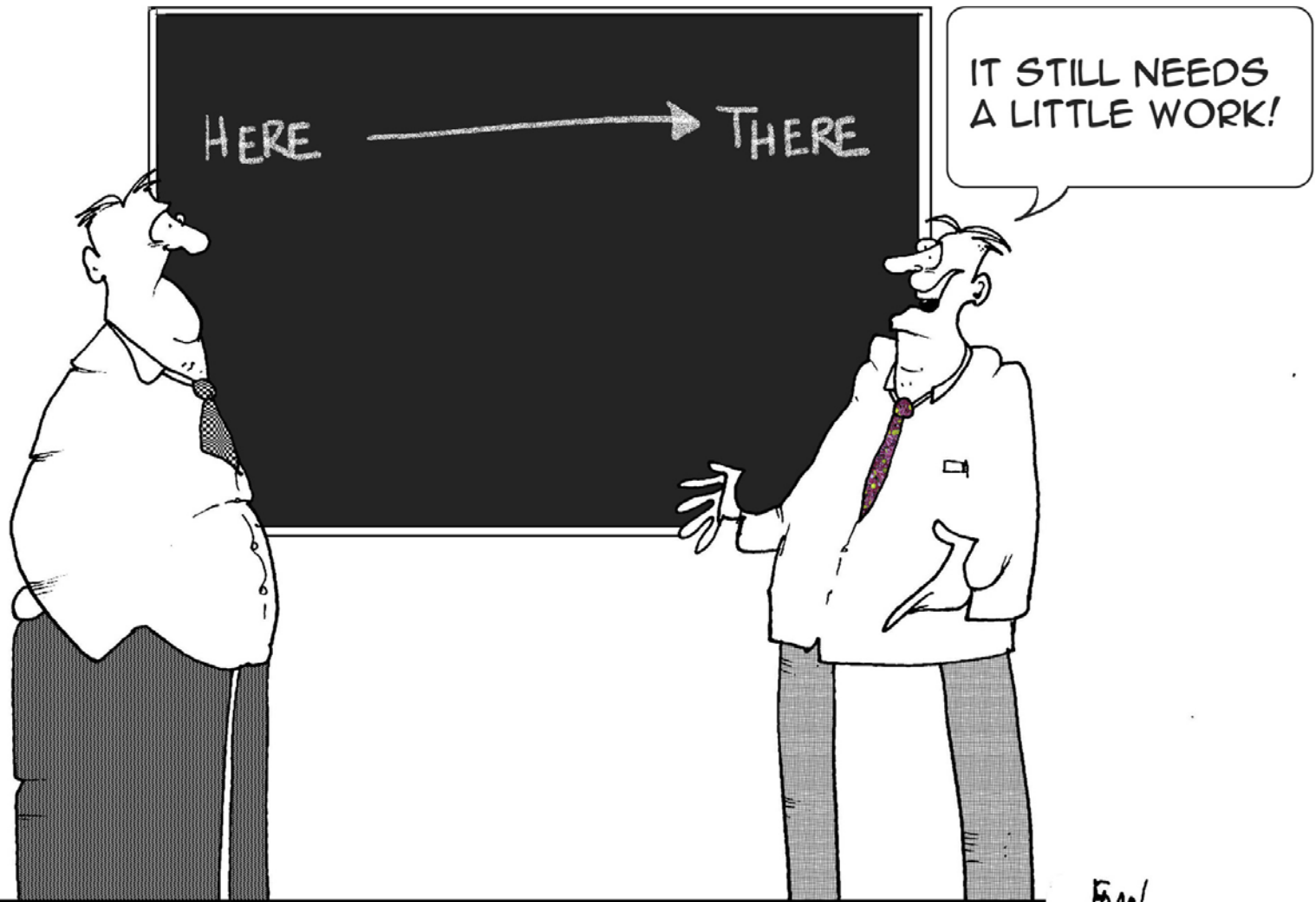


BerkeleyHaas

Haas School of Business
University of California Berkeley

Your. Career. Strategy. Project.

