

# Owners Management Program

## January 13 - 24, 2020



MONDAY, JANUARY 13	TUESDAY, JANUARY 14	WEDNESDAY, JANUARY 15	THURSDAY, JANUARY 16	FRIDAY, JANUARY 17
6:00 - 9:00 a.m. Continental Breakfast UCLA Guest House	6:00 - 9:00 a.m. Continental Breakfast UCLA Guest House	6:00 - 9:00 a.m. Continental Breakfast UCLA Guest House	6:00 - 9:00 a.m. Continental Breakfast UCLA Guest House	6:00 - 9:00 a.m. Continental Breakfast UCLA Guest House
9:00 a.m. - 12:00 p.m. <b>Strategy Creation</b> <a href="#">Ian Larkin</a>	9:00 a.m. - 12:00 p.m. <b>Strategy Delivery</b> <a href="#">Ian Larkin</a>	9:00 a.m. - 12:00 p.m. <b>Business Models &amp; The Business Model Canvas Overview</b> <a href="#">Al Osborne</a>	9:00 a.m. - 12:00 p.m. <b>Understanding Family Business and Succession Planning</b> <a href="#">Al Osborne</a>	9:00 a.m. - 12:00 p.m. <b>Persuasion &amp; Influence</b> <a href="#">Noah Goldstein</a>
12:00 - 1:30 p.m. Lunch Executive Dining Room	12:00 - 1:30 p.m. Lunch on campus	12:00 - 1:30 p.m. Lunch Executive Dining Room	12:00 - 1:30 p.m. Lunch Plateia @ Luskin Conference Center	12:00 - 1:30 p.m. Lunch on campus
1:30 - 5:00 p.m. <b>Strategy Capture</b> <a href="#">Ian Larkin</a>	1:30 - 5:00 p.m. <b>Strategy Research</b> <a href="#">Ian Larkin</a>	1:30 - 5:00 p.m. <b>Defining the Value Proposition: with Blue Ocean Strategies</b>  <b>The Innovator's Dilemma and Disruptive Technologies</b> <a href="#">Al Osborne</a>	1:30 - 5:00 p.m. <b>Corporate and Family Governance</b> <a href="#">Al Osborne</a>	1:30 - 4:30 p.m. <b>Persuasion &amp; Influence, continued</b> <a href="#">Noah Goldstein</a>
Dinner on own	Dinner on own	6:00 p.m. Dinner Executive Dining Room	Dinner on own	Dinner on own

\*This schedule is subject to change.

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## January 13 - 24, 2020



MONDAY, JANUARY 20	TUESDAY, JANUARY 21	WEDNESDAY, JANUARY 22	THURSDAY, JANUARY 23	FRIDAY, JANUARY 24
6:00 - 9:00 a.m. Continental Breakfast UCLA Guest House	6:00 - 9:00 a.m. Continental Breakfast UCLA Guest House	6:00 - 9:00 a.m. Continental Breakfast UCLA Guest House	6:00 - 9:00 a.m. Continental Breakfast UCLA Guest House	6:00 - 9:00 a.m. Continental Breakfast UCLA Guest House
9:00 a.m. - 12:00 p.m. <b>Individual Business Project Work</b> <a href="#">George Abe</a>	9:00 a.m. - 12:00 p.m. <b>Digital Transformation</b> <a href="#">Anand Bodapati</a>	9:00 a.m. - 12:00 p.m. <b>Individual Business Project Work</b> <a href="#">George Abe</a>	9:00 a.m. - 12:00 p.m. <b>Financial Statements and Revenue Recognition</b> <a href="#">Henry Freidman</a>	9:00 a.m. - 12:00 p.m. <b>Owner's Panel</b> <a href="#">George Abe</a>  <b>Site Visit</b> <a href="#">George Abe</a>
12:30 - 1:30 p.m. Lunch Executive Dining Room	12:00 - 1:30 p.m. Lunch on campus	12:00 - 1:30 p.m. Lunch Executive Dining Room	12:00 - 1:30 p.m. Lunch Plateia @ Luskin Conference Center	12:00 - 1:30 p.m. Lunch Executive Dining Room
1:30 - 5:00 p.m. <b>Sales and Channels</b> <a href="#">Andres Terech</a>	1:30 - 5:00 p.m. <b>Digital Transformation, continued</b> <a href="#">Anand Bodapati</a>	1:30 - 5:00 p.m. <b>Sales and Channels, continued</b> <a href="#">Randy Bucklin</a>	1:30 - 4:30 p.m. <b>Accounting Ratios and Valuation</b> <a href="#">Henry Freidman</a>	1:30 - 3:30 p.m. <b>Individual Business Project Work and Introduction to UCLA Anderson Accelerator</b> <a href="#">George Abe</a>  3:30 - 4:00 p.m. <b>Debrief &amp; Takeaways</b> <a href="#">George Abe</a>
Dinner on own	Dinner on own	6:00 p.m. Reception Luskin South Courtyard	Dinner on own	Dinner on own

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