

# MANAGEMENT FORUM

SEPTEMBER 10, 17, 24<sup>TH</sup> & OCTOBER 1<sup>ST</sup>, 2020

St. Cloud, MN | This is a 4-day series forum

The Management Forum is ideally suited for general and functional managers, and executives and owners of small businesses. The forum is designed to equip business professionals with enhanced decision-making and management skills by exposing them to a wide set of essential management concepts and tools. This four-day series covers cases in several topics that are relevant for managers at any level.

## Forum Topics and Curriculum

- Leadership
- Financial Analysis
- Marketing
- Systems & Operations
- Strategy

## Forum Objectives

- Discussing the roles that executives and managers play in the leadership of an organization.
- Understanding the financial tools needed to analyze an organization's performance.
- Identifying the importance of strategic marketing for an organization and analyzing the "four Ps" of marketing.
- Practicing process flow analysis and discussing the impact it can have on the operations of an organization.
- Analyzing opportunities for systems applications and how this can impact various functional areas of an organization.
- Discussing and analyzing the communication, implementation, and importance of strategy for an organization.
- Providing resources for post-forum learning and application.

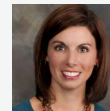
## Forum Fees

The fee for the Management Forum is \$3,500. The fee covers tuition, case materials, and meals. Nonprofit organizations receive a 20% discount. Individuals and small or early stage organizations interested in attending an Anderson Center forum, with limited ability to pay, should inquire about scholarship opportunities.

## DISCUSSION LEADERS



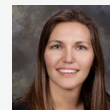
**Earl Edeburn**  
Forum Leader



**Amy Fredin**  
Discussion Leader



**Dean Casad**  
Discussion Leader



**Tracy Schulte**  
Discussion Leader



**Greg Flint**  
Discussion Leader

## Forum Timeline

The Forum includes four one-day sessions:

### SESSION 1

Interim case-study reading, applications and practice

### SESSION 2

Interim case-study reading, applications and practice

### SESSION 3

Interim case-study reading, applications and practice

### SESSION 4