

# MANAGEMENT FORUM

APRIL 3, 10, 17, 24<sup>th</sup> 2024

Format: Blended Experience | This is a 4-day series forum.

April 3 & 24 - In-Person - St. Cloud, MN

April 10 & 17 - Virtual via Zoom

The Management Forum is ideally suited for general and functional managers, and executives and owners of small to mid-sized 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 4-day series covers cases in several topics that are relevant for managers at any level.

- Leadership vs. Management
- Strategy
- Finance
- Operations & Systems
- Marketing
- Leading Change

## Forum Objectives

- Discussing the roles that executives and managers play in the leadership of an organization, with a focus on leading during times of change.
- Discussing and analyzing the communication, implementation, and importance of strategy for an organization.
- Understanding how metrics and financial ratios can be utilized effectively for managers in all departments.
- 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.
- Understanding the 4 Ps of marketing and the role they play in supporting overall business strategy.
- Providing resources for post-forum learning and application.

## Forum Fees

The fee for the Management Forum is \$3,850. 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

President, Business Services, Creative Planning  
Focus: Management & Leading Change



### Greg Flint

President/COO, Coldspring  
Focus: Strategy



### Sandy Bell

CFO, Massman Companies  
Focus: Finance



### Tracy Schulte

Technology Director, Granite Partners  
Focus: Operations & Systems



### Brandon Bubak

VP of Sales & Marketing, GEOTEK  
Focus: Marketing

## Forum Timeline

The Forum includes four 1-day sessions:

### SESSION 1 - In-Person

Interim case-study reading, applications and practice

### SESSION 2 - Virtual

Interim case-study reading, applications and practice

### SESSION 3 - Virtual

Interim case-study reading, applications and practice

### SESSION 4 - In-Person

Action planning

Contact Rebecca Clobes or Kaytlin Cropp to register

rebecca@anderson-center.org | 651-468-8028

kaytlin@anderson-center.org | 763-516-0933