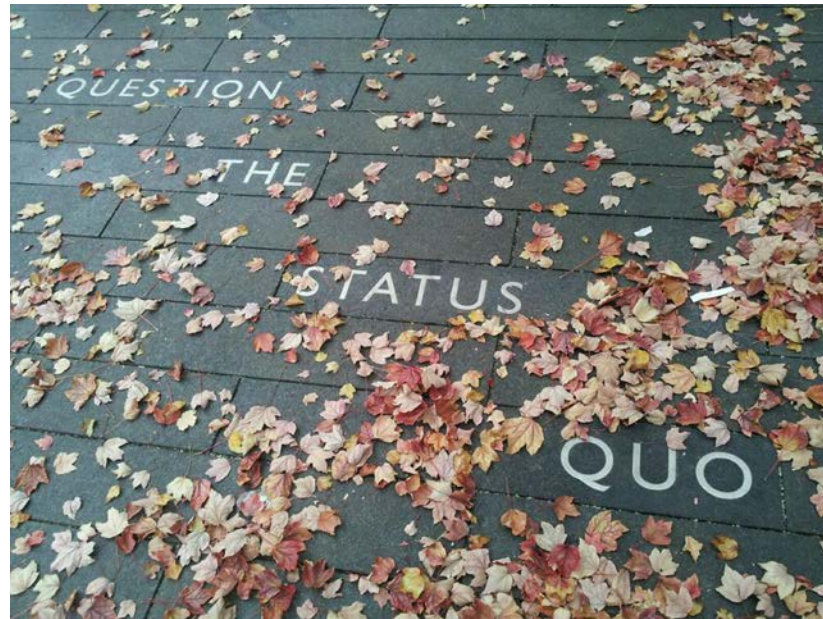
MBA for Executives 2018
May 2017



NEED A LITTLE HELP WITH YOUR
CAREER PLANNING?

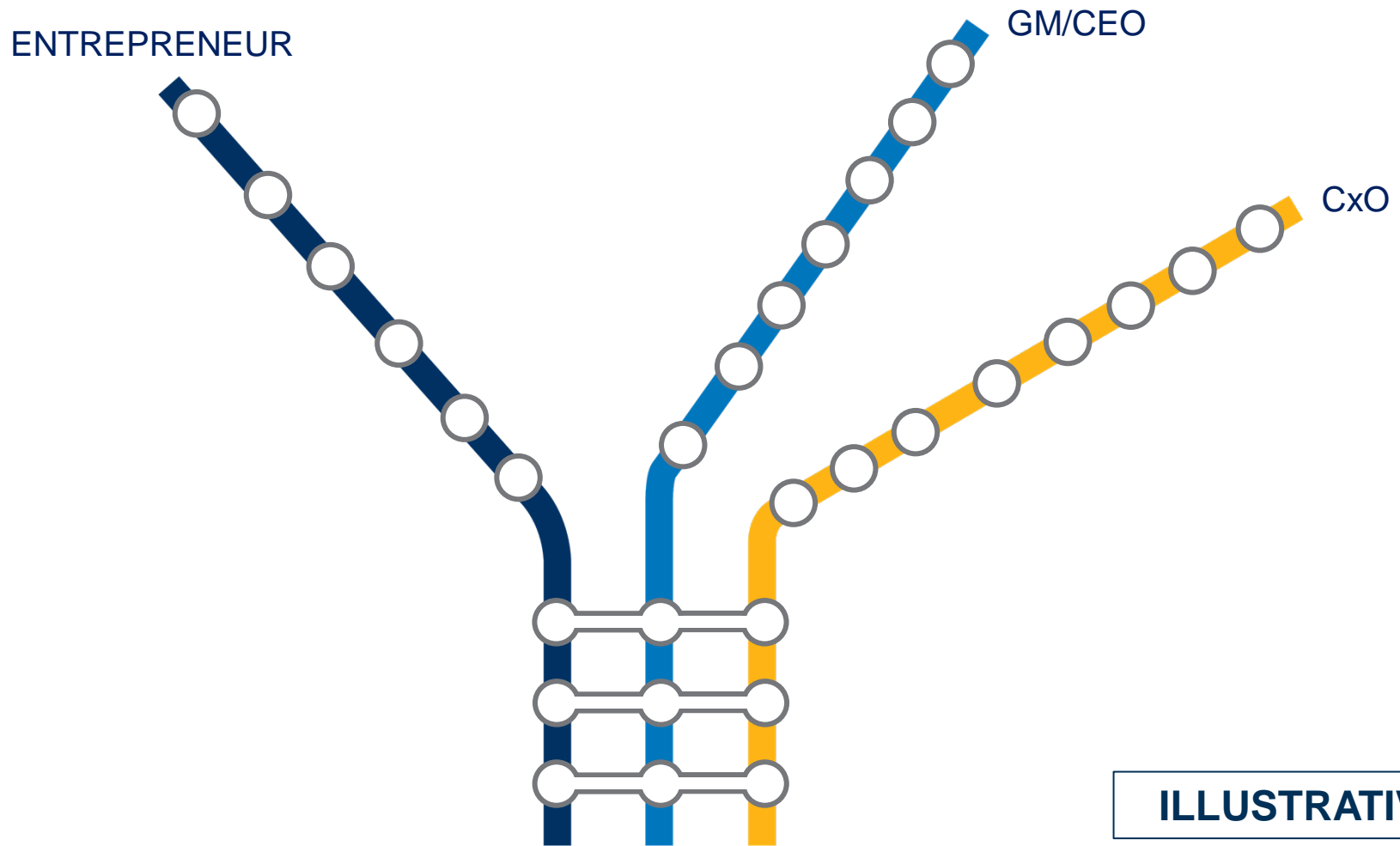
The Berkeley Leader

We develop leaders who create unexpected solutions to difficult problems...



