Terry College’s Executive Programs Methodology

THE TERRY COLLEGE OFFICE OF EXECUTIVE PROGRAMS specializes in the design of executive education certificate programs, conferences, and specialty events for executives and emerging leaders. We are especially proud of our certificate programs that focus on topics of leadership, innovation, and business acumen. We are a proud member of the International University Consortium for Executive Education (UNICON).

OUR APPROACH is unique in the market, offering a framework to help organizations better align their people to business performance. We provide an end-to-end solution to the performance challenges you face, with the ability to scale, using a five-phase approach to curriculum design. While each custom program is built from the ground up, Terry’s Custom Program Methodology serves as a building block to ensure that the program targets the unique needs of your organization. Experiential, specific and real-world are the tenets of our practice.

Stage One: Business Goals—We begin with understanding your organization’s business growth goals and the critical skills needed to support that growth.

Stage Two: Skills Identification—We define the core competencies or capabilities within your talent base that will be necessary to achieve your strategic goals.

Stage Three: Gaps/Obstacle Performance—We work with you to assess your staff’s current capabilities, identifying key gaps and obstacles to performance.

Stage Four: Solution Development and Execution—We work hand-in-hand with your organization’s training, HR, and operational leaders to execute a program that addresses your specific needs. The customized talent solution could include a combination of classroom lectures, real-world simulations, and team building, to enhance your target group’s performance and sustain it over the long run.

Stage Five: Measurement—Our measurement tools assess the ROI of your learning engagement. They can include:

- Pre and post-program evaluations
- Surveys
- Program specific action plans and other measurement tools