

Competitive Edge Through Competency-Based Learning

To outlast market shifts and sustain profitability, organizations need competent human resources at all levels within their firms. The most valuable resources will repeatedly deliver the sharpness and efficiency necessary for innovation and for sustainable growth. What better way to show your commitment to people and to signal learning as an essential component of your strategy than by identifying and promoting individuals' skills and knowledge?

Like you, we believe that motivation, retention, and development can be integrated by focusing on people. By matching your key concepts for high-potential individuals across Darden programs, you better position your managers and executives for alignment behind your mission, and strengthen their abilities to lead your organization to the next level. While identifying the core courses that fit your future leaders' needs, you may also organize each resource's programs for application to a Darden Certificate of Specialization.

Benefits and Objectives of Competency Matching

- Adjust internal transition inflexibility and increase sustainability.
- Cultivate employee motivation and increase productivity.
- Discover new energies and identify forces that will increase effectiveness and help align people with corporate goals.
- Empower managers and executives to reach immediate and long-term company goals.
- Partner with your human resource department to quickly identify cases of outstanding job performance.
- Renew your enterprise and revive resilience through change.

Embrace learning as a core tool for meeting goals and discover a congregation of contributors who view effectiveness as a priority—leading to results that you never expected!

To discuss how Darden programs may align with your internal aptitudes or to review the outlined competencies matched to Darden programs, please contact us at 434.924.3000 or send an email to Darden_Exed@darden.virginia.edu.

Change the Way You Think. Improve the Way You Do Business.



| COMPETENCIES | Leadership | Strategic Thinking | Analytical Thinking | Execution | Business Orientation | Entrepreneurialism and Innovation | Communication and Interpersonal Skills | Teambuilding | Customer Focus | Negotiation and Influence | Conflict Management | Employee Development | Intercultural Adaptability | For Executives/Officers | For Directors/Managers |
|--|--|--------------------|---------------------|-----------|----------------------|-----------------------------------|--|--------------|----------------|---------------------------|---------------------|----------------------|----------------------------|-------------------------|------------------------|
| | Darden Executive Education Programs | | | | | | | | | | | | | | |
| Advanced Management/Senior-Level | | | | | | | | | | | | | | | |
| <i>The Executive Program (TEP)</i> | x | x | x | x | | x | x | | x | | x | | x | x | x |
| General Management | | | | | | | | | | | | | | | |
| <i>Management Development Program: Driving Vision, Action, & Results (MDP)</i> | x | x | x | x | | x | x | | | | | x | | | x |
| Leadership and Change | | | | | | | | | | | | | | | |
| <i>Creating the Future: The Challenge of Transformational Leadership</i> | x | x | | | | | x | | | x | | | | x | x |
| <i>Leadership for Extraordinary Performance</i> | x | x | | x | | | x | | | | | x | | x | x |
| <i>Leading Innovation: Thinking Like America's Greatest Inventive Genius</i> | x | x | x | | | x | x | x | | | | | x | x | x |
| <i>Leading High Performance</i> | x | x | x | x | | x | x | | x | | | x | | | x |
| <i>Power and Leadership: Getting Below the Surface</i> | x | | | x | | | x | | | x | x | x | | | x |
| <i>Managing Individual and Organizational Change</i> | x | | | x | | | x | | | x | x | | | | x |
| <i>Seizing Opportunities: Influencing to Win</i> | x | | x | | | | x | | | x | x | | | | x |
| <i>Developing HR Capabilities in Strategy, Leadership, and Change</i> | x | x | | x | | | | x | | | | x | | x | x |
| Marketing and Sales | | | | | | | | | | | | | | | |
| <i>Strategic Marketing Management</i> | x | x | x | | | | | | x | | | | | | x |
| <i>Strategic Sales Management</i> | x | x | x | | | x | x | | x | | | | | | x |
| <i>Social Media Marketing: Turning Customers into Advocates - NEW</i> | | x | x | x | | x | x | | x | | | | | x | x |
| Financial Excellence | | | | | | | | | | | | | | | |
| <i>Financial Management for Non-Financial Managers</i> | | x | x | | x | | | | | | | | | | x |
| Strategic Growth | | | | | | | | | | | | | | | |
| <i>Catalyst: Becoming an Extraordinary Growth Leader</i> | x | x | | | | x | x | x | x | | | | | x | x |
| <i>Supply Chain Strategy for Enterprise Growth and Innovation</i> | | x | x | x | | x | | | x | | | | x | x | x |
| Capability Development: Individual and Organizational | | | | | | | | | | | | | | | |
| <i>Strategic Thinking and Action</i> | x | x | x | x | x | | | | | | | | x | x | x |
| <i>Strategic Decision Making</i> | | x | x | | x | | | | x | | x | | | x | x |
| <i>The Mind of the CFO: Becoming a Strategic Leader</i> | x | x | x | | | | | | | x | | | | x | x |
| <i>Managing Conflict and Creating Consensus</i> | x | x | | | | | x | x | | x | x | | | | x |
| <i>Negotiating Success: A Learning Laboratory</i> | | | x | | | | x | | | x | x | | | | x |

