

IVEY EXECUTIVE DEVELOPMENT
ASIA



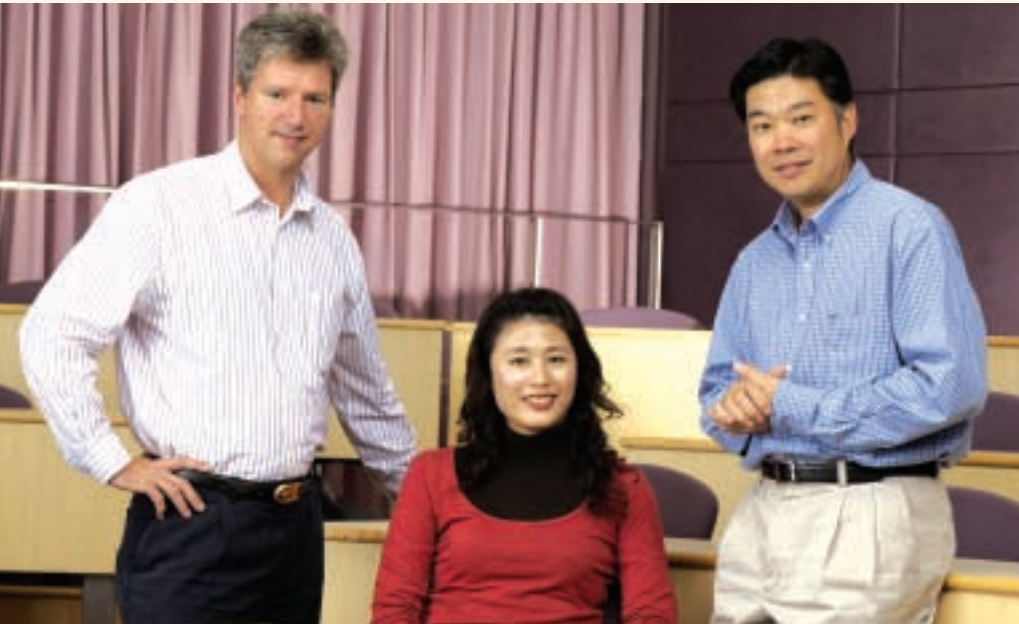
Developing Global Leaders

IVEY

Richard Ivey School of Business
The University of Western Ontario

THE IVEY DIFFERENCE

A LEARNING EXPERIENCE WITH AN IMMEDIATE IMPACT



Founded in 1922, the Richard Ivey School of Business of the University of Western Ontario is renowned as one of North America's oldest and most established providers of executive education programs worldwide. In Asia, Ivey offers world-class executive programs from its permanent campus in the Hong Kong Convention and Exhibition Centre.

Ivey Executive Development Programs:

- #1 in Canada for six consecutive years
- #1 in Greater China for three consecutive years
- Top 25 internationally for sixth consecutive year

(Financial Times, 2005)

At Ivey, we take a learn-by-doing approach to executive development. What executives need doesn't come in a textbook or through a lecture. It's experiential and intuitive, something we call the Ivey Learning Experience. The Experience is carefully orchestrated to mirror the business decision-making process and integrate across business disciplines. Participants learn to ask the right questions and develop frameworks for organizing and analyzing real-life business issues. The results are immediate for your organization.

Why Ivey?

What makes the Ivey Experience unique? Our participants tell us it is four essential elements:

1. A Leader in Management Education

Ivey Executive Development programs consistently rate #1 in Canada and Greater China, and among the top 25 in the world, based on independent surveys conducted by the *Financial Times*. These same surveys include feedback from our program participants who consistently give us outstanding evaluations and - best of all - refer their colleagues to our programs.

2. Outstanding Faculty

Our faculty members are experts in the fields they teach and are in touch with best practices from leading companies around the world. They are renowned for their research and case writing, and consistently rank among the top faculty in the world by the *Financial Times*. As skilled facilitators, they know when to hold back while you discover and when to step in with relevant knowledge.

