Initial Consultation

- Executive Education senior staff member meets with client by phone or in person to discuss client needs, program objectives and recent organizational events that may influence the program curriculum

Proposal

- Based on client culture, strategy, needs, objectives and outcomes faculty leads are selected
- Following the initial discussion a proposal is drafted for review by the client

Client Consultation

- Client and Georgetown consult on approach, location, duration, topics, focus and key client program influences
- Proposal and program approach agreed, program design and implementation process initiated

Needs analysis and design

- Georgetown conducts in-depth needs analysis in parallel with further client meetings. Initial design and curriculum drafted.
- Program refined, methodologies finalized, balance of program academic/practitioner, location and duration confirmed

Delivery

- First iteration of the program delivered, reviewed, updated and refined for ongoing deliveries. Each delivery is reviewed prior to the next.

Program de-brief and Impact Assessment

- Discuss individual deliveries and overall program, revise if necessary for ongoing deliveries. Continuous integration of newest academic research, current affairs and client focus. Final de-brief at the end of all deliveries.
- Assessment of program impact and results against stated outcomes and objectives. Opportunity for discussion of next steps and future partnership.