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UL offers executive development program

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A new leadership development program could be UL's first step toward offering an Executive Master of Business Administration degree.

The newly created Moody Executive Institute kicks off its Executive Leadership Development program next month.

A partnership between the UL College of Business and the Training Source in Lafayette, the five-month program aims to provide Acadiana executives the benefits of leadership training without the expense of travel and time away.

"Everyone has certain talents and competencies," said Elise Bouchner, managing partner of the Training Source.

"This is about having them relook at what are things they excel at naturally, and what are the pieces they've had to work on or perhaps are still working on."

Ray Flores, president of Industrial Solutions Group, nominated his company's vice president of operations, Paul Perron, for the program.

Flores said the program offered his company an unusual opportunity to recognize and prepare an executive for the next level.

"I see it as an investment in our leadership," he said.

The Moody Executive Institute is the brainchild of Joby John, dean of the B.I. Moody III College of Business at UL.

John arrived on campus in 2007 after serving as chair of the marketing department at Bentley College in Massachusetts.

"As part of getting acquainted in my first 100 days, I went outside the college and met with public officials ... and business leaders," he said.

"What I gathered from those conversations is there was a big need for executive development programs."

The executive leadership program is modeled after similar programs at the Harvard and Wharton schools of business.

Limited to 14 participants, the program offers a combination of customized individual coaching and classroom instruction.

John described the program as somewhat of a middle ground between university-level executive masters of business administration programs and non-credit leadership workshops.

Future programs within the Moody Executive Institute will address other issues for top leaders, he said.

"Eventually, we're looking to offer other programs like this through our faculty and other experts," John said. "Hopefully, in two to three years, we'll come to a point where we're ready to offer an executive MBA program like other top schools around the country."
