



Draft June 11, 2018

2018 Summer Institute
“Transforming the Higher Education Business Model”

August 1 – 4, 2018
Kansas City

Presented by Campus Management Corporation

2018 Learning Partners

Saul Kaplan - Founder & Chief Catalyst, Business Innovation Factory

Eli MacLaren - Chief Market Maker, Business Innovation Factory

Peter Roberts - President, Roberts Health Solutions

Alana Dunagan- Higher Education Research Fellow, Clayton Christensen Institute

Summer Institute Learning Objectives

Participants will:

1. Understand what business model transformation actually means
2. Understand the reasons why it is important for higher education and related organizations to transform themselves at this particular time
3. Understand the transformation methodology developed by the Business Innovation Factory (BIF) through explanation and experiential activities
4. Understand how the BIF approach was successfully applied through practical application in a health care environment



Recommended Summer Institute Reading Resources

Book:

- The Business Model Innovation Factory, by Saul Kaplan, 2012
<http://bmif.businessinnovationfactory.com/pdf/bmif-intro.pdf>

Articles:

- “10 Reasons Colleges Fail at Business Model Innovation”
<https://medium.com/bif-speak/10-reasons-colleges-fail-at-business-model-innovation-5e5a4b3de6e2>
- “Don’t Get Netflixed: R&D for New Business Models is the New Strategic Imperative”
<https://medium.com/bif-speak/don-t-get-netflixed-4929b30a7f77>
- “Stop Treating Business Model Innovation as Change Management”
<https://medium.com/bif-speak/stop-treating-business-model-innovation-as-change-management-c6ac5f957d34>
- “Reinvention As a Life Skill”
<https://medium.com/bif-speak/reinvention-as-a-life-skill-c544129e9dd1>
- “CEOs Must Create A Business Model Innovation Sandbox”
<http://sandbox.businessinnovationfactory.com/articles/ceos-must-create-business-model-innovation-sandbox-6>
- “Designing a Community-Based Population Health Model,” co-authored by Peter Roberts, published in the Population Health Management Journal.



Daily Program

August 1

9:00 – 4:00 p.m. Leadership Development Institute (Separate Registration Required)

5:30 – 7:00 p.m. AFIT 2018 Summer Institute Welcoming Reception

August 2, Day 1

7:00 a.m. Breakfast Buffet

7:30 a.m. Rep's Breakfast Meeting

8:30 a.m. AFIT Opening General Session

- Welcome and Introductions
- Summer Institute Overview

9:00 a.m. Opening Keynote Address: “The Imperative for Transformation” - Alana Dunagan, Higher Education Research Fellow, Clayton Christensen Institute

10:00 a.m. Break

10:15 a.m. An Overview of BIFs Design Methodology and Framework - Saul Kaplan and Eli MacLaren

11:00 a.m. A BIF Case Study: Key Learnings and Key Results - Peter Roberts, President, Roberts Health Solutions

11:30 a.m. An Early Adopter CEO Sharing “Business Model Transformation at Jackson College” – Dr. Dan Phelan, President



12:00 noon Buffet Lunch

1:00 p.m.

Transformers Track	Early Adopters Track
<p>Introduction Session - Saul Kaplan / Eli MacLaren</p> <ul style="list-style-type: none"> • All Transformer Teams in one room • Introduce phase and activities to all teams <p>Team Work Time with Saul Kaplan or Eli MacLaren (Teams breakout to smaller group sessions)</p> <ul style="list-style-type: none"> • Hands-on Activities and Practical Applications • Team Summary Presentations to other Teams <p>Debriefings, Critiques and Reflection Session on work for the specific Phase (in Team rooms or in one Transformer meeting room)</p>	<p>Introduction Session- Saul Kaplan / Eli MacLaren</p> <p>Team Work Time with Saul Kaplan or Eli MacLaren</p> <ul style="list-style-type: none"> • Hands-on Activities and Practical Applications <p>Team Summary Presentations to other Teams</p> <p>Debriefings, Critiques and Reflection Session</p>

3:30 p.m. Break

3:45 p.m. CEO Forum Session with Alana Dunagan

AFIT Closing Session for Day 1

Team Sharing and Learning: “Early Adopter Rounds”

4:30 p.m. Adjourn



August 3, Day 2

7:00 a.m. Breakfast Buffet

8:30 a.m. AFIT General Session

- Learning Partner Insights from Day 1 – Saul Kaplan, Eli MacLaren, Peter Roberts
- Early Adopter CEO Sharing: “Business Model Transformation at Waubensee Community College” – Dr. Christine Sobek, President
- Lessons learned from Peter Roberts

9:45 a.m. Break

10:00 a.m.

