

The Aresty Institute of Executive Education
The Wharton School of the University of Pennsylvania
CUES CEO Institute - LIVE!
April 12-16, 2021



LIVE VIRTUAL	Monday, April 12	Tuesday, April 13	Wednesday, April 14	Thursday, April 15	Friday, April 16
<p>Academic Director Pete Fader</p> <p>Program Integration Jim Austin</p> <p>Program Team Shannon Rola, Program Director srola@wharton.upenn.edu Christina O'Neill, Program Manager oneillch@wharton.upenn.edu</p>	10:00 - 10:30 Welcome & Introduction! <i>Peter Fader & Jim Austin</i>	10:00 - 11:00 Ethics & Leadership <i>Tom Donaldson</i>	10:00 - 12:00 Strategic Influence & Persuasion Workshop <i>(Break at professor's discretion)</i>	10:00 - 12:00 Applying Customer Centricity to Credit Union Members <i>Simulation</i>	10:00 - 12:00 Applying Customer Centricity to Credit Union Members <i>Simulation Cont'd</i> <i>Peter Fader & Sarah Toms</i>
	10:30 - 11:15 Strategy Under Uncertainty <i>Jim Austin</i>	Break 11:00 - 11:15			
	Break 11:15 - 11:30	11:15 - 12:15 Ethics & Leadership <i>Tom Donaldson</i>			Lunch 12:00 - 12:30
	11:30 - 12:45 Strategy Under Uncertainty <i>Jim Austin</i>	Lunch 12:15 - 12:45		<i>Richard Shell</i>	<i>Peter Fader & Sarah Toms</i>
	Lunch 12:45 - 1:15	12:45 - 1:45 Leadership & Decision Making <i>Mike Useem</i>			12:30 - 2:30 Applying Customer Centricity to Credit Union Members <i>Simulation Cont'd</i> <i>Pete Fader & Sarah Toms</i>
	1:15 - 2:15 Strategic Execution <i>Gad Allon</i>	Break 1:45 - 2:00		12:30 - 2:30 Strategic Influence & Persuasion Workshop <i>(Break at professor's discretion)</i>	12:45 - 2:30 Applying Customer Centricity to Credit Union Members <i>Simulation Cont'd</i>
	Break 2:15 - 2:30				
2:30 - 3:30 Strategic Execution <i>Gad Allon</i>	2:00 - 3:00 Leadership & Decision Making <i>Mike Useem</i>		<i>Richard Shell</i>	<i>Peter Fader & Sarah Toms</i>	2:30 - 2:45 Program Wrap Up: <i>Taking the Learnings to Action</i> <i>Jim Austin, Pete Fader, Sarah Toms</i>