



xeed

Toronto  
Metropolitan  
University

Ted Rogers  
School of  
Management

Want to take your team's understanding of emerging technologies and business management topics to the next level? Need help cultivating your customer relationships? Want to empower your employees with a start-up drive?

**Xcelerators** are intensive half-day programs designed to enhance individual and team performance and develop a strategic mindset on a range of topics. Taught by expert faculty from the Ted Rogers School of Management, Xcelerators combine thought leadership with in-demand skills training that can be applied in the workplace immediately.

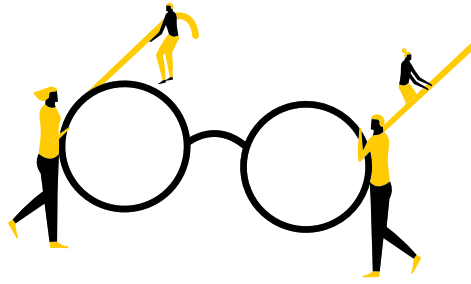
With direct input and assessment from industry leaders, each interactive Xcelerator program has been delivered to a variety of professionals and consistently scored a satisfaction rating of 90 percent or higher.

## Our place or yours?

Xcelerators can be delivered in-house or at the Ted Rogers School of Management for 12 or more participants. To discuss options and pricing, please contact [xed@torontomu.ca](mailto:xed@torontomu.ca)



# CUSTOMER EXPERIENCE



## Sales Leadership

**DR. KAREN PEESKER, ASSISTANT PROFESSOR**

Managing sales teams in today's complex sales environment is challenging, and sales leaders must set the vision and the strategy. Participants will identify and practice sales leadership behaviours and learn coaching skills to empower sales teams to improve business results.

## Customer Journey Mapping

**JANICE RUDKOWSKI, ASSISTANT PROFESSOR**

Brand success is based on multiple factors, but it fundamentally depends on a company's level of customer insight. Participants will have a hands-on opportunity to add creativity to their business by learning how to identify each touchpoint and map out customers' brand journeys.

## Service Design

**DR. FREDERIC DIMANCHE, DIRECTOR**

Service design improves the quality of customer interactions by making services easy to use and consistent across all channels. Participants will learn the principles of service design, including tools and methods of implementation, and understand how to use these principles to evaluate service touchpoints and improve their services for customers.

## Luxury Customer Experience

**DR. FREDERIC DIMANCHE, DIRECTOR**

Luxury customers can be demanding and challenging to work with. They are not only wealthy, but, as consumers, they also tend to be more sophisticated and have high expectations. Participants will learn how to understand luxury customers and design experiences that will exceed their expectations.

## Brand Resonance

**DR. KATHRYN NEWTON, ASSISTANT PROFESSOR &  
JANICE RUDKOWSKI, ASSISTANT PROFESSOR**

In a rapidly changing business environment, the strength of brand connection is important. Maximizing brand resonance requires alignment between brand strategies, customer experiences and business goals. Using practical tools, participants will evaluate current brand gaps and learn how to build, manage and maintain brand resonance.

# MARKETING & COMMUNICATIONS

## Customer-Centric Marketing

**DR. SEUNG HWAN (MARK) LEE, ASSOCIATE PROFESSOR**

Customers are fundamental to strategic success. With data science now at the forefront of developing customer insight, it is imperative to know what type of data is useful and meaningful. Participants will learn to better identify the true needs of their customers and be able to pinpoint essential customer characteristics that guide marketing decisions.

## Guerilla Promotional Marketing

**DR. SEUNG HWAN (MARK) LEE, ASSOCIATE PROFESSOR**

Learn the strategic, underlying motives for conducting guerilla (unconventional) marketing campaigns. Understand the importance of integration of offline (event-based) and online (social media) campaigns to reach marketing objectives. Participants will generate solutions for expanding their marketing campaign, increasing reach and effectiveness of their promotional efforts.

## Data Breach Crisis Communications

**HERSHELL EZRIN, DISTINGUISHED VISITING PRACTITIONER**

With the pervasive reach and speed of social media, the risks of data breaches are amplified while the time to respond has diminished. Participants will learn how to manage and oversee a crisis communications response by evaluating existing communication plans, assessing a team's readiness to manage a crisis and learning how to leverage outside assistance.

# DIGITAL INNOVATION

## Strategic Decision-Making Using Big Data

**DR. MURTAZA HAIDER, ASSOCIATE PROFESSOR**

Despite unprecedented interest in big data, research shows businesses have had limited success in deriving real value from their data resources. Participants will learn how to use big data for strategic decision-making, business development and increasing productivity.

## Anticipating Digital Disruption

**DR. RON BABIN, ASSOCIATE PROFESSOR**

Robotic process automation, including cognitive computing, will change how we work and live. Participants will explore the disruption created by Social, Mobile, Analytics and Cloud (SMAC) and prepare for how it will affect businesses by creating a preparation map.

# INTRAPRENEURSHIP

## Design Thinking

**DR. STEVE GEDEON, ASSOCIATE PROFESSOR**

Design thinking is a structured creative method, built on a set of visualization tools and way of thinking that places customers at the centre of new product and service design processes. Participants will learn how design thinking can help increase customer insights, create more engaging user experiences and discover new markets.

## Innovate Like a Startup

**DR. SEAN WISE, ASSOCIATE PROFESSOR**

At a time when products, processes and services can become obsolete overnight, organizations can't afford to be complacent – they need to innovate like a start-up. Participants will learn entrepreneurial concepts, including: lean start-up methods, creative destruction, exponential innovation, agile production, design thinking, customer discovery and hypothesis-based entrepreneurship.

