



"I am very excited about the format Callahan suggests – in my experience this kind of "wrapper" significantly enhances the online experience."

Rebecca M. Henderson,
John and Natty McArthur
University Professor
Harvard University

Outcomes of *Sustainable Business Strategy with Rebecca Henderson*:

- How to do *well* while doing *good*
- Learn to solve big problems through highly differentiated solutions and cutting-edge business savvy
- Gain skills and insights to become a transformative leader
- Learn how instilling purpose leads to productivity gains and access to an improved talent pool
- Leverage a long-term, highly compounded growth model

Client Testimonials

"This course reminded me about the higher purpose of credit unions and challenged us to look at how we can be laser focused on that purpose. What impact is our credit union making in our community and to our membership? How can we both do good (socially) and do well (financially)? How will we measure that? How will we bring that to life? I would recommend this course to credit unions that are deeply committed to making an impact in the lives of their member communities."

LeeAnne Giblin, Chief HR Officer

KeyPoint Credit Union
Santa Clara, CA
Assets: \$1.3B

"In many ways our industry needs to return to its roots, and I happen to believe this course provides the recipe to help us do it. Why? Because we have been unable to move to needle on market share for decades. Because our shared values can get the wheel of change turning. Because we have drifted away from our biggest competitive advantage: collaboration, or in her terms industry cooperation. Because we have been ineffective in getting our message to the public, when we need to turn our members and potential members into advocates for our business model."

Tim Smith, CFO

Workers Credit Union
Fitchburg, MA
Assets: \$1.8B

Program Structure & Timing

Sustainable Business Strategy with Rebecca Henderson is a 3-module, high impact course that incorporates short video lectures, case studies modeled after the Harvard Business School case method, and active learning experiences. The 3 modules are completed over 6 weeks and encompass both individual and team-based learning activities.