3. Enriched by Those Around You

Our programs attract the highest-potential individuals from a wide cross-section of industries. Their experiences enrich every class discussion and enhance each participant's knowledge base. It's an interactive learning experience that is defined by the caliber of the participants.

4. Ivey Case Study Method - A Dynamic Approach to Learning

A lecture won't change an executive's approach to business challenges. Ivey learning will. We immerse participants in the Ivey case study method - a unique process of learning-by-doing, not learning-by-listening. Participants enhance their ability to make assumptions and to prioritize - quickly. It's a dynamic learning experience that prepares them for the business challenges they'll face.

THE IVEY LEARNING EXPERIENCE

LEARN BY DOING, NOT JUST LISTENING

Learning at Ivey

At the heart of the Ivey Learning Experience is the case study method. Combining the case method with other experiential learning approaches, including simulations, group exercises, industry experts, action-learning experiences and facilitated discussions, participants develop a set of skills to analyze issues, develop strategies and execute plans successfully.

Real-World Challenges

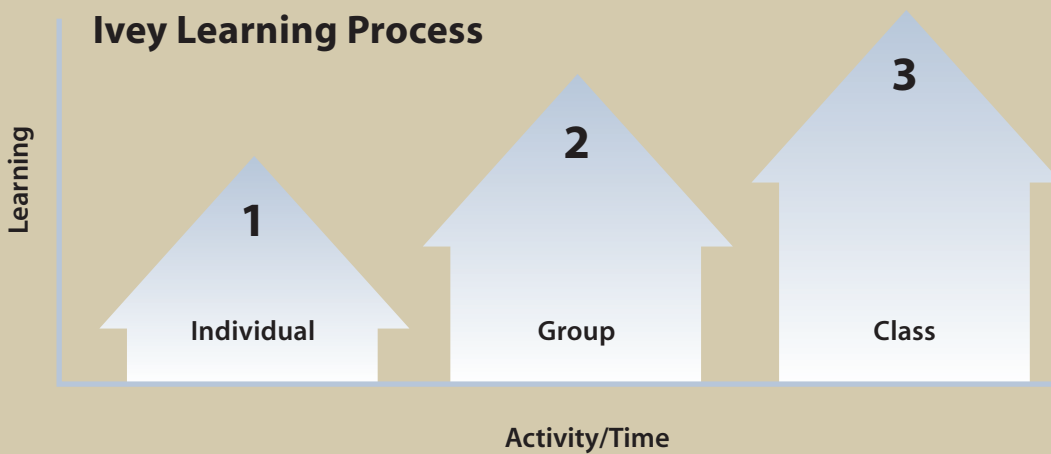
Ivey case studies immerse participants in the real problems and challenges faced by real companies at critical management decision points. Participants are placed in the role of the decision-maker, asked to analyze the data, develop alternatives and make and defend their recommendations. These situations cross every functional area and a wide range of industries.

Best of the Best

Top-rated faculty members from our internationally recognized degree programs are hand-picked to lead our executive development programs. Ivey's faculty is consistently ranked as one of the top faculty in the world for teaching and research by the *Financial Times*.

Ivey Learning Log

The Ivey Learning Log provides participants with a tool that can be used during their program experience to record and develop new ideas and concepts they would like to take back and implement in their organizations. Time is provided throughout the program for this reflection and faculty members are available for consultation as needed. The result - action items that are ready to execute immediately.



THE CASE METHOD PROCESS

The Ivey Case Method process involves three levels of learning:

1 INDIVIDUAL

Begin by working through the case yourself. Determine broadly what the case is about, what type of information has been given and what the basic problems are that the manager is facing. Develop some recommendations supported by the facts in the case.

2 GROUP

Join your learning team and discuss the case in more detail. It's a chance to challenge positions and break through individual analysis to new and better ideas.

