SMART READY
EXPRIENCED SUCCESSFUL JUST LIKE YOU
STEADY DETERMINED CONFIDENT AMBITIOUS MOTIVATED DRIVEN
SMITH EMBA
Our students and alumni say great things about our Executive MBA program, and they were JUST LIKE YOU.
You’re ready for greater challenges. You realize it’s no longer just about your functional expertise. There’s a bigger picture you need to see, higher-level relationships that need to be managed and strategic perspectives you need to acquire. This all leads to a more in-depth understanding of your value proposition.

The Smith Executive MBA program is a 19-month leadership development program that transforms your thinking and enables you to fulfill your true potential.

What better way to talk about our program than to introduce you to men and women who have gone through the program? You’re ready, let’s begin.

Ranked among the best Executive MBA programs in the world.

ranked 13 Executive MBA (U.S.)
The Economist, 2013

ranked 26 Executive MBA (World)
The Economist, 2013

ranked 17 Executive MBA (World)
Bloomberg Businessweek, 2013
Welcome to the Think Tank

Smith Executive MBA students often compare their experience to being involved in a 19-month “think tank,” where they can bring a workplace problem to a Friday morning class and obtain a Tuesday afternoon solution.

Studying with classmates of similar age and background, you’ll learn to think through complex ideas and make decisions based on data and reasoned analysis. As a result, you’ll provide empowering leadership to your organization.

**Number of Students:** 40

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
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<tbody>
<tr>
<td>Average Age</td>
<td>39 years</td>
</tr>
<tr>
<td>Range of Age</td>
<td>29 to 58 years</td>
</tr>
<tr>
<td>Average Work Experience</td>
<td>16 years</td>
</tr>
<tr>
<td>Advanced Degrees</td>
<td>33%</td>
</tr>
<tr>
<td>Women</td>
<td>29%</td>
</tr>
<tr>
<td>Minority</td>
<td>47%</td>
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<tr>
<td>International Origin</td>
<td>33%</td>
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* Average statistics
The program really pushed me in terms of critical thinking skills and avoiding gut decisions. It was drilled into us that the most important question to ask is “Says who?” If somebody makes a statement and presents it as a statement of fact, well, who says that’s true? Who says? – that’s the most important question you can ask, and the one I continue to ask every day.

“Says who...?”
-Liam Brown
President, U.S. & Canada Select Service and Extended Stay Lodging & Owner Franchise Services
The Americas/Marriott International
“Develop the potential that lies within you.”

-Dipti Singh
Branch Chief
U.S. Environmental Protection Agency

The first week is dedicated to self-assessment and developing a baseline for personal development, which you work on through the length of the program. With that kind of emphasis on personal growth, in addition to the executive-level curriculum and mastery sessions, I knew immediately this program was for me.
LEADERSHIP DEVELOPMENT

Let Smith Power Your Growth

Even before you start class in January, you’ll begin the executive assessment process, consisting of drawing a baseline of your strengths and identifying development opportunities. The data gathered in this process are then used to pair you with an executive coach, who works closely with you throughout the program. Coupled with “mastery sessions,” this approach is the most robust individual leadership development program in the Baltimore-Washington, D.C. region.

Components of this powerful process include:

- **Executive Coaching**
  Your executive coach will leverage your strengths and help you recognize opportunities for personal growth and development.

- **Executive Assessments**
  Discover opportunities for improvement from strategic testing of assertiveness, listening skills and personality.

- **Multi-source Feedback**
  Input from co-workers, managers, customers and direct reports helps you see yourself as others see you.
Become the Complete Leader

Rigor and balance – that’s what we strive for in our Executive MBA curriculum. The rigor comes from the traditionally demanding “core” courses – taught from an executive perspective – that make up the foundation of business practice.

Balance is achieved by carefully selected “mastery sessions.” Mastery sessions are seminars that supplement core courses by providing cross-functional perspectives drawn from organizational and social theory. Taught by experts in their respective fields, mastery sessions include such topics as developing high performance teams, managing conflict or creative problem solving. This approach results in not only a balanced perspective, but, just as important, a balanced workload.

The Smith Executive MBA balances core business foundations with topical mastery sessions to develop well-rounded leaders, as depicted in this sample term.
“I became a more effective leader.”