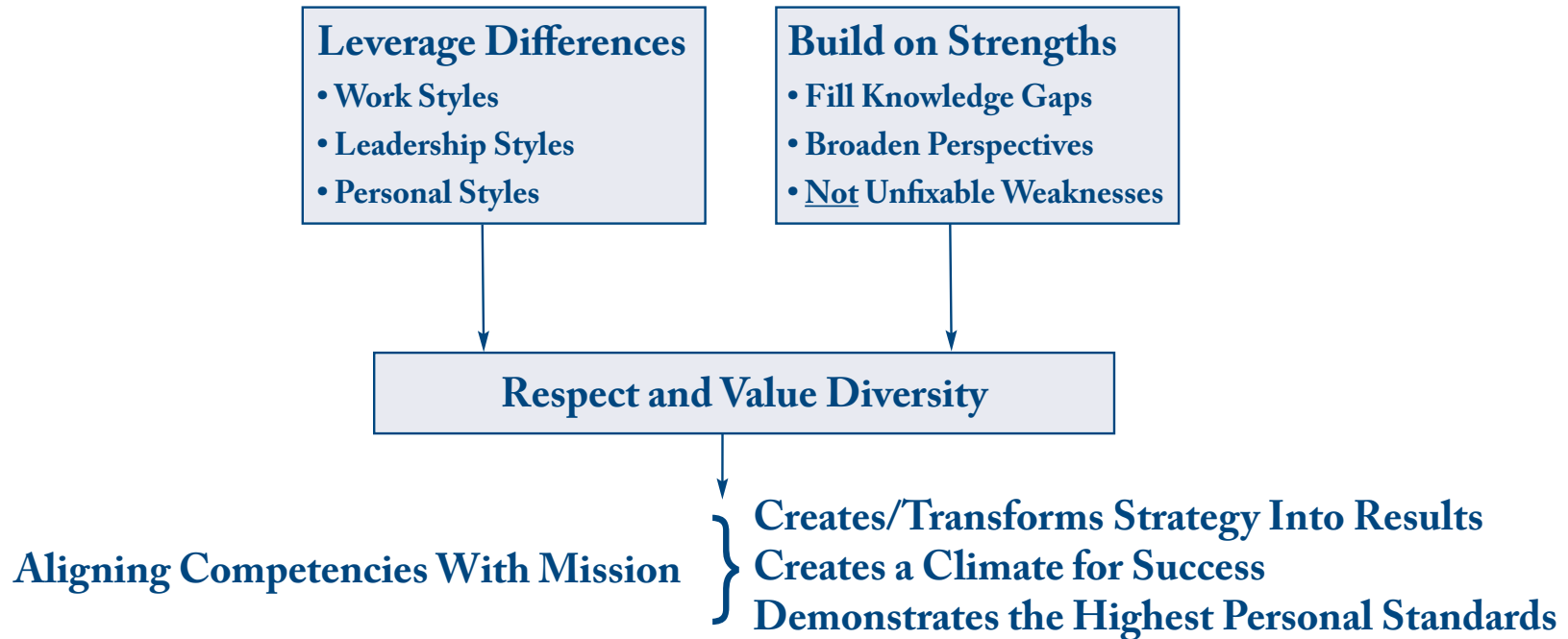
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Use Competencies to Support Goals/Mission

Executive Development Best Practices



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