

CUSTOMIZED EXECUTIVE PROGRAMS

Director's Letter



The current industry environment in retailing, fashion, and related industries is as challenging and competitive as ever. As a key decision-maker, you need an affordable, convenient, and flexible resource that can provide your management team with the knowledge and skills necessary for success.

FIT's Center for Executive Education is that resource. For 2009, we offer an expanded range of customized programs for senior and mid-level executives confronting an accelerated rate of change.

We have designed a flexible array of "core custom programs" in highly efficient one- and two-day formats.

Each of these sessions can be tailored to meet the specific learning objectives and goals of your company. In addition, we can build a customized program from scratch to address specific issues and challenges within your organization.

FIT is the leader in executive education for retailing, fashion, and related industries. We are looking forward to supporting your management team in identifying opportunities for growth in today's enormously challenging economic environment.

Sincerely,

A handwritten signature in black ink, appearing to read "Eric Hertz".

Eric Hertz
Director of the Center for Executive Education

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FIT Fashion Institute of Technology
State University of New York

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Center for Executive Education

2009 Customized Executive Programs

NEW FOR 2009

- ▶ RISK MANAGEMENT IN FASHION AND RETAIL
- ▶ MANAGING CHANGE IN A TURBULENT ECONOMY
- ▶ LEADING AND MANAGING CREATIVE PEOPLE

FOCUSSED
STRATEGIC
TIMELY
FLEXIBLE
VALUE-DRIVEN

INDUSTRY RESPONSIVE

FIT Custom Executive Programs provide your management team with a flexible resource for executive learning. We harness the experts—from both FIT and leading business colleges—to help your managers gain the insight and knowledge to transform their business units.

Our Custom Executive Programs are developed in collaboration with your company's leadership and human resources professionals in order to meet specific organizational goals. As the premiere provider of executive education in fashion and retailing, FIT has the expertise to provide industry-specific solutions—and to engage your managers in real-world scenarios that mirror their day-to-day workplace experience.



For additional information, contact:

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2-DAY PROGRAM MODULES

LEADING AND MANAGING CREATIVE PEOPLE **NEW!**

Day 1 8–8:30 am Breakfast
 8:30–10:30 am Leading Creative People to Excel
 10:30 am–noon Managing a Creative Team
 Noon–1 pm Lunch
 1–2 pm Building a Creative Greenhouse
 2–3:30 pm Define and Align: Strategy for Leadership Success
 3:30–5 pm Maintaining the Creative Edge in Retail

Day 2 8–8:30 am Breakfast
 8:30–10:30 am Entrepreneurial Leadership
 10:30 am–noon Structuring for Creativity
 Noon–1 pm Lunch
 1–2 pm Leadership with a Creative Spin
 2–5 pm Leadership and Communications: Breaking Through the Obstacles to Understanding

FINANCE FOR NON-FINANCIAL EXECUTIVES

Day 1 8–8:30 am Breakfast
 8:30–10 am Basic Accounting Concepts
 10:30 am–noon Understanding Financial Statements
 Noon–1 pm Lunch
 1–2 pm The Accounting Process
 2–3:30 pm Evaluating Return on Investment
 3:30–5 pm Case Study I: Corporate Evaluation

Day 2 8–8:30 am Breakfast
 8:30–10:30 am Effective Budgeting
 10:30 am–noon Improving Profitability Through Cost Analysis and Profit Planning
 Noon–1 pm Lunch
 1–2 pm Financial Ratios
 2–3:30 pm Preparing Operational and Capital Budgets
 3:30–5 pm Case Study II: Preparing for a Budget Review

COACHING AND FEEDBACK

Day 1 9 am–12:30 pm The Skills of Coaching
 • Integrating Coaching into Performance Management
 • Listening as a Tool for Problem-Solving Performance
 12:30–1:15 pm Lunch
 1:15–5 pm The Coaching Conversation
 • On-the-Spot Coaching by Leader-Coaches
 • Addressing Problems and Delivering Corrective Feedback

Day 2 9 am–12:30 pm Assessing Performance—Methodology and Practice
 • Establishing and Documenting Standards of Performance
 • Editing Documentation
 12:30–1:15 pm Lunch
 1:15–5 pm Conducting Performance Reviews
 • Performance Review Discussion: The Pluses and Pitfalls
 • At-Work Application: Specific People Plans

1-DAY PROGRAM MODULES

RISK MANAGEMENT IN FASHION AND RETAIL **NEW!**

9–10:30 am The Psychology of Risk
 10:30 am–noon Risk and Decision Making
 Noon–1 pm Lunch
 1–2:30 pm Risk in Financial and Investment Management
 2:30–4 pm Risk in Inventory Management
 4–5:30 pm Risk Assessment Workshop: Evaluating an Acquisition

MANAGING CHANGE IN TURBULENT TIMES **NEW!**

9–10:30 am Managing Successful Organizational Change
 10:30 am–noon Corporate Downsizing: Maintaining Morale and Productivity
 Noon–1 pm Lunch
 1–2:30 pm Identifying Growth Opportunities in a Challenging Economy
 2:30–4 pm Evaluating and Addressing New Sources of Competition
 4–5:30 pm Break-Out Session: Leading Through a Corporate Restructuring

FASHION ON STEROIDS: HOW FAST CAN IT GET?

8:30–9 am Breakfast
 9–10 am Calibrating the Speed of Fashion
 10–11 am H&M: The Concept of Planned Obsolescence
 11 am–noon Zara and Mango: Speed as a Marketing Strategy
 Noon–1 pm Lunch
 1–2 pm Mexx and Uniqlo: High-Speed Basics
 2–3:30 pm Case Study Break-Out Session
 3:30–5 pm Case Study Reports and Conclusions

OVERVIEW OF THE FASHION INDUSTRY

8:30–9 am Breakfast
 9–10 am Introduction to the Fashion Industry
 10–11 am The Design Process and Its Role in the Fashion Business
 11 am–noon Building and Maintaining a Fashion Brand
 Noon–1 pm Lunch
 1–2 pm Retailer-Vendor Relationships
 2–3 pm Planning and Merchandising a Collection
 3–4 pm Motivating the Fashion Consumer
 4–5 pm Future Trends in Retailing and Fashion

TRANSITION TO MANAGEMENT IN FASHION AND RETAILING

8:30–9 am Breakfast
 9–10 am Defining Management Roles and Expectations
 10–11 am Identifying Your Management Style
 11–noon Performance Management
 Noon–1 pm Lunch
 1–2 pm The Art of Delegation
 2–3 pm Creating a Motivating Environment
 3–4 pm Managing a Diverse Workforce
 4–5 pm Communication and Feedback