...but we do it with a twist

How do you want to lead?



EASEL Model

- **E**xplorer: Curious about different industries and roles
- **A**dvancer: Continuing upward in your role in same industry
- **S**witcher/Pivoter: Wanting to transition into a different function and/or industry
- **E**ntrepreneur: Becoming a founder or 5th employee
- **L**ateral: Go sideways to go up

Build ^{your} Career

EXPLORE. FOCUS. CONNECT.

HOUSE SPECIALS

The Explorer

- * SELF ASSESSMENTS
- * CAREER STRATEGY
- * INFO INTERVIEWS
- * INDUSTRY SPECIALISTS

The Advancer

- * MANAGING UP
- * SPONSORS
- * PROFESSIONAL BRAND
- * CAREER STRATEGY

The Pivot

- * RESEARCH
- * SELF-ASSESSMENTS
- * INFO INTERVIEWS
- * CAREER STRATEGY

The Entrepreneur

- * STORYTELLING
- * HAAS RESOURCES/SKYDECK
- * FIT & FEASIBILITY
- * MENTORS

LET'S START BUILDING YOUR CAREER...

MAINS

Assessments

- Values/Purpose
- CareerLeader/MBTI
- 360° Feedback

Workshops & Webinars

- Networking
- StoryTelling
- Being a GM/CEO
- Entrepreneurship
- Salary Negotiation
- Leadership Presence

Electives & Independent Study

- Leadership
- Strategy
- Entrepreneurship
- Finance
- Industry
- Function

Industry Specialists

- CPG
- Entrepreneurship
- Financial Services
- Healthcare
- IB & Real Estate
- Product Management
- Product Marketing
- Retail
- Social Impact

Relationship Managers

- Consulting & Healthcare (Chris G.)
- CPG & Real Estate (Doug M.)
- Tech & Energy (Betsy R.)
- Tech & Entertainment (Rich W.)

EXTRAS & SIDES

Alumni Relations

- EMBA Alumni Chapters
- LinkedIn Find Alumni
- @Cal Directory

Institutes & Centers

- Institute for Business Innovation
- Center for Responsible Business
- Fisher Center (Real Estate)
- Skydeck
- Venture Capital Investment Competition