3 CLASS

Meet with the rest of your class and an Ivey professor for an in-depth discussion of the case and its broader implications. The faculty member's role is to facilitate the discussion and help you think about alternatives you may not have considered. After a healthy debate, the instructor will summarize and discuss the lessons learned from the case.

The Benefits of the Ivey Learning Experience

- Problems in the real world are not categorized. Cases help participants understand the range of competing interests associated with each decision.
- Cases teach executives to develop their judgment and hone their decision-making ability, even with imperfect information. They learn to make decisions in the face of uncertainty and move on to the next challenge.
- Stakeholders have different needs. Participants learn how to recognize and manage the needs of stakeholders - both supporters and objectors.
- Participants will understand and appreciate diversity. They share ideas with others and are prepared to be challenged by others with totally different points of view.
- Harness the energy, ideas and enthusiasm of others. The case method allows participants to learn from the vast experience of other participants, not just the instructor.
- Retention of learning is proven to be much higher because participants are simulating an actual experience instead of just listening to a lecture.



"Ivey is a true partner to our executive development efforts. We involved the school right from the development stage of our core management program. The faculty has worked closely with our senior management and has gained a good understanding of and insight into our business and organization. The programs were consistently well-designed, well-delivered and well-received....Our management and the program participants also benefit from the valuable advice of the professors outside of the classroom."

Francis Tong - General Manager, Hutchison Port Holdings

"Ivey takes on a comprehensive, world-class and practical approach to executive education....The school's effective use of business case study methodology encourages innovative thinking, active participation and sharing of experience among participants. Ivey's programs help to strengthen the leadership capability of our Executives and Managers and contribute to the success of our organization."

Francis Mok - Management Training & Development Manager, MTR Corporation

IVEY PROGRAMS IN ASIA

INVEST IN EXCELLENCE

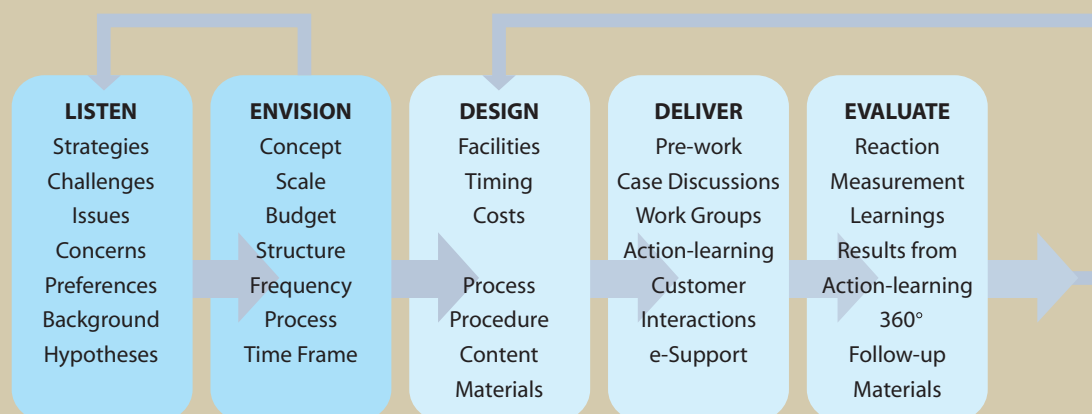
Ivey's executive development programs are part of the success of many of Asia's leading organizations

Custom Programs

Ivey's custom programs are developed for organizations in transition. New markets. New competitors. New rules. A new environment for business. Ivey custom programs allow companies to customize executive development to meet their rapidly changing needs and goals - whether they want a program that is specific to their industry or one that supports a major change in their organization's direction.

Each Ivey custom program is designed and delivered in full partnership with our clients. Program content is the result of intense iterative development to set clear, measurable objectives and match course content and learning techniques to a company's needs. Program development encompasses five stages of preparation, design, delivery and feedback. The outcome is a results-focused learning experience grounded in an organization's strategic goals.

