for survival.

MODULE 2—LEADING IN A DYNAMIC ENVIRONMENT

- What makes a great leader? Explore the personal leadership characteristics needed to be a successful automobile and truck retailing executive.
- What makes a great entrepreneur? Seek to understand the entrepreneurial mindset and process, and learn the capabilities of great entrepreneurs.
- Assess your dealership’s operational and financial footprint.

MODULE 3—STRATEGIC HUMAN RESOURCES MANAGEMENT

- Will your team get you where you want to be? Understand the principles of talent acquisition and management.
- What are the challenges of managing within the context of a closely-held business?
- Live within the law (regulations and compliance) and ensure employees are up-to-date and accountable for compliance.

MODULE 4—OPTIMIZING ASSETS TO IMPROVE PROFITABILITY

- Are your assets fully leveraged? Acquire executive-level capabilities to interpret financial information to successfully manage your business.
- Manage your image; use media and public relations as well as your online presence to generate the most positive reputation.

MODULE 5—MANAGING FOR LONG TERM SUCCESS

- How do you build a strong and healthy dealership? Uncover the key ingredients that are found within companies that are built to last.
- Plan your future and protect your estate by anticipating needs for succession.

MODULE 6—MARKETING AND EXPERIENCE INNOVATION

- Does each of your customers experience the best service you can offer? Deliver world-class service every time you interact with a customer or prospect.
- Negotiate to achieve win/win outcomes and create enduring connections with customers and employees.

Inter-module assignments are a critical component of the program. Two primary assignments are employed:

“**IDP**”—**Individual Development Plan**—focuses on creating and executing a plan for personal improvement in the areas of leadership and management.

“**FBP**”—**Firm Business Plan**—focuses on identifying, shaping and implementing a specific new business opportunity for the participant’s dealership or dealership group.

Classroom Educational Experiences will include:

- Interactive learning in the classroom
 - Analysis and discussion of real-life case studies with a high degree of student participation
 - Interactive lectures, discussions and multimedia presentations
 - Learning teams of 4-6 people to prepare cases, exercises, etc.
- Guest speakers from within and outside the industry
- Application learning in residential sessions
 - Coaching, simulations and other interactive exercises