

EXECUTIVE
EDUCATION

It's Your Turn to Lead



The Institutes' Insurance Executive Development (IED) Program

This Is Where You Can Learn How

Leadership and learning are indispensable to each other.

— John F. Kennedy



Leaders Are Learners.

The Insurance Executive Development (IED) program will help you develop fresh perspectives and take your real-world experience and leadership skills to the next level. Armed with cutting-edge theories and core management principles, you will learn to turn challenges into solutions and to manage change by leading change.

Penn National Insurance sends each and every member of our senior and upper level management (myself included) to participate in this intensive program and we have derived great benefits from their participation. The program's excellent strategic planning modules and the comprehensive scenario planning segments, which are taught by the best business management professors in the world, expose upper level executives to the skills they need to see the big picture and develop a corporate strategy to meet the many dynamic challenges that our industry faces.

— Ken Shutts, President and CEO of Penn National

Sponsoring Partners

The Institutes provide professional certification and offer educational products, publications, and research reports to people in property-casualty insurance, risk management, and financial services.

Founded in 1881, **The Wharton School** was the first collegiate business school in the world. Today, Wharton is the acknowledged global leader in business knowledge, offering undergraduate, master's and doctoral degrees as well as specialized executive education programs.

For more details visit our Web site:
www.TheInstitutes.org/executive_education

The task of the leader is to get his people from where they are to where have not been.

— Henry Kissinger

Who Should Attend:

The Insurance Executive Development Program is an intense two-week residency course held at the Wharton School for key managers and executives in the risk management and property-casualty insurance industry. Past participants include regional and business unit managers in claims, legal, underwriting, and information technology, with significant management responsibilities at the vice president, general manager or director levels.

Why You Should Attend:

Managerial Leadership Effective leaders build strong and effective teams, develop winning strategies and recognize the personal drivers of successful leadership. Gain a thorough understanding of the demands and challenges of leadership and how skills can continually be developed and applied through the disciplined integration of action and reflection.

Cross-Functional Management Effective management requires a solid understanding of all areas of business. Enhance business instincts and knowledge by exploring a diverse range of topics including marketing management, financial management and change management.

Personal Development To be a successful leader, you must continually seek knowledge, perfect intuitive judgment and refine strategic thinking. The Insurance Executive Development Program provides you with opportunities to see yourself from different viewpoints and to learn to lead for long-term success.

Insurance Company Management Simulation The course concludes with a two-day experiential learning simulation, which integrates the technical, financial and professional skills needed to lead a large insurance company. Cross-functional teams formulate a business strategy and implement it over several business cycles by making decisions on key variables. Strategies, decisions, and results are reviewed at each cycle.

Distinctive Learning Environment:

Held at The Wharton School's Steinberg Conference Center on the University of Pennsylvania campus in Philadelphia, Pa, attendees are taught by world class faculty at a state-of-the-art facility that includes hotel-quality guest rooms, an executive dining room and lounge, and fitness center, so participants can focus on their learning and development.

Typical sessions include:

Week One

- Strategy Formulation and Implementation
- Decision Making
- Scenario Planning
- Core Competencies
- Strategic Leadership
- Financial Management and Decision Making
- Shareholder Value
- Marketing Strategy

Week Two

- Negotiations Workshop
- Leadership Through Emotional Intelligence
- Leading Culture Change
- Managing Across Organizational Boundaries
- Influence and Persuasion
- Ethics
- Insurance Industry Simulation and Experiential Learning
- Insurance Dynamics

Program cost includes tuition, meals and accommodations:

A discounted rate is offered for two or more people from the same company. For current pricing, please see our Web site.

For More Information:

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An empowered organization is one in which individuals have the knowledge, skill, desire, and opportunity to personally succeed in a way that leads to collective organizational success.

— Stephen R. Covey, Principle-Centered Leadership

The leader has to be practical and a realist, yet must talk the language of the visionary and the idealist.

— Eric Hoffer

The IED Advantage

The IED program is an intense and highly integrated customized learning experience developed by The Institutes and The Wharton School of the University of Pennsylvania expressly for key managers and executives in the risk management and insurance industry who are interested in heightening their success in a transformative global marketplace.



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