Custom programs through Terry Executive Programs answers the call with a highly customized professional learning experience. Using a performance-based consulting model, Custom Programs helps organizations identify their critical needs, build a plan to meet both business and learning requirements, and execute a strategic and sustainable solution. The goal is to drive organizational performance by increasing participants’ abilities to exercise the skills most critical to today’s organizations – skills like strategy development, change leadership, and innovation.

Common performance needs identified by Terry Custom Programs include:

- Strategy development
- Change leadership
- Strategic execution
- Transformational Leadership
- Innovation

The length of engagement can be scaled to meet an organization’s unique needs, ranging from a single day to more involved programs that extend over months or even years.

“Our relationship with clients is not just about developing skill sets in their leaders, it’s about changing the trajectory of their organization and driving financial performance.”

— Mike Jenkins, PhD
Senior Associate Director of Executive Programs

COURSES TAILORED TO CLIENT NEEDS

“We start by establishing the business needs of our corporate clients and then compare these against current business results. By first interviewing key stakeholders in the organization, we can link desired outcomes with performance behaviors needed from the leadership ranks of the organization. We then design a course that will meet those learning objectives, tapping into our diverse pool of adjunct faculty and full-time faculty at Terry,” says Mike Jenkins, Senior Associate Director of Executive Programs at Terry.

A key strength of Terry’s approach is that course developers go beyond the four walls of Terry to deliver hands-on instruction in key disciplines. “We bring the very best instructors to the table, whether they are from Terry, other leading schools, or from the business sector,” Jenkins says.

FOSTERING INNOVATION

Business entrepreneur and executive David Sutherland, lecturer in Terry’s Department of Management, frequently delivers Custom Program courses focused on fostering greater collaboration. Sutherland has advised a number of world-class innovators, including BMW, General Electric,
Deutche Bank, The Cleveland Clinic, and Proctor & Gamble, among others. His Strategic Innovation course gives participants a new orientation to innovation management – what it is, how it fits into their organization, and what can be done to strengthen it.

The focus on outside-the-box thinking and innovation within Terry Custom Programs reflects findings from a recent IBM study of CEOs. Six out of ten CEOs polled cited creativity as the most important leadership quality, compared with just over half for integrity and 35 percent for global thinking.

“Creative leaders are also more prepared to break with the status quo of industry, enterprise, and revenue models, and they are 81 percent more likely to rate innovation as a crucial capability,” reported Fast Company of the study’s findings.

“Our program helps people develop a different orientation to leadership – a more holistic perspective,” Sutherland says. “In the old days it was about being good at what you were trained in, whether it was accounting or product development or manufacturing. Today, because of how organizations work and how agile they need to be, it takes a broader array of aptitudes and skills. You need leaders who have a broader perspective.”

DELIVERING STRATEGIC VALUE, ONE ENGAGEMENT AT A TIME

Netherlands-based TenCate, a global leader in geosynthetics and protective fabrics solutions, sought a custom solution from Terry College of Business’s Executive Programs for their professional development needs, namely succession planning and talent development.

Dan Tripp, VP of Human Resources at TenCate, says their desire to provide a unique development experience for their managers required their input into program content. Terry offered the collaborative approach they needed.

“The staff support, innovative thinking, and proactive relationship in administering our program has been outstanding. The lineup of professors, speakers, and presenters are all very knowledgeable and have represented intellectual value fit for our culture,” Tripp says. “We have committed resources and opportunity for this program to evolve into a long term leadership development effort that we hope to partner with the Terry College of Business for a long time.”

“Terry has provided significant value to our management. Programs like these continue to evolve to meet the needs of changing time and focus.”

— Dan Tripp
VP of Human Resources, TenCate

CUSTOM PROGRAMS IN ACTION

Other examples of Terry Custom Programs in action:

- The US operation of Japan’s largest sporting goods maker laid the groundwork internally to double in size by bolstering key leaders’ business acumen so they could align more strategically in areas of supply chain excellence, human capital management, and financial practices.
- A leading cable and telecom company turned their high-potential functional leaders into more enterprise strategic leaders by giving them the tools to think more innovatively and evaluate their personal leadership approaches.
- A top 100 US healthcare system partnered with Terry to prepare for large-scale change brought on by healthcare reform. Working with a key group of physicians, clinicians, and hospital administrators, Terry helped the organization develop new perspectives and skills to increase collaboration between the groups, and improve clinical and financial outcomes.

LEARN MORE

To request a consultation about how Terry Custom Programs can connect your organization’s business strategy, call 866-238-0756, email expr@uga.edu, or visit executive.terry.uga.edu/custom.

The University of Georgia
Terry College of Business
Office of Executive Programs