Other

- Mentors
- Sponsors/Champions
- Personal & Professional Network
- Classmates

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UNDER
DEVELOPMENT

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Career Net

ONE STOP SHOP



Advising/Coaching



Workshops



Job Opportunities



Companies & Contacts



Career Resources



Employment Data

Developing Your Career Strategy

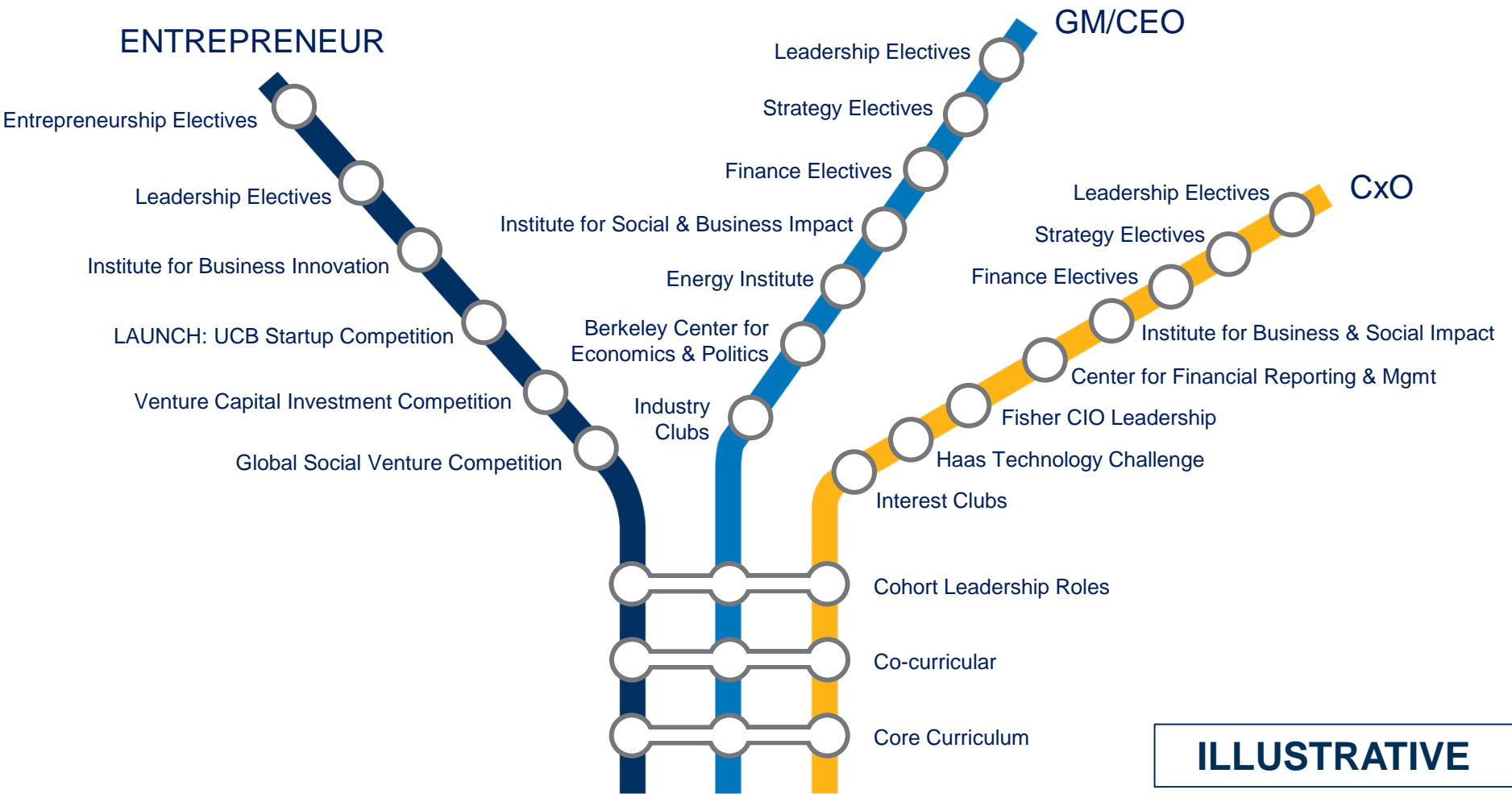


Active Mgmt Process

- Curricular
- Co-curricular
- Professional experiences
- Sponsors
- Network
- Your story

Hamel, Gary and Prahalad, C. K. 'Strategic Intent.' *Harvard Business Review*. May-June 1989.

Which path are you on?



APPENDIX



MBA for Executives Curriculum

Academics Overview

Immersions

Leadership
Comms

Applied
Innovation

Silicon
Valley

International

Washington
DC

Deeper Experience

Electives

Leadership

Entrepre-
neurship

Strategy

Finance

Executive Capabilities

Core

Management Fundamentals

Core Academics

Leadership	Strategy	Entrepreneurship	Finance & Accounting
<ul style="list-style-type: none"> • Leadership Communication • Applied Innovation • Leading People • Building Trust Based Relationships 	<ul style="list-style-type: none"> • Washington, DC Immersion Week • International Immersion Week • Corporate Strategy 	<ul style="list-style-type: none"> • Silicon Valley Immersion Week 	<ul style="list-style-type: none"> • Financial Accounting • Introduction to Finance

Marketing	Economics	Operations
<ul style="list-style-type: none"> • Marketing Management 	<ul style="list-style-type: none"> • Economics for Business Decision Making • Macroeconomics in the Global Economy 	<ul style="list-style-type: none"> • Data Analysis for Management • Operations Management

Immersion Weeks in bold

Anchor Electives

Leadership	Strategy	Entrepreneurship	Finance
<ul style="list-style-type: none"> • Executive Leadership • Negotiations • Turnarounds 	<ul style="list-style-type: none"> • Global Strategy • Data Analytics • Game Theory • Mega-Trends & Scenario Planning 	<ul style="list-style-type: none"> • New Venture Finance • Opportunity Identification • Start up Innovation 	<ul style="list-style-type: none"> • Financial Information Analysis • Corporate Finance • Mergers & Acquisitions • Financial Leadership Simulation
<p>Independent study Dual-listed with Evening & Weekend</p>			

Immersions & Experiential Learning

Term	Immersion Experience	Focus
1	Leadership Communication	<ul style="list-style-type: none">• Personal leadership presence• Give/ receive/ apply feedback• Understand leadership strengths/ weaknesses
2	Applied Innovation	<ul style="list-style-type: none">• Design-centered thinking and development• Design in action – meetings with design firms
3	Silicon Valley Immersion Week	<ul style="list-style-type: none">• Core capabilities of entrepreneurs• Deep conversations with founders/ C-suite• Requirements/ demands/ benefits/risks of start-ups
4	International	<ul style="list-style-type: none">• Explore how culture/ geography affects core business disciplines• Rich exposure to companies/ organizations/ people
5	Washington, DC	<ul style="list-style-type: none">• How Washington does (and doesn't) work for business• Inside look at legislative/ regulatory development