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Barton School of Business launches immersive Executive Education Programs

By Strategic Communications



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"Traditionally, executives who wanted to grow their skills, knowledge or network would have to spend a large amount of time and resources to accomplish this," said Dr. Larisa Genin, dean of the Barton School of Business. "With our Executive Education Programs, these exclusive opportunities are now available in their own backyard."

The Barton School's Executive Education Programs will consist of a variety of interactive and immersive events curated exclusively for C-Suite execs (CEO, CFO, COO, CIO, etc.), high-ranking vice presidents as well as founders and owners of companies. Topics will align with industry trends and shift to suit the needs of the participants to keep executives ahead of the curve.

The Barton School will kick off its new EEP on May 6, with a two-day workshop that addresses how to create "resilient, high-performing cultures." Registration for the event is now open at wichita.edu/BartonExecEd. This event will give attendees the opportunity to interact and form relationships with each other and world-renowned culture leaders.

Some of the global experts sharing their wisdom include Curt Coffman, a top business scientist who draws out unique insights from data, founder of The Coffman Organization, and New York Times bestselling co-author of "First, Break All the Rules"; Ginger Hardage, the founder of Unstoppable Cultures as well as the former senior vice president of culture and communication at Southwest Airlines, who helped propel the company to cultural dominance under her tutelage. Many other cultural leaders at the top of their fields will serve as speakers and panelists for the event.

"Creating a culture that can thrive in any environment is so important to the success of businesses today," said Dr. Gerald Graham, director of the Barton School of Business Executive Education Programs and R.P. Clinton Distinguished Professor. "We've assembled an exciting, engaging and powerhouse group of international experts that will help our executives not only learn, but practice and then apply this knowledge immediately."

Graham was brought on to serve as Executive Education Programs' founding director due to his expertise in the field and his work with executives. As a researcher, writer and consultant, he has made a tremendous impact in the classroom and in business, including more than 750,000 participants around the world who have attended his presentations.

"Dr. Graham has a proven track record of success and is the perfect person to serve as the Executive Education Programs' founding director," Genin said. "We are very excited to have a legend like him leading this initiative."

"There is a demand for this type of education. This fits perfectly in line with the real world learning we strive for here at Wichita State." said Dr. Rick Muma, interim president at Wichita State University.

“It will be innovative and transformative for our region’s executives and that will be reflected in our business community,” said Dr. Shirley Lefever, interim executive vice president and provost at Wichita State University.

Along with specific, cutting-edge topics and training implemented during events and workshops, the Barton School has created the EEP as an incubator for executives to network, share ideas, make connections and create bigger and broader opportunities among participants.

“We have truly crafted something that is dynamic and impactful,” Graham said. “For those considering joining us, this community will be a place to test your ideas and sharpen your skills alongside the best executives and experts around. The Executive Education Programs will be a valuable investment in yourself, your company and your community.”

Visit Wichita.edu/BartonExecEd to sign up for the inaugural workshop, “Creating Resilient, High-Performing Cultures.”