-Donna Blackman
Senior Vice President, Finance and Controller
BET Networks

I’ve always been a ‘numbers’ person, so I didn’t always appreciate the ‘people’ aspects of running a business successfully. The mastery sessions in the Smith program really helped me become a more effective manager of people. I used to think that the bottom line – whatever it took – was the only thing that mattered. I’m not there now. Every day I’m trying to keep my team satisfied and engaged in the enterprise.
“Your coach sees the opportunities you don’t see.”
- Ani Matson
Chief Marketing Officer
NEA Member Benefits Corporation

My executive coach was Professor Cindy Stevens (left). She had a way of showing me things I might not have seen on my own, including opportunities that were available to me if I looked in the right places. As a result, I got a better job while I was in the program.
EXECUTIVE & CAREER COACHING

Help for Navigating Your Career

The Smith EMBA program provides one-on-one executive coaching as an essential part of its teaching mission. In fact, it’s one of only a handful of MBA programs to provide ongoing executive coaching to students within its program.

Mentor, motivator and adviser, your executive coach’s mission is to help you grow as a leader. With your coach’s help, you can acquire and grow in the competencies important for you to lead at the next level.

Student and Alumni Career Coaching

Our professional career coaching program helps you recognize and compete for greater roles and responsibilities — not just while you’re a student, but throughout your career. Whether you’re transitioning to a new career, starting your own business or advancing in your own company, your career coach helps plan the way.

In addition, career workshops are held exclusively for Smith Executive MBAs. Workshops cover topics such as enhancing your communication skills, navigating career transition and preparing for your next interview.
Smith Executive MBA faculty are not only renowned scholars in their respective fields. Just as important, they are engaged, thoughtful teachers who take great pride in producing graduates who are analytical, resourceful, innovative and hardworking. They serve as highly engaged mentors dedicated to preparing you to manage complex problems, find entrepreneurial solutions and succeed at the highest levels.

Smith faculty serve as consultants and have significant international exposure, bringing real-time relevancy to the classroom.

Study with a world-class faculty, known for research excellence.

ranked 4 Academic Excellence and Business Research
CEOWORLD Magazine (2014)

ranked 6 Research
UT Dallas Top 100 Business School Research Rankings (2013)

ranked 24 Research
Financial Times (MBA) (2013)
“My professor helped advance my career.”

-James White
Chief Information Security Officer (CISO)
INOVA Health System

Professor Larry Gordon really made a difference in what he taught and how he taught it. As CISO, I’m very interested in information assurance and cybersecurity, and he is an expert in demonstrating the value of security as it relates to information systems. What I learned in class gave me the ability to create solutions for my company. As a result, after I graduated I was promoted to senior director of security solutions.
The action learning project was a fantastic experience that actually benefited my career. The idea is to identify a problem that is strategic to your company. So it forced me to look at what we were doing and to come up with a market research project. It allowed me to take the research findings to my senior leader and raise my visibility within the company. In effect, I shined a light on myself and changed my personal brand from a technical person to a senior manager. Subsequently after graduating from the program, I have assumed expanded leadership positions.
Standing apart from the curriculum yet intimately interwoven into the learning experience are team-based, experiential learning assignments that benefit both students and their organizations: the Action Learning Projects (ALPs). Working with a faculty adviser, ALP teams focus on solving actual problems put forth by classmates from within their own companies. Working with your team, your job is to assess the problem, allocate resources and create a solution.

**Experience Business on a Global Scale**

Smith Executive MBA students are going places — to China, India, South Africa and more. Students have the option of enrolling in an exciting 10-day study abroad that takes you and your classmates inside the operations of multinational corporations. Throughout the trip, you will meet with executives and tour their facilities. Ample time is provided to experience the rich cultural and social life of the host country.
Start Your Journey

You are invited to learn more about our top-ranked Executive MBA program. The program begins and ends with a one-week residency. Classes meet every other weekend for 19 months, beginning in January.

Admission is highly competitive and based on significant, relevant professional and managerial experience. The GMAT is not required. Applicants must demonstrate an ability to successfully complete quantitative coursework. To learn more, join us at an upcoming information session in College Park or downtown Washington, D.C., or by personal appointment.