a sustainable design to help you create the unfair advantage leaders require in the emerging global environment and changing marketplace

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Our Journey Towards Cultivating Principled Critical Analytical Thinkers

- Inspiration
- Implementation
- Improvements
- Impact
- Implications

GSB Revamps Curriculum

- 2006 – 2007 Academic Year
  - Saloner Committee Convenes
- Fall 2007
  - CAT Launches, along w. Leadership Labs
- Spring 2008
  - Synthesis Seminar Launches
CAT-at-a-Glance

Curriculum Design Choices

We Included
- Tenured Faculty Member
- Writing Coach
- Weekly Assignments
- Seminar Experience
- Optional Workshops

We Avoided
- Lectures
- Text books
- Exams
Mastery Approach to Influential Writing

Design  Engage  Refine

Which sets you up to DEFEND

Leadership Communication that is Read, Understood, and Remembered
Lessons CAT Provided

- Balance faculty autonomy and consistency
- CAT Launches well…but hard to sustain
- Rightsizing a two-unit course

After 4 Autumn of CAT

- Increased discourse in all classes
- Improved writing across the curriculum
- Heightened collaboration among faculty
- Embedded element of GSB culture
- Empowered students as consumers
Challenges and Counsel to Others

- Staffing CAT is a key to its success
- Grading time from due-date to course
- Rely on study group dynamics
- Look for synergies with other core courses

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