




Sunday, July 17	Monday, July 18	Tuesday, July 19	Wednesday, July 20	Thursday, July 21	Friday, July 22
Accommodations, Meals & Classes: Steinberg Conference Center 255 South 38th Street Philadelphia, PA 19104 1.215.386.8300 <i>Classroom: First Floor Amp</i> Academic Director David Wessels Program Team Patti Parker, Director parkep@wharton.upenn.edu Eileen Schnapp, Manager eschnapp@wharton.upenn.edu	Breakfast 7:00-8:30	Breakfast 7:00-8:30	Breakfast 7:00-9:00	Breakfast 7:00-8:30	Breakfast & Checkout 7:00-9:00
	8:30-12:00 C-Suite Thinking <i>Instructor Managed Breaks</i> <i>David Wessels</i>	8:30 - 10:30 Trends <i>Peter Conti-Brown</i>	9:00 - 10:30 The Link between Corporate Strategy and Value Creation <i>(cont'd)</i> <i>David Wessels</i>	8:30-12:00 Strategy Under Uncertainty / Scenario Planning <i>Instructor Managed Breaks</i> <i>Jim Austin</i>	9:00-11:30 QuickDash Case Study: Report Out <i>David Wessels</i>
	Lunch 12:00-1:00	Break 10:30-10:45	Break 10:30-10:45	Lunch 12:00-1:00	Break 11:30-11:45
	1:00-4:30	10:45 - 12:15 The Link between Corporate Strategy and Value Creation <i>David Wessels</i>	10:45-12:30 Key Performance Indicators <i>David Wessels</i>	1:00-4:00 Strategic Execution <i>Instructor Managed Breaks</i> <i>Jim Austin</i>	11:45-1:00 The CFO/CEO Partnership <i>David Wessels</i>
	2:30-3:00 Program Registration	Group Photo & Lunch 12:15 - 1:00	Lunch 12:30-1:30	4:00 - 4:30 Interview with Dave Charles <i>Facilitated by: Jim Austin</i>	1:00-1:15 NACS Closing Remarks
	3:00-6:00 Leadership <i>Instructor Managed Breaks</i> <i>Greg Shea</i>	Competitive Strategy <i>Instructor Managed Breaks</i> <i>Harbir Singh</i>	Customer Centricity <i>Instructor Managed Breaks</i> <i>Peter Fader</i>	1:30-5:00 Financial Forecasting and Financing Growth <i>Instructor Managed Breaks</i> <i>David Wessels</i>	Optional Lunch 1:15-2:00
	6:00-6:30 Campus Tour (<i>optional</i>) <i>Patti Parker</i>	Break 4:30-4:45	Break 4:30-4:45	Free Evening Dinner on Your Own	Thank you for attending Wharton Executive Education Safe Travels! Endowed By: 
	6:30-8:00 Reception Dinner & NACS Welcome	4:45-6:15 QuickDash Case Study: Strategic Assessment <i>David Wessels</i>	4:45-6:15 QuickDash Case Study: Customer Segmentation <i>David Wessels</i>	Reception 6:15-7:00 Dinner 7:00-8:00	
		Dinner Available 6:15-8:00	Dinner Available 6:15-8:00		