YOUR PEOPLE ARE YOUR MOST PRECIOUS ASSET.

INVEST IN THEM.
Every year, top employers from around the region sponsor their current and rising executives to be part of the University of Iowa’s Executive MBA Program. Physicians, IT directors, compliance managers, CXOs—the list runs the gamut. But the reason so many companies are returning sponsors is because they’ve seen the ROI firsthand.

With time out of the office and sponsorship costs on the line, why do high-performing organizations invest in executive training? Because there is a compelling business case for this type of investment. We’ve summarized some of the highlights in this booklet.
Learning to lead complex organizations calls for its own kind of training—it isn’t something you can get from a webinar.

What made your new head of IT good at her last job may have been her technical skills. To lead a staff of two hundred, she’s going to need an entirely different toolkit.

This is where we come in. We know exactly what makes executive education different than other business education. At the Tippie College of Business, we strike the right balance between teaching how to dissect financial statements and training leaders to lead and motivate others.
One of the most important leadership changes I see in colleagues who go through the EMBA program is that they often become holistically informed about the business. They may have worked previously in a narrowly focused discipline, but the EMBA program gives them the perspective to see how the puzzle fits together.”

— ANNE PARMLEY (MBA)
Senior Vice President, Client Services
Iowa General Manager, Pearson
Your investment in your top talent will have a domino effect.

When you invest in your leadership, you impact the performance of your entire organization. We’ll help them master the art of working cross-functionally and leading effectively.

We begin by giving them literacy across all business functions: marketing, analytics, finance, operations. They use it to break silos and connect the dots. We also give them the type of knowledge that tends to trickle down. They take it back and evangelize best practices throughout your organization.
"Being in the EMBA program improved my relationship with other members of the management team pretty significantly. I could speak the language. I understood where the finance guys were coming from and why they have this insane obsession with cash. I began to understand why the marketing people talk the way they do and why they took the approach they did to the job. And they all knew I understood them better."

— AARON WARNER (MBA)
CEO and Lead Security Strategist
ProCircular
GET IMMEDIATE VALUE

Most investments don’t start paying dividends from day one. This one is different.

Let’s face it. You’re making an investment. It’s measured in dollars, time out of the office, or both. You want to know the return.

You don’t have to wait until graduation to start reaping the benefits of your investment. In the Executive MBA Program, work and study are intertwined by design. Students are empowered to bring their real-life challenges to the classroom and take new insights back to work.

The result: rapid—sometimes immediate—impact on your organization.

67k
COST OF THE PROGRAM (excl. travel for international seminar)

1
WORKDAY OUT OF OFFICE PER MONTH DUE TO CLASS

32
AVERAGE CLASS SIZE
"One of the greatest challenges of the program was choosing which new idea to implement first, because every week I’d come back to the office with something kind of amazing. As the director of a quality and safety rotation for our junior residents, I’ve also passed down a lot of the understanding that I picked up from a statistics class to three or four residents in rotation."

—JAKE THOMAS (MBA)
Associate Anesthesiologist
University of Iowa Health Care
RETAIN YOUR BEST TALENT

Groom the next generation.
You can sponsor your leaders to give them the latest skills. You can also make this a part of your talent management strategy. Some of the top employers in the country treat executive education as an integral part of talent acquisition, retention, and succession planning.
ACQUIRE

Treat this like a part of your overall compensation and offer a benefit other employers don’t—without competing head-to-head on salary.

MOTIVATE

Company sponsorship for the Executive MBA Program carries internal prestige. Use it to reward those who go above and beyond and motivate others who strive to move up the ladder.

RETAIN

Whether it’s through retention contracts or through improved employee satisfaction, sponsoring your top performers is an often overlooked part of the retention toolkit.
VISIT A CLASS
See the Executive MBA Program in action firsthand—and join current students for lunch.

LEARN MORE
For further questions about the program, please contact:
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Director of Graduate Enrollment and Admissions
patricia-pothour@uiowa.edu
319-467-1933

FOLLOW US
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@iowaMBA

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