

Dear, _____,

Are you aware that you have a high-value employee who aspires to be more valuable to you, to your organization? _____ is exploring the Vanderbilt Executive MBA program as a path to gain strategic tools based on a deep core of quantitative and soft skills that can positively impact your business for many years.

We invite you to take a close look at what Vanderbilt has to offer and consider sponsoring your employee in our program with either full or partial funding. It's an investment that has a proven payback to many sponsors in both business outcomes and employee loyalty. Potential benefits are:

Your employee will earn a real MBA, not a shortcut, without disrupting the work week. A full 60-credit MBA curriculum is all delivered on Saturdays twice a month, with the exception of 2 residence weeks over 2 years. Students are cast in C-Teams (one member each representing the COO, CFO/CAO, CIO, CMO and CPO roles based on their specialization and our strict admission criteria). The C-Team transforms your employee's way of thinking with best practices and perspectives to support your executive team's goals. The schedule and C-Teams help students balance work and school to ensure that work quality is not compromised; in fact...

You will see immediate solutions to pressing issues. From day one, Vanderbilt Executive MBA students apply classroom and project learning to real-time issues at the office. They combine their own insights with those of accomplished student peers (typically 12 years experience) and distinguished Vanderbilt faculty. Here is a sampling of project work your sponsored MBA student might tackle as part of the Executive MBA curriculum:

1. The very first week in Microeconomics, Executive MBAs explore how an incentive at work systematically produces—even promotes—undesired behaviors. They present how to better align intended incentives with behaviors and outcomes.
2. In Managerial Accounting, Executive MBAs look quantitatively at customer profitability to identify features associated with most profitable customers and apply that learning to less profitable ones. By identifying these opportunities, the company can save and even pass some savings to customers, improving both customer loyalty and the bottom line.
3. In Transforming Processes, each C-Team must redesign a problem process for one of their employers such as reducing cycle times for Help Desk response, order management, or setting up new customer accounts.
4. In Venture Creation, each C-Team learns to innovate and build a business plan from scratch including all the financial valuation, culminating in a presentation to a number of venture capital firms for funding. When you need cash for expansion or a new business opportunity, they will have experience doing it.

An increase in the bottom line. Critical theory coupled with practical and provocative discussions prompt students to question “business as usual.” This questioning – when focused on your cost structure, financing, sales and marketing strategies, manufacturing and people processes, and strategic executive decisions – can result in million dollar benefits to your bottom line.

Loyalty of a valued employee. Companies that sponsor all or part of their executive students' tuition also gain ROI in the form of long-term loyalty. While only 33 percent of recent students were completely sponsored, 80% of Vanderbilt Executive MBA Program graduates remain with their employers. The average sponsorship was 40 percent of the total cost and the expected payback for their employers' investment was projected at only 20 months.

Bench strength. As part of a management team, MBAs from the Vanderbilt Executive MBA program offer new ideas and perspectives, new talents, and vast resources in the way of access to Vanderbilt faculty, a strong alumni base and databases and support services of a world-class business library and its research librarians. The hallmarks of the Vanderbilt Executive MBA curriculum are:

- The C-Team broader perspective and best practices discussed above.
- Depth in quantitative analysis and finance (with the esteemed faculty of Vanderbilt's world-renowned Financial Markets Research Center).
- Leadership (with numerous leadership development initiatives that build on your employee's aptitudes) to enhance management soft skills and ability to motivate others.
- Intensive strategy curriculum, with a year-long strategy client project – to tie all quantitative and soft skills together for big-picture thinking.

If you don't already know about the merits of the Vanderbilt Executive MBA Program, I encourage you to visit our website at vanderbiltemba.com. Most sponsoring organizations are repeat customers. I welcome your call or email to discuss why these sponsors find enduring ROI from our MBA graduates through the Executive MBA program.

Thank you for encouraging the pursuit of executive development.

Regards,

Juli Bennett
Executive Director, Executive Programs
Juli.Bennett@owen.vanderbilt.edu
615-322-9865 (office)

