



Caswell **CORPORATE COACHING** Company

Making companies better places to work - worldwide

NEWSLETTER
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William E. Caswell

Bill Caswell is an experienced coach of CEOs and senior executives around the globe. The author of 14 books, Bill has penned the 12-book series *The Respect Revolution* written, by a CEO for CEOs, as a guide to getting your company to *Excellence*.

An 'MBA' for you?

Earn your *Practical MBA* in a 13-session, face-to-face seminar over 3 months on Thursdays (and some Fridays).

When:

9 August, 2013 to
2 November, 2013

Where: Ottawa area

Price: \$10,000

Limit: 10 persons only

Ask for more details.

The Practical MBA

Advanced management for executives

In 2004, Dr. Henry Mintzberg of the McGill University MBA program authored a book that critiqued the MBA training not only at McGill, but, worldwide. He stated that he believed that the traditional MBA business education distorted managerial practice, which extended to real management itself, that he called no less eponymy than a "mismanagement crisis". Further, he felt such MBA training had "dysfunctional consequences in society."

About that time, Bill Caswell, a coach of CEOs globally, wrote two papers addressing his shared concerns on the 'mismanagement' issue. A few MBA graduates who passed through Bill's hands by either receiving his coaching or by participating in various seminars delivered by CCCC, also critiqued their own MBA training, sometimes rather harshly. The students' comments included phrases such as: "Your seminar answered questions that none of my (MBA) profs could answer – and very simply too." "Finally, a course that puts my MBA in perspective."

Almost a decade later, in 2013, CCCC put the totality of its seminars, articles, lectures and books to the test by presenting "*The Practical MBA*" program.

The course was designed with busy executives in mind, removing some of the impractical traditional educational requirements around issues of timing, homework, exams, limited class size, videos to catch missed lectures, etc.

What would such a program entail for the students – all hopelessly busy managers? Were they willing to risk their very precious time and not a small amount of money to obtain an education with no recognition anywhere beyond this classroom? If nothing else, did that not speak of the desperation of the Mintzberg's 'management crisis' – the practical vs. the impractical?

Delivered to nine seasoned executives in Ottawa, London ON and Brooks AB, the sessions aligned themselves with the themes of the 12 CCCC management books (*The Respect Revolution*). During the three months of sessions, commonality was found among the businesses as diverse as electronics manufacturing, steel distribution, healthcare, stairwell assembly, funeral care and management consulting itself.

How would it work out? Who could tell in advance?

The result, fortunately, was a unanimously enthusiastic endorsement at the conclusion of the course by all 9 participants. A tight bond was characterized at the small graduation ceremony at the National Arts Centre in Ottawa by the obvious closeness among the students and the teaching body. Proud family members traveled from across Canada to celebrate this 'inconsequential' achievement. Its success was further exemplified by the meaningful pronouncements by each student from the podium upon receiving their awards¹.

¹ Details available upon request from CCCC.

Discovery 2013

Where:

On a 35-acre Ottawa River site with home-style cooking and hospitality

Who:

You and companies just like yours – practitioners of some of the concepts of CCCC

When:

25 Sept Evening
26 Sept all day
27 Sept all day, 2013

What:

Exchange ideas and pick up the very latest management tools

Price:

\$499, \$399, \$199

Ask for more details.

Bill Caswell is always available for comments or questions at:

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As well, a voluntary statement, initiated by the students, defining their view of the PMBA, resulted in each completing the phrase: “the PMBA is....” with colorful, yet meaningful descriptions¹.

The *Practical MBA* could be judged to be relevant in content by these comments from the participants:

“Compared with my MBA, the PMBA is an in-the-trenches core of strategies and tactics for real businesses in real time.”

“I, like my fellow classmates, graduates of his Practical MBA program, realize that we are no longer able to remain mired in the complex and thus never responsible for solutions. Fortunately, we now know how to think “simply”... what used to be complex is now simple for us.”

“A practical, and perhaps the only program to re-inject vision into my company.”

“This is a process by which you will find yourself going “No way!”, then, “Oh yeah?” and finally, “You’re right!”

Success was reinforced one step more by, within one week of graduation, the next course being 1/3 booked by word-of-mouth of the participants. Further endorsement was shown by planned reunion dates established among the students themselves to continually celebrate the specialness they felt from these intense 3 months together. Some students even formed business partnerships.

Could such management training and sharing meet some of the needs of other executives? Who knows? What would be your own view or your own level of curiosity?

Bill