Transformers Track	Early Adopters Track
<p>Continuation of Work Started on Day 1 in Team Rooms or Introduction Session - Saul Kaplan or Eli MacLaren</p> <ul style="list-style-type: none"> • All Transformer Teams in one room • Introduce phase and activities to all teams <p>Team Work Time with Saul Kaplan or Eli MacLaren (Teams breakout to smaller group sessions)</p> <ul style="list-style-type: none"> • Hands-on Activities and Practical Applications • Team Summary Presentations to other Teams <p>Debriefings, Critiques and Reflection Session on work for the specific Phase (in Team rooms or in one Transformer meeting room)</p>	<p>Continuation of Work Started on Day 1 or Introduction Session- Saul Kaplan or Eli MacLaren</p> <p>Team Work Time with Saul Kaplan or Eli MacLaren</p> <ul style="list-style-type: none"> • Hands-on Activities and Practical Applications • Team Summary Presentations to other Teams <p>Debriefings, Critiques and Reflection Session</p>



12:00 noon Buffet Lunch

1:00 p.m.

Transformers Track	Early Adopters Track
<p>Continuation of Work Started earlier in the day in Team Rooms or Introduction Session – Saul Kaplan or Eli MacLaren</p> <ul style="list-style-type: none"> • All Transformer Teams in one room • Introduce phase and activities to all teams <p>Team Work Time with Saul Kaplan or Eli MacLaren (Teams breakout to smaller group sessions)</p> <ul style="list-style-type: none"> • Hands-on Activities and Practical Applications • Team Summary Presentations to other Teams <p>Debriefings, Critiques and Reflection Session on work for the specific Phase (in Team rooms or in one Transformer meeting room)</p>	<p>Continuation of Work Started earlier in the day or Introduction Session – Saul Kaplan or Eli MacLaren</p> <p>Team Work Time with Saul Kaplan or Eli MacLaren</p> <ul style="list-style-type: none"> • Hands-on Activities and Practical Applications • Team Summary Presentations to other Teams <p>Debriefings, Critiques and Reflection Session</p>

3:30 p.m. Break

3:45 p.m. CEO Business Meeting

AFIT Closing Session for Day 2:
Team Sharing and Learning: “Early Adopter Rounds”

4:30 p.m. Adjourn



August 4, Day 3

7:00 a.m. Breakfast Buffet

8:30 a.m. AFIT General Session

- Learning Partners Insights from Day 1 – Saul Kaplan, Eli MacLaren, Peter Roberts
- Early Adopter CEO Sharing: “Business Model Transformation at Northwestern Michigan College” – Dr. Tim Nelson, President
- Lessons learned from Peter Roberts

9:45 a.m. Break

10:00 a.m.

Transformers Track	Early Adopters Track
Continuation of Work Started on Day 2 in Team Rooms or Introduction Session - Saul Kaplan or Eli MacLaren <ul style="list-style-type: none"> • All Transformer Teams in one room • Introduce phase and activities to all teams Team Work Time with Saul Kaplan or Eli MacLaren (Teams breakout to smaller group sessions) <ul style="list-style-type: none"> • Hands-on Activities and Practical Applications • Team Summary Presentations to other Teams Debriefings, Critiques and Reflection Session on work for the specific Phase (in Team rooms or in one Transformer meeting room)	Continuation of Work Started on Day 2 or Introduction Session- Saul Kaplan or Eli MacLaren Team Work Time with Saul Kaplan or Eli MacLaren <ul style="list-style-type: none"> • Hands-on Activities and Practical Applications • Team Summary Presentations to other Teams Debriefings, Critiques and Reflection Session

12:00 noon Buffet Lunch



1:00 p.m.

Transformers Track	Early Adopters Track
<p>Continuation of Work Started earlier in the day in Team Rooms or Introduction Session - Saul Kaplan or Eli MacLaren</p> <ul style="list-style-type: none"> • All Transformer Teams in one room • Introduce phase and activities to all teams <p>Team Work Time with Saul Kaplan or Eli MacLaren (Teams breakout to smaller group sessions)</p> <ul style="list-style-type: none"> • Hands-on Activities and Practical Applications • Team Summary Presentations to other Teams <p>Debriefings, Critiques and Reflection Session on work for the specific Phase (in Team rooms or in one Transformer meeting room)</p>	<p>Continuation of Work Started earlier in the day or Introduction Session- Saul Kaplan or Eli MacLaren</p> <p>Team Work Time with Saul Kaplan or Eli MacLaren</p> <ul style="list-style-type: none"> • Hands-on Activities and Practical Applications • Team Summary Presentations to other Teams <p>Debriefings, Critiques and Reflection Session</p>

3:15 p.m. Break

3:30 p.m. AFIT Closing General Session

- Summer Institute Summary - “Lessons Learned”
- Introduction to the 2019 AFIT Summer Institute

4:00 p.m. Adjourn