

MANAGEMENT FORUM

APRIL 1, 1, 24th 202

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

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

April 1 & 1 - 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, BerganKDV
Focus: Management & Leading Change



Greg Flint

President/COO, Coldspring
Focus: Strategy

Sandy ell

CFO, The 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