



## The SMU ACCELERATOR

The SMU ACCELERATOR prepares working professionals with the latest digital strategies and tools to stay ahead of the competition. Combining industry thought leaders and top academic faculty, the SMU ACCELERATOR is the best way to gain the skills and knowledge to take advantage of the Digital Revolution.

### SMU: The executive education learning experience that “gets you there faster”

The SMU ACCELERATOR is a hands-on, 4-day immersion program where you learn to apply principles and techniques that drive success in the digital age. Roll up your sleeves to solve real-world challenges and use best practices developed by top companies, while subject matter experts and professional instructors guide you through every step. Throughout the program, you continually build your toolset and develop your unique Capstone Project that is your roadmap for activating the learning back at your organization.

- Develop strategies for your specific firm.
- Break through silos to bring your organization together to implement change.
- Eliminate barriers and develop a customer-centric innovation mindset.
- Gain customer insights and turn ideas into action.

### Faculty: Industry leaders, professionals, and educational experts

You gain direct access to the world-renowned SMU faculty, including both top academic researchers and leading practitioners and thought leaders. All of our faculty work in or consult to industry on a regular basis. Learn more about our exceptional faculty at [accelerator@smu.edu](mailto:accelerator@smu.edu).



Join the SMU ACCELERATOR immersion today!

#### SOUTHERN METHODIST UNIVERSITY

Each day includes continental breakfast and lunch.

Day 1	8:30-9:00	Welcome and Orientation
	9:00-12:00	Strategy for the Digital Age
	1:00-4:30	Customer Experience
	5:00-6:00	Evening Networking Event
Day 2	9:00-12:00	Design Thinking
	11:00-4:30	Digital Marketing
Day 3	9:00-12:00	Social Media ROI
	1:00-4:30	Driving Innovation
Day 4	9:00-12:00	Data-Driven Decision Making
	1:00-4:30	Digital Transformation

**HELD AT SOUTHERN METHODIST UNIVERSITY CAMPUS  
INCLUDED IN PRICE: COMPUTER TABLET AND ONLINE MATERIALS**

Register at [accelerator@smu.edu](mailto:accelerator@smu.edu)

214.768.3084

## SMU ACCELERATOR Summary

No other professional development experience delivers like the SMU ACCELERATOR. You're broken away from the daily routine and will immerse yourself in real-life challenges, expert thought leadership, strategy sessions, innovation frameworks, and customer experience cultures. Learn more details about the SMU ACCELERATOR, including takeaways and learning objectives, at [accelerator@smu.edu](mailto:accelerator@smu.edu).

### WHY THE SMU ACCELERATOR

Regardless of your industry or functional area, chances are that your business is undergoing significant change based upon disruptive technologies and ever-changing customer expectations. Firms that understand how to harness these technologies and create new valuable customer experiences are the ones that will thrive in the digital world.

#### Demand and Opportunity

The demand for employees with digital skills has never been greater! According to research by [CapGemini](#), firms that are further along in digital maturity outperform their competitors in sales and ROI. [The New York Times](#) recently reported that top firms are telling their employees to learn new skills or look elsewhere for employment. As firms undergo digital transformation, the job market is expected to explode for professionals who gain these digital skills and strategies. Functions and roles that were traditionally done by marketing, sales, IT, and operations will be shifting toward new interdisciplinary divisions organized around the new digital experience.

#### Education and Training

The **SMU ACCELERATOR** trains professionals in the skills they need to make sense of the complexity of real-world interactions and to apply what is learned to increase ROI within the firm. Participants in this program will receive hands-on training that prepares them to ask relevant questions, manage and lead others, and communicate digital opportunities and strategies to senior management. Participants will also leave with a Professional Digital Capstone Portfolio of tools and resources to apply back at their organization.

### WHO SHOULD ATTEND

The **SMU ACCELERATOR** program is designed to train and develop professionals in their digital intelligence. The program prepares working professionals to analyze, manage, and build experiences that are unique and valuable in the marketplace. It is appropriate for high-potential employees seeking to move up within their organization, as well as seasoned executives seeking to increase their understanding of the latest technologies and how to employ these technologies to drive ROI at their firm.

Participant titles may include, but are not limited to:

<ul style="list-style-type: none"><li>• Brand Manager</li><li>• Director of Business Development</li><li>• Financial Analyst</li><li>• Senior Marketing Manager</li><li>• Director of IT</li></ul>	<ul style="list-style-type: none"><li>• Marketing Director</li><li>• Marketing Manager</li><li>• VP of Marketing</li><li>• Director of Operations</li><li>• Business Intelligence Manager</li></ul>
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## MODULE DESCRIPTIONS

### MODULE 1: STRATEGIC THINKING FOR THE DIGITAL AGE

Learn how leading firms in the digital age apply new strategic frameworks that outcompete traditional firms. They redefine industries, invent new ones, marginalize and eliminate competition, deliver extraordinary customer experiences, and rise to the top, leaving others in the dust.

