



**SUPPORT → STIMULATE → CHALLENGE → DEVELOP → GROW**

## **Executive Management Development Programme**

A new combined learning experience offering senior management a chance to gain a professional qualification from Cornell University and develop their management, business and networking skills.



**Cornell University**  
School of Hotel Administration  
Office of Executive Education



**Fáilte Ireland**  
National Tourism Development Authority



## Your Challenge

To manage successfully in this difficult economic climate requires great business acumen and management skills, together with a good deal of creativity and innovation.

To support senior managers in this challenge we have re-designed the Executive Management Development Programme with less time required away from work and more time applying solutions to your business problems.

Run in conjunction with Cornell University, this exciting new learning experience will help you put in place sound strategic plans to steer your business through these challenging times. It will also allow you the opportunity to network and learn from colleagues in similar businesses and world class professors from Cornell University.

## Our Solution

It's simple. Complete the following and receive a Certificate in Strategic Hospitality Management – a highly regarded professional qualification from leading international Cornell University.

- ① 5 x e-Cornell online learning programmes
  - Strategic thinking
  - Formulating strategy & mapping competitive landscape
  - Creating value & competitive advantage
  - Implementing strategy & strategic control systems
  - Managing strategic change

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- ② Strategy and marketing residential workshop
- ③ A series of workshops to include live video conferencing with experts from Cornell University
- ④ On-campus innovation workshops in Cornell University, New York
- ⑤ A work based project

## On-going Mentoring Support

Receive online mentoring support from Cornell experts and programme peers allowing you to apply collective learning to your business. Ongoing mentoring support is also provided by the Fáilte Ireland Management Development team to help you through each step of the programme.

## Fáilte Ireland and Cornell University

Fáilte Ireland, the National Tourism Development Authority of Ireland, has teamed up with Cornell University, the world leader in providing executive development in the areas of strategy development and implementation.

Together we aim to provide this unique learning approach which will allow you to build knowledge and skills using a combination of on-site and online learning. This will include case studies, interactive exercises and stimulation based on real work-life problems.

## Business Benefits

- Learn to confidently formulate and implement strategy
- Become more competitive and effective
- Become more efficient in your planning
- Learn to think more strategically
- Become better at problem solving
- Improve your decision making skills



## Personal Benefits

- Gain a professional qualification – a Certificate in Strategic Hospitality Management from world renowned Cornell University
- Network with industry experts and other senior managers in industry
- Drive change with confidence
- Improve skills across a range of topics
- Enrich your contribution to your business
- Become a more inspiring leader

## Who should attend?

Owners, directors and senior managers seeking professional development in the area of strategic management.

## How much does it cost?

This programme is heavily subsidised by Fáilte Ireland. The total cost including all flights, accommodation, meals and training materials is just €4,000 with flexible payment options.

## How do I book?

Contact Mary Hall on 01 884 7756 or at [mary.hall@failteireland.ie](mailto:mary.hall@failteireland.ie) for more information or to book.

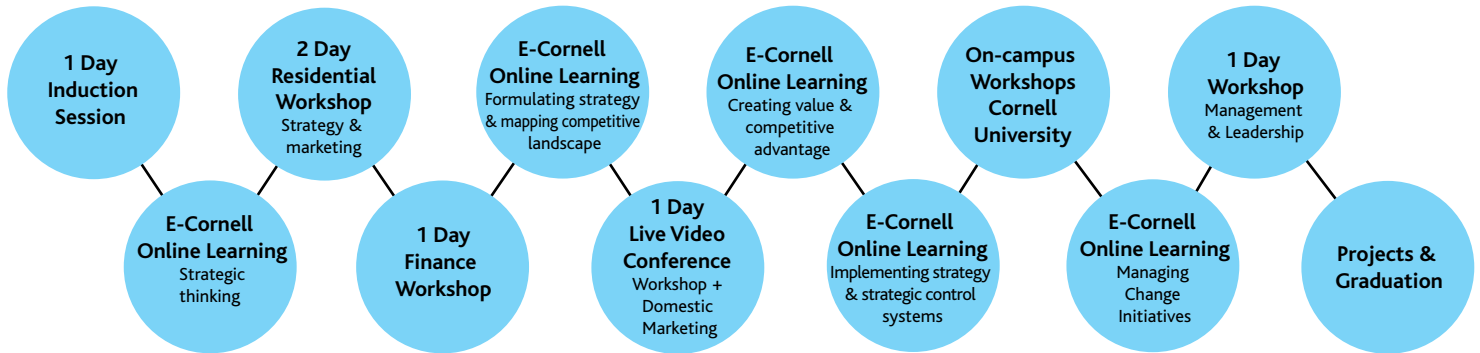
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# EXECUTIVE MANAGEMENT DEVELOPMENT PROGRAMME

IDENTIFYING PROBLEMS

CREATING SOLUTIONS

MAKING CHANGES



Nov 2010

Jan 2011

Mar 2011

Apr 2011

May 2011

Jun 2011

# Want to know more?

For further information contact:  
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