

ANDERSON CENTER



MANAGEMENT
FORUM

The Management Forum is ideally suited for general and functional managers, and executives and owners of small businesses. The forum is designed to equip business professionals with enhanced decision-making and management skills by exposing them to a wide set of essential management concepts and tools. This four-day forum covers cases in several topics that are relevant for managers at any level.

Forum Topics and Curriculum:

- Leadership
- Financial Analysis
- Marketing
- Systems & Operations
- Strategy

Objectives of the Management Forum:

- Discussing the roles that executives and managers play in the leadership of an organization.
- Understanding the financial tools needed to analyze an organization's performance.
- Identifying the importance of strategic marketing for an organization and analyzing the "four Ps" of marketing.
- Practicing process flow analysis and discussing the impact it can have on the operations of an organization.
- Analyzing opportunities for systems applications and how this can impact various functional areas of an organization.
- Discussing and analyzing the communication, implementation, and importance of strategy for an organization.
- Providing resources for post-forum learning and application.

Teaching Team:

The Teaching Team for the Management Forum is comprised of certified Discussion Leaders with backgrounds in the specific topics being covered in each case. This teaching team brings a wealth of experience from the business world, and experience in facilitating cases for the Anderson Center. View biographies for our teaching team at: www.anderson-center.org



Forum Leader
Gayle Noakes



Discussion Leader
Amy Fredin



Discussion Leader
Dean Casad



Discussion Leader
Tracy Schulte



Discussion Leader
Joanne Kudrna

Forum Fees:

The fee for the 4 day Management Forum is \$4,500. The fee covers tuition, case materials, meals and lodging. Nonprofit organizations receive a 20% discount. Individuals and small or early stage organizations interested in attending an Anderson Center forum, with limited ability to pay, should inquire about scholarship opportunities.

Contact and Registration Information:

For questions regarding the Management Forum contact Rebecca Gross, Business Development Manager:
320.251.5420 | rebecca@anderson-center.org
For registration information visit www.anderson-center.org.