

22<sup>nd</sup> July, 2011

# *“B-School Deans in the Hot Seat”*

**says Forbes Magazine**

*Matt Symonds 05.13.09*



## WHY?

Deans today have their budget slashes.

B-Schools are competing for Funding & Faculty as never before.

Deans are busy defending the role of B-Schools in the Financial Meltdown.

Students re-evaluate the benefits of obtaining a MBA-degree.

One-in-four Deans of top B-School was replaced last year.

## In the Hot Seat

B-SCHOOL DEAN  
*see on the reverse*

Mutual Need

CHIEF EXECUTIVE OFFICER

- *Shorter Tenure*
- *Dismissals for under-performance*
- *Shareholder Derivative Action suits*
- *Learning by Osmosis*

Solution

Solution

## Cool New Program



THE MISSING LINK IN THE VALUE CHAIN !

- ✓ Unique, Innovative & Original Program
- ✓ Recognized Industry Expert Faculty
- ✓ Highly Relevant, Practical and Inter-Active
- ✓ Attracts Under-Served Target Audience
- ✓ With New Deep-Pocket Funding Source
- ✓ Possibility of long-term Commitment
- ✓ Potential Industry Sponsor Interest
- ✓ Obvious Choice for Business Education



You receive this message as a follow up to my blue folder proposal for a CEO only business education program called: "The Missing Link in the Value Chain™" that I sent you in the mail on 27<sup>th</sup> June, 2011. Thereafter, you received two postcards of historic American Flying Machines, explaining what we can learn from the men that designed, built and managed them. Call me if this is of interested to you!