



Insurance Executive Development Program
September 21 - October 3, 2008
Week One

Sunday, September 21	Monday, September 22	Tuesday, September 23	Wednesday, September 24	Thursday, September 25	Friday, September 26	Saturday, September 27
<p>Program Location: Steinberg Conference Center 255 South 38th Street Philadelphia, PA 19104 phone: 215-386-8300 fax: 215-573-3426</p> <p>Accommodations: Week 1 - Sofitel, Philadelphia 120 South 17th Street Philadelphia, PA 19103 Phone: 215.569.8300</p> <p>Week 2 - Inn at Penn, Philadelphia 3600 Sansom Street Philadelphia, PA 19104</p> <p>Staff: Academic Director: Mario Moussa Administrative Director: Sanya Sharma Program Manager: Cristina Tosti Program Coordinator: Max Lovitz-Wolfson</p> <p>Registration & Reception 5:30 - 6:00</p> <p>Dinner 6:00 - 7:00</p> <p>Introductions and Program Overview Becoming a Learning Community Mario Moussa 7:00-8:30</p>	<p>Breakfast 7:30 - 9:00</p> <p>Leading Culture Change</p> <p>Mario Moussa 9:00 - 10:30</p> <p>Break 10:30-10:45</p> <p>Leading Culture Change</p> <p>Mario Moussa 10:45-12:30</p> <p>Lunch 12:30-1:30</p> <p>Leadership</p> <p>Todd Henshaw 1:30-3:00</p> <p>Break 3:00 - 3:15</p> <p>Leadership</p> <p>Todd Henshaw 3:15- 5:00</p> <p>Dinner 6:00 - 7:00</p>	<p>Breakfast 7:30 - 9:00</p> <p>Shareholder Value</p> <p>John Percival 9:00 - 10:30</p> <p>Break 10:30 - 10:45</p> <p>Shareholder Value (cont'd)</p> <p>John Percival 10:45 - 12:30</p> <p>Lunch 12:30 - 1:30</p> <p>Financial Decision Making</p> <p>John Percival 1:30 - 3:00</p> <p>Break 3:00 - 3:15</p> <p>Financial Decision Making</p> <p>John Percival 3:15 - 5:00</p> <p>Dinner 6:00 - 7:00</p>	<p>Breakfast 7:30 - 9:00</p> <p>Blue Ocean Strategy</p> <p>Franck Schuurmans 9:00 - 10:30</p> <p>Break 10:30 - 10:45</p> <p>Blue Ocean Strategy</p> <p>Franck Schuurmans 10:45 - 12:30</p> <p>Lunch 12:30-1:30</p> <p>Scenario Planning</p> <p>Franck Schuurmans 1:30-3:00</p> <p>Break 3:00 - 3:15</p> <p>Scenario Planning</p> <p>Franck Schuurmans 3:15 - 5:00</p> <p>Dinner 6:00 - 7:00</p>	<p>Breakfast 7:30 - 9:00</p> <p>Competitive Marketing Strategy</p> <p>Patti Williams 9:00 - 10:30</p> <p>Break 10:30 - 10:45</p> <p>Competitive Marketing Strategy (cont'd)</p> <p>Patti Williams 10:45 - 12:30</p> <p>Lunch 12:30 - 1:30</p> <p>Strategic Decision Making</p> <p>Kathy Pearson 1:30 - 3:00</p> <p>Break 3:00 - 3:15</p> <p>Strategic Decision Making</p> <p>Kathy Pearson 3:15 - 4:30</p> <p>Dinner 6:00 - 7:00</p>	<p>Breakfast 7:30 - 8:30</p> <p>Managing Across Organizational Boundaries</p> <p>Mario Moussa 8:30 - 10:00</p> <p>Break 10:00 - 10:15</p> <p>Managing Across Organizational Boundaries</p> <p>Mario Moussa 10:15 - 11:45</p> <p>Group Photo 11:45 - 12:00</p> <p>Lunch 12:00 - 1:00</p> <p>Ethics: Be a Leader</p> <p>Cathy Gates 1:00 - 2:30</p> <p>Break 2:30 - 2:45</p> <p>Ethics: Be a Leader</p> <p>Cathy Gates 2:45 - 4:30</p> <p>Dinner 6:00 - 7:00</p>	<p><i>Free Day</i></p> <p><i>Free Day</i></p>



Sunday, September 28	Monday, September 29	Tuesday, September 30	Wednesday, October 1	Thursday, October 2	Friday, October 3
<i>Free Day</i>	Breakfast 7:30 - 9:00	Breakfast 7:30 - 9:00	Breakfast 7:00 - 8:00	Breakfast 7:30 - 8:30	Breakfast and Checkout 7:00 - 8:30
	Negotiations Workshop	Insurance Dynamics Susan Kearney and Patrick Schmid 9:00 - 10:30	Business Simulation Workshop	Business Simulation Workshop	Influence and Persuasion Mario Moussa 8:30 - 10:00
		Break 10:30 - 10:45			Break 10:00- 10:15
		Insurance Dynamics Susan Kearney and Patrick Schmid 10:45 - 12:30	James Hutchin, Richard Hinckley & Gary German	James Hutchin, Richard Hinckley & Gary German	Influence and Persuasion Mario Moussa 10:15 - 12:00
	Mario Moussa 9:00 - 12:30	Lunch 12:30 - 1:30	9:00 - 12:00	9:00 - 12:00	
	Working Lunch 12:30 - 1:30	Emotional Intelligence Hank Weisinger 1:30 - 3:00	Lunch 12:00 - 1:00	Lunch 12:00 - 1:00	Optional Lunch 12:00
	Negotiations Workshop	Break 3:00 - 3:15	Business Simulation Workshop	Business Simulation Workshop	Business Simulation Workshop
		Emotional Intelligence <i>(cont'd)</i> Hank Weisinger 3:15 - 5:00	James Hutchin, Richard Hinckley & Gary German 1:00 - 5:30	James Hutchin, Richard Hinckley & Gary German 1:00 - 5:30	
		Business Simulation Introduction James Hutchin, Richard Hinckley & Gary German 5:00 - 6:00	Break 5:30 - 6:00	Break 5:30 - 6:00	
	Mario Moussa 1:30 - 5:00	Dinner 6:00 - 7:00	Business Simulation Workshop James Hutchin, Richard Hinckley & Gary German 6:00 - 6:30	Business Simulation Workshop James Hutchin, Richard Hinckley & Gary German 1:00 - 4:30	
Dinner 6:00 - 7:00	Simulation Case Instructions James Hutchin, Richard Hinckley & Gary German 7:00 - 8:30	Social Event & Dinner 6:30 - 8:00	Reception / Celebration Dinner and Certificate Presentation 6:00 - 8:00		