- Learn how “Digital Evangelists” define strategic problems and see the new ecosystem.
- Discover new tools and strategic frameworks to analyze and craft competitive advantages.
- Explore the lessons learned by digital-first firms and the secrets behind their successes and failures.



### MODULE 2: INNOVATING CUSTOMER EXPERIENCES

Gain insights, inspiration, and ideas for your company by understanding how innovating Customer Experience really happens at leading customer experience companies.

- Define Innovation from a business perspective: Ideas – Invention – Innovation.
- Learn the best practices that have worked for Customer Experience leaders.
- Understand what affects the determining, developing, and delivering of effective experiences.

### MODULE 3: DESIGN THINKING

Learn how leading firms employ empathetic design to create new, innovative solutions to the complex, real-world, messy problems of the digital age. Combining technology, emotional intelligence, and measurable outcomes, participants understand the power and effectiveness of interdisciplinary approaches to drive sustainable, long-term competitive advantage.

- Discover the elements and processes around design thinking.
- Learn research methods to gain deep customer insights and how to make sense of large amounts of data.
- Create a roadmap for developing an experimental culture for iteration and refinement.

### MODULE 4: DIGITAL MARKETING (AKA INTEGRATIVE MARKETING)

All marketing today is digital; however, few firms understand how to integrate the latest technologies with traditional marketing tactics and strategies. Learn how the best firms weave technologies into the overall marketing ecosystem and deliver unique, valuable customer experiences that deliver the right mix based upon their changing customer expectations.

- Discover how to integrate all marketing channels to optimize the marketing mix.
- Identify critical customer touchpoints and metrics to measure, report, and adjust in real time.
- Learn how leading firms use marketing automation and advanced research techniques and methods.



## MODULE 5: SOCIAL MEDIA & ROI

Show the power and benefits of social media strategies to drive measurable and real ROI for firms. Learn how leading firms move beyond “likes” and link social media efforts to business outcomes.

- Learn how leading firms use social media data to drive customer insights and strategic planning.
- Develop a social media dashboard that measures “real” social media metrics that link to ROI.
- Discover best practices in managing and leading social media teams.



## MODULE 6: DRIVING INNOVATION

Discover emerging technologies and how leading firms stay ahead of the competition in integrating and embracing the right technologies in the right ways. Explore what’s possible, what’s doable, and what’s practical within the confines of an organization’s ecosystem.

- Learn how leading firms are employing emerging technologies.
- Understand the Internet of Things and its impact on your industry.
- Develop your strategy for managing and organizing for innovation.

## MODULE 7: DATA-DRIVEN DECISION MAKING

Understand how to drive better and faster decisions through data. Learn how leading firms place data at the center of all decision making, and develop systems and tools to make executives smarter and more effective.

- Explore leading practices for capturing, reporting, and activating data.
- Understand the different types of data and when to use each for maximum effectiveness.
- Discover the most relevant, actionable metrics for your organization to drive desired business outcomes.

## MODULE 8: DIGITAL TRANSFORMATION

Changing how firms and individuals behave is difficult, yet the digital age rewards nimbleness and fluidity. Learn how leading firms build dynamic systems that embrace this mantra.

- Discover how to drive an experimentation culture across your entire organization.
- Develop your communication plan to obtain quick wins, and bring others along with you.
- Become a successful change-agent for digital-first thinking.

# Distinguish Yourself as a Leader . . . with Your Certificate from SMU

THE SMU ACCELERATOR CERTIFICATE provides you the differentiating factor. It proves that you have completed all modules as well as the cumulative Capstone Project. More importantly, you will leave with a detailed action plan to implement changes back at your firm.



## Our Faculty and Leadership Board

Our leadership team sets us apart. From best-selling authors and strategists, to C-suite executives, all are experts in their field. View the complete bios of our Faculty and Leadership Board, at [accelerator@smu.edu](mailto:accelerator@smu.edu).



**STEVEN EDWARDS**  
DISTINGUISHED CHAIR AND  
PROFESSOR AT SMU



**SALLY KENNEDY**  
FORMER CEO AT PUBLICIS HAWKEYE



**IRA GREENBERG**  
DIRECTOR AND PROFESSOR AT SMU



**SHEILA BACON**  
EVP, CHIEF MARKETING OFFICER AT  
BGG MOBILE



**DENNIS D'AMICO**  
EXECUTIVE DIRECTOR AT 4AS OF  
DALLAS



**NICKI PURCELL**  
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**ROSHEN MATHEW**  
EXECUTIVE DIRECTOR OF DIGITAL  
MEDIA & EMERGING TECHNOLOGY  
AT AT&T

## Advance Your Career - with the SMU ACCELERATOR

Experiencing is believing. Experience the SMU ACCELERATOR for yourself. The ACCELERATOR@SMU offers you an extraordinary opportunity to immerse yourself in an intensive, collaborative learning environment to reach your goals. [Enroll today.](#)