



**Aresty Institute of Executive Education**  
**The Wharton School of the University of Pennsylvania**  
**Security Executive Development Program**  
**Week 1**

Sunday, October 30	Monday, October 31	Tuesday, November 1	Wednesday, November 2	Thursday, November 3	Friday, November 4
<b>Program Location:</b> <b>Meals and Classes</b> Steinberg Conference Center 255 South 38th St. Philadelphia, PA 19104-6359 215.386.8300 (phone) 215.573.3426 (fax)	Breakfast 7:00 - 7:45 Registration 7:45-8:00	Breakfast 7:30 - 8:30	Continental Breakfast 6:00-6:30	Breakfast 8:00 - 9:00	Breakfast 7:45 - 8:45
	8:00-10:00	9:00 - 10:30	6:30	9:00 - 10:30	9:00 - 10:30
	Program Introduction Building a Learning Community	Strategic Thinking: Increasing Competitive Advantage	Departure from the SCC	The Relationship between Finance & Strategy	Creating Shareholder Value
	Mario Moussa	Harbir Singh	6:30 - 6:15 Offsite	John Percival	John Percival
	Break 10:30 - 10:45	Break 10:30 - 10:45		Break 10:30 - 10:45	Break 10:30 - 10:45
	Strategic Persuasion: Managing across Organizational Boundaries	Strategic Thinking: Increasing Competitive Advantage	Leadership and History	10:45 - 12:15	10:45 - 12:15
	Mario Moussa	Harbir Singh		The Relationship between Finance & Strategy	John Percival
	Break 11:30 - 11:45	Lunch 12:15 - 1:15	The Gettysburg Battlefield Experience	John Percival	12:15 - 1:00
	11:45 - 1:15	Lunch 12:15 - 1:15		Lunch 12:15 - 1:15	Week One Wrap-Up
	Strategic Persuasion: Managing across Organizational Boundaries	Corporate Ethics and Leadership		1:15 - 2:45	Mario Moussa
	Mario Moussa	Nien-hê Hsieh		Financial Measures of Business Performance	Optional Lunch 1:00
	Lunch 1:15 - 2:00	Break 2:45 - 3:00		John Percival	
	2:00 - 3:30	3:00 - 4:30		Break 2:45 - 3:00	
	Strategic Persuasion: Managing across Organizational Boundaries	Corporate Ethics and Leadership		3:00 - 4:30	
Mario Moussa	Nien-hê Hsieh		Financial Measures of Business Performance		
Break 3:30-3:45	4:30 - 5:00		John Percival		
3:45 - 5:15	Daily Wrap-Up		Break 4:30 - 4:45		
Strategic Persuasion: Managing across Organizational Boundaries	Mario Moussa		4:45-5:15		
Mario Moussa	Free Time		Daily Wrap-Up		
5:15-5:30	Dinner 6:00 - 7:00		John Percival		
Daily Wrap-Up	7:00-8:30		5:15-6:00		
Mario Moussa	Leadership Strategy and Decision Making in the Gettysburg Battle		Free Time		
Reception 5:30-6:00 Dinner 6:00 - 7:00	Mike Useem		Dinner 6:00 - 7:00		
			Dinner upon Return		



**Aresty Institute of Executive Education**  
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**Program for Security Executives**  
**Week 2**

Sunday, January 22	Monday, January 23	Tuesday, January 24	Wednesday, January 25	Thursday, January 26	Friday, January 27
<p><b>Program Location:</b>  <b>Meals and Classes</b>            Steinberg Conference Center            255 South 38th St.            Philadelphia, PA 19104-6359            215.386.8300 (phone)            215.573.3426 (fax)</p> <p><b>Wharton Program Staff:</b>  <b>Faculty Director</b>            Mario Moussa</p> <p><b>Program Director</b>            Sanya Sharma</p> <p><b>Program Manager</b>            Shannon McAlinden</p> <p><b>Program Coordinator</b>            TBD</p>	Breakfast 7:45 - 8:45 Registration 8:45-9:00 9:00-9:30 Program Re-entry Mario Moussa 9:30 - 11:00 Human Influence: Increasing Effectiveness in Business Relationships Charles Dwyer Break 11:00 - 11:15 11:15 - 12:45 Human Influence: Increasing Effectiveness in Business Relationships Charles Dwyer 12:45 Class Photo Lunch 1:00- 2:00 2:00 - 3:30 Critical Thinking: Decision Framing John Austin Break 3:30 - 3:15 3:15 - 5:15 Critical Thinking: Thinking Frames John Austin Break 5:15 - 5:30 5:30 - 6:00 Daily Wrap-Up Mario Moussa Dinner 6:00- :00	Breakfast 7:00 - 9:00 9:00 - 11:00 Dealing with Extraordinary Events Erwann Michel-Kerjan Break 11:00 - 11:15 11:15 - 12:30 Critical Thinking: Managing Uncertainty John Austin Lunch 12:30 - 1:30 1:30 - 2:45 Scenario Planning: Planning for an Uncertain Future John Austin Break 2:45 - 3:00 3:00 - 4:30 Scenario Planning: Planning for an Uncertain Future John Austin Break 4:30 - 4:45 4:45-5:15 Daily Wrap-Up Mario Moussa 5:15-6:00 Free Time Dinner 6:00-7:00	Breakfast 7:00 - 8:30 8:30 - 6:00 Negotiation and Persuasion Workshop with Richard Shell morning and afternoon breaks will occur in between the negotiations and lunch will be a working lunch Richard Shell Dinner 6:00-7:00	Breakfast 7:00 - 8:30 8:30 - 10:00 Positioning Jagmohan Raju Break 10:00 - 10:15 10:15 - 12:00 Customers as Assets Jagmohan Raju Lunch 12:00 - 1:00 1:00 - 2:30 How We Think: A Field Guide to the Hidden Lenses Janet Greco Break 2:30 - 2:45 3:15 - 5:15 How We Think: A Field Guide to the Hidden Lenses Janet Greco Reception 5:15-6:00 Graduation Dinner 6:00-8:00	Breakfast 7:00 - 9:00 9:00 - 10:30 Managing and Leading Change Mario Moussa Break 10:30 - 10:45 10:45 - 12:15 Taking the Learning Back 100 Day Action Plan Mario Moussa Optional Lunch 12:15 - 1:15