

▶ Leadership development

Your emerging business challenges require truly customized executive development solutions — our world-renowned faculty in the Eli Broad Graduate School of Management at Michigan State University can help. We specialize in designing unique programs that achieve specific desired outcomes.

Our distinctive approach is to help participants deeply understand the drivers of operational excellence in your business and give them the skills to become leaders of long-term strategic change. We focus on real business issues and then measure success through your organization's performance results — results that impact sustainable, competitive advantage.

We don't just dust off the same old training formula, we work face-to-face with you and your key managers to put our knowledge and leading-edge research into action. And we help you devise ways to leave your competitors in the dust.

that delivers

Masco Corporation's "Leadership Program in Operations Management (MLP-OM)" received the 2004 Award of Excellence from Corporate University Xchange (CUX), in association with *Fortune* magazine. The Masco program was jointly developed by the Broad School, under the leadership of **Steven A. Melnyk**, professor of Marketing and Supply Chain Management.



Recent Customized Program Customers:

Alticor, Inc.
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Siemens
Steelcase, Inc.
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United Parcel Service
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→ meaningful results.