The Custom Program Design Process



Consortium Programs

Ivey's consortium programs present a unique opportunity for organizations to develop future leaders, network with other leading organizations and achieve a cost-effective learning experience.

Consortium programs bring together a group of five to seven diverse, non-competing organizations that are facing similar challenges and issues. Each company enrolls 5-8 executives and

consortium partners influence both the subject content and the timing of the program.

A consortium program combines the features of both custom and open-enrollment programs. But the real value comes from the consortium members learning from each other through team and class sessions, sharing best practices, and gaining insight into how the consortium partners tackle issues in different ways.

"Our experience in working with Ivey Business School on the consortium programs has been extremely positive in terms of the level of consultation with the faculty, world-class campus facilities, and the friendly and professional attitude of the staff. The feedback we have received from participants has been positive and the application to the workplace is high. We are pleased to continue our association with Ivey Business School as a part of our development initiative for our executives in Hong Kong."

Steve Tait - Head of Human Resources Asia Pacific, HSBC

"Ivey's excellent executive program was of the highest quality in every respect, from faculty to course content and administrative support. I particularly liked the Ivey case study method, which relates the theories and concepts taught to real-life examples."

Rick Howell - Head of Corporate Safety, Cathay Pacific

PROGRAM FACILITIES

CONVENIENCE. COMFORT. CLASS.

Programs are delivered at all of our international campuses.

SPENCER CONFERENCE CENTRE – LONDON, ONTARIO, CANADA



Spencer Conference Centre provides an ideal learning environment. The focal point of the facility is the warm and inviting Georgian mansion, with Canadian landmark status, situated on 30 acres of parkland. Secluded just minutes from Ivey's main campus in London, Ontario, it combines state-of-the-art instructional technology with well-appointed private accommodations. Spencer Conference Centre ranked as the number one facility for executive education in Canada by the *Financial Times*.

www.ivey.ca/executive

J.J. WETTLAUFER EXECUTIVE CENTRE – MISSISSAUGA, ONTARIO, CANADA



Conveniently located just south of Highway 401 and Mississauga Road, Ivey's J.J. Wettlaufer Executive Centre is minutes from Toronto's Lester B. Pearson International Airport and steps from major restaurants and hotels. The facility includes a large amphitheatre-style classroom and ample breakout discussion rooms.

www.ivey.uwo.ca/wettlaufer

TORONTO BOARD OF TRADE – TORONTO (DOWNTOWN), CANADA



Ivey's partnership with Toronto Board of Trade Centre, located at 1 First Canadian Place, downtown Toronto, was launched in Fall, 2005. This location is centrally located in one of the most prominent and respected financial and business districts in the world. It offers one of the most unique collections of facilities for dining, meeting, and social occasions available anywhere.