## Creating a Culture of Intrapreneurship

**DR. PHILIP WALSH, ASSOCIATE PROFESSOR**

Intrapreneurship helps companies improve performance, deepen employee engagement and increase business agility by empowering employees to pursue innovation opportunities. Participants will gain insights into management best practices for nurturing creativity and learn how to empower all employees to think and act like entrepreneurs.



# LEADERSHIP & STRATEGIC MANAGEMENT

## Identifying Your Organization's Strategic Direction

**DR. PHILIP WALSH, ASSOCIATE PROFESSOR**

Now more than ever, it is important to understand the competitive positioning of your organization in response to industry change. Participants will assess and recognize strengths and weaknesses for creating a competitive advantage and examine proven concepts that demonstrate how strategic planning can prepare a business for success in virtually any business climate.

## Critical Thinking Approach to Ethical Leadership

**DR. CHRIS MACDONALD, ASSOCIATE PROFESSOR**

Critical thinking skills play an essential role in both effective leadership and ethical decision-making. Participants will be taught practical applications of core critical thinking principles and learn how to apply a simple rubric to real-life ethical challenges, big and small.

## Developing the Strategic Leadership Mindset

**ANDRE SERERO, EXECUTIVE-IN-RESIDENCE**

Developing a strategic leadership mindset requires a comprehensive understanding of leadership, with a particular emphasis on the key behaviours and attitudes. Participants will learn how to identify threats and opportunities by scanning the environment for signals of change and gain practical tools and techniques required to be a strategic leader.

## Embracing Technological Change

**FRANK MILLER, LECTURER AND FACULTY ADVISOR**

With the latest technology and automation advancements changing the way we work, it is important to learn effective change management techniques. Participants will learn proven change models to help implement sustainable change strategies and address individual and organizational resistance to change.

## Defining Your Leadership Style

**DR. KRISTYN SCOTT, ASSOCIATE PROFESSOR**

Being a strong leader requires self-awareness and an understanding of how to leverage personal strengths. Using a validated personality measure, participants will learn to recognize the importance of personality in leadership and how to avoid a "one style fits all" leadership approach. The development of effective relationships with direct reports will be examined through review and discussion of several common frameworks for leading employees.



“Engaging and thought-provoking program with intriguing case studies to learn from.”

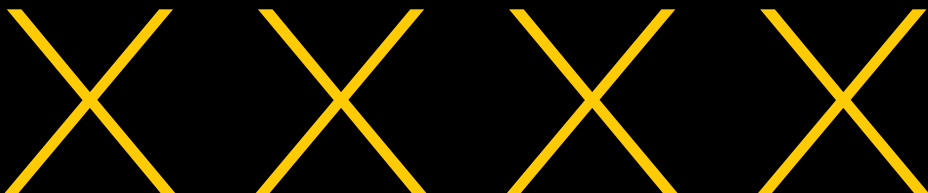
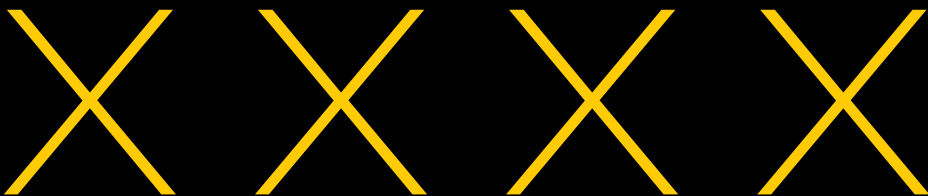
**OREN BERKOVICH**, FOUNDER AND CEO,  
SINGULARITYU CANADA



“Dynamic speakers with vast experience across multiple industry sectors. Brilliant storytellers!”

**PAUL CHILDERHOSE**,  
DIRECTOR, DATA GOVERNANCE,  
SCOTIABANK

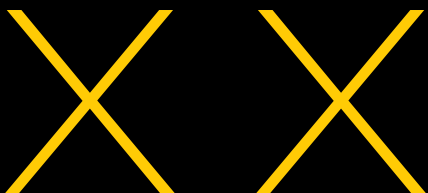
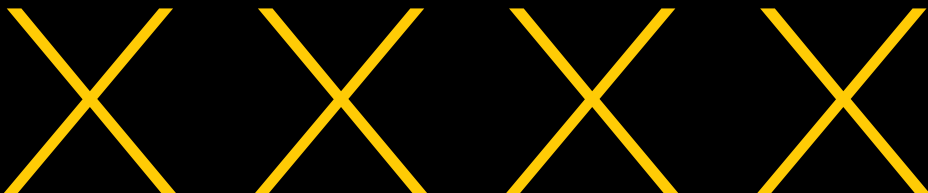




“Lots of digestible (and actionable) information considering the breadth of topics covered in the program.”

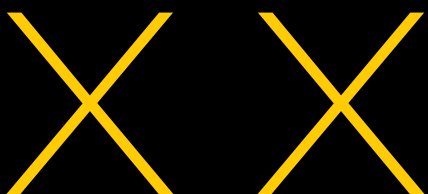


ALEX KASTANIS, IT DIRECTOR,  
FASKEN MARTINEAU DUMOULIN LLP



“Very engaging speaker; great stories and insights shared with practical examples.”

ROSANNA LAMANNA, PARTNER,  
GRANT THORNTON LLP



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