

Aresty Institute of Executive Education
The Wharton School of the University of Pennsylvania
NACS Financial Leadership Program
July 12 - 17, 2026



Sunday, July 12	Monday, July 13	Tuesday, July 14	Wednesday, July 15	Thursday, July 16	Friday, July 17
Accommodations, Meals & Classes: Steinberg Conference Center (SCC) 255 South 38th Street Philadelphia, PA 19104 1.215.386.8300 Classroom: First Floor Flat Academic Director David Wessels Program Team Janeen McQuarrie apesirid@wharton.upenn.edu Cristin Romano, Manager cristinh@wharton.upenn.edu Amy Neskie aneskie@wharton.upenn.edu	Breakfast 7:30-8:30	Breakfast 7:30-8:30	Breakfast 7:30-8:30	Breakfast 7:30-8:30	Breakfast 7:30-8:30
	8:30 - 11:45	8:30 - 12:00	8:30 - 12:00	8:30 - 12:00	8:30 - 10:30
	The Metrics of Value Creation <i>Instructor Managed Breaks</i>	Competitive Strategy <i>Instructor Managed Breaks</i>	Forecasting & Model Building <i>Instructor Managed Breaks</i>	Strategic Execution <i>Instructor Managed Breaks</i>	The Art of Persuasion: From Data to Insight <i>David Wessels</i>
	<i>David Wessels</i>	<i>Harbir Singh</i>	<i>David Wessels</i>	<i>Kathy Pearson</i>	Break 10:30 - 10:45
	Optional Campus Tour 11:45 - 12:15 Lunch 12:15 - 1:00	Group Photo & Lunch 12:00 - 1:00pm	Lunch 12:00 - 1:00	Lunch 12:00-12:45	10:45 - 12:45 QuickDash Report Outs <i>David Wessels</i>
	1:00 - 5:00	1:00 - 2:15 QuickDash Case Study: Crafting a Strategy <i>David Wessels</i>	1:00 - 3:45 From Analysis to Insight Using AI <i>Instructor Managed Breaks</i>	12:45 - 3:15 Managing Uncertainty <i>Instructor Managed Breaks</i>	12:45 - 1:15pm Closing Remarks <i>Frank Gleeson & David Wessels</i>
	2:00 - 2:30 Program Registration	Break 2:15 - 3:00	Break 3:45 - 4:00	Break 3:15 - 3:30	Optional Lunch 1:15 - 2:00
	2:30 - 3:00 Program Welcome <i>David Wessels</i>	2:30 - 5:30 Customer Based Valuation <i>Instructor Managed Breaks</i>	4:00 - 5:30 The Art of Persuasion: Creating the Storyboard <i>David Wessels</i>	3:30 - 4:00 Interview with Dave Charles <i>President & CEO Cash Depot</i>	Thank you for attending Wharton Executive Education Safe Travels! Endowed By:
	3:00 - 5:00 Code Breaker <i>David Wessels</i>	<i>Peter Fader</i>	<i>Lyle Ungar</i>	Break 5:00 - 5:15	
	5:15 - 6:15 C-Suite Thinking <i>David Wessels</i>	<i>David Wessels</i>	<i>David Wessels</i>	Offsite Activity Phillies vs. NY Mets Bus departs at 5:30 PM Game starts at 7:10 PM	
Dinner at the SCC 6:15 - 8:00	Free Evening Dinner on Your Own	Reception 5:30 - 6:00 Dinner at SCC	Free Evening Dinner on Your Own		