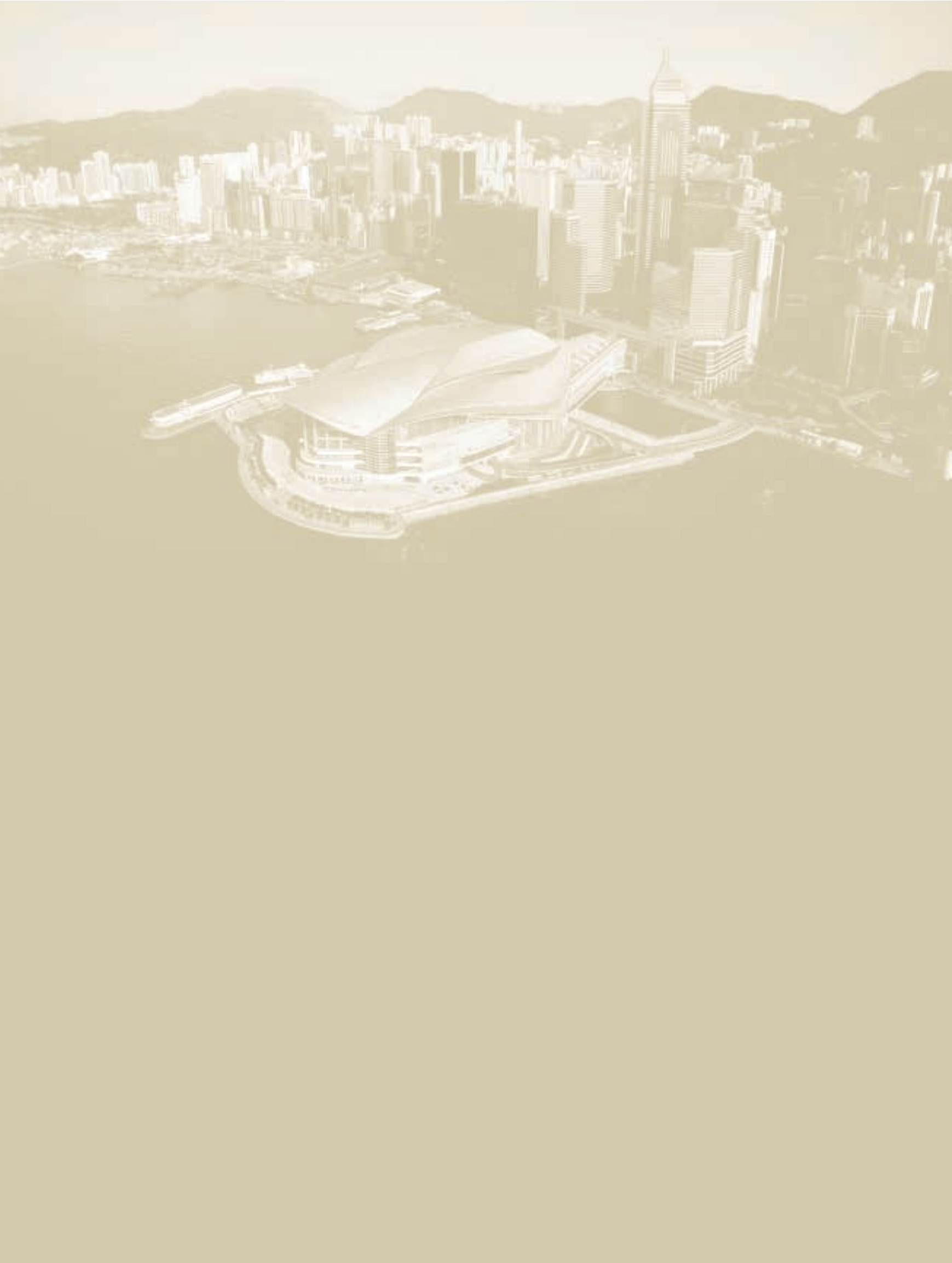
www.bot.com

THE CHENG YU TUNG MANAGEMENT INSTITUTE – HONG KONG CONVENTION AND EXHIBITION CENTRE,



In 1997, Ivey was the first North American Business School to establish a campus in Asia. The Cheng Yu Tung Management Institute is a state-of-the-art executive conference facility. It includes a large, tiered amphitheatre designed to facilitate dialogue among participants and numerous breakout rooms for small group discussions. The Grand Hyatt Hong Kong is adjacent to the centre, providing an integrated classroom/residence experience.

www.ivey.com.hk



#1 EXECUTIVE EDUCATION PROVIDER IN GREATER CHINA
(FINANCIAL TIMES, 2005, 2004, 2003)

Richard Ivey School of Business
The University of Western Ontario

IVEY

**Executive
Development**

For further information, please contact:
Richard Ivey School of Business (Asia)
Cheng Yu Tung Management Institute
Hong Kong Convention and Exhibition Centre
Phase 1, 5/F, Harbour Rd., Wanchai, Hong Kong
Tel: +852 2808 4488 Fax: +852 2808 4433
www.ivey.com.hk