

What did you learn?

Students and graduates share their different motivations and experiences with **Wai Kwen Chan**



Brett Story

University of Toronto:
Rotman, Strategic
Negotiations, 2016.
Partner, LoHi Merchant
Bank/LoHi Securities, US

Can a short course make a real difference in your work?

In a vacuum, a short course can provide some valuable insights, best practices and new friends and colleagues. These can have a positive, if limited, impact in the “real world”.

However, what I’ve found most valuable is how the course prompted me to pursue a deeper understanding of the subject matter in my own time, via podcasts, for example. The course included a session with a professor six months later, which reinforced the topics covered. It also allowed participants to talk about their experiences at work and how they implemented what they had learnt.

The experience changed the way I look at negotiations and made me eager to continue to learn more about the types of tactics that lead to the best outcomes. This has had a very practical and measurable impact at my investment banking firm.



Haidong Zhu

Ceibs, CFO Programme,
2013. VP of finance, Lear
Corporation, China

Would you recommend this programme to others?

Yes – I recommended it to the person dearest to me: my wife. I wanted her to

experience the wonderful journey I had.

I have been a financial leader for more than 15 years, mostly focusing on plant operations and financial performance improvement. The course provided insights on the role of the chief financial officer as business partners rather than “bean counters”. It has enhanced my knowledge on developing an organisation and retaining talent.

The professors are respected because of their insight, integrity and mentorship. They are a lot like a CEO or CFO, just with PhDs – and a lot nicer than some executive business officers. The good news is that my wife – who runs an SME – will start her executive course shortly. I must mention the diverse alumni network too, from whom I learnt a lot.



Eunjoo (Chloe) Jun

Kaist College of Business,
Advanced Program for
Innovation & Change
Management, 2017.
Recruiting director,
Resources Global
Professionals, South
Korea

Why did you take the course?

Working in a global consulting firm, clients seek our expertise to manage large-scale change, such as M&As and reorganisations. My role is to identify their business needs and provide solutions, with a project team that has the expertise to meet their challenges.

Although change management seems like nothing new, I felt it was time for me to attend a course to learn more about the latest management challenges my clients could face.

The course met my expectations, as it had a good mix of seasoned professionals from diverse industries. There were sessions in which we could share ideas and real-life examples that offered a better understanding of clients’ challenges and the solutions. One of the most interesting topics was exploring different leadership styles to increase innovation and success.

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Adam Keating

University College Dublin:
Smurfit, Leadership &
Management Practice,
2018. Sales director of
Emea, Ookla (Speedtest
net), Ireland

What is the most difficult aspect of the programme?

Finding my self-discipline again! Returning to formal education after some time away can be daunting. I thought my professional life had prepared me for the time sacrifice. At a point in life when you have just about mastered the balance of career and family, suddenly study and assignments are added on top.

After just the first session in class, I understood managing time would be my biggest challenge. Luckily, the others in my cohort felt the same, and we quickly began sharing our own tips for being more effective in managing your time.

As my role involved a lot of travel, you would be surprised where and when you can find time to prepare a case study or begin to develop the outline of a paper. One of our group even demonstrated to the class how you can have your iPhone read case studies out loud while in the car.



Kelcey Trefethen

Stanford GSB, Lead
(learn, engage, accelerate,
disrupt) Certificate in
Corporate Innovation,
2017. Manager, Stanford
Children’s Health, US

What’s your greatest lesson from the course?

The most important lesson I learnt is that EQ (emotional intelligence) can outrank IQ. By focusing on mindfulness, self care and creating good relations with employees, you will get much further in the workplace.

Working in healthcare, I know that workplace burnout is a problem. Where does EQ come into play? It’s essential that organisations invest in and take care of their staff.

One of the modules, Critical Analytical Thinking, teaches you how to debate successfully. In teams of four, we were asked to pitch our topic to the rest of the class and then each member voted for their favourite idea. My topic was: “should employers offer wellness programmes for their employees?” My team won the debate. I used this module to do my due diligence to convince my managers to start a wellness group at a company I worked for at the time. It worked! **BB**