

**Aresty Institute of Executive Education**  
**The Wharton School of the University of Pennsylvania**  
**NACS Financial Leadership Program**  
**July 14-19, 2024**



Sunday, July 14	Monday, July 15	Tuesday, July 16	Wednesday, July 17	Thursday, July 18	Friday, July 19	
<p><b>Accommodations, Meals &amp; Classes:</b>                      Steinberg Conference Center                      255 South 38th Street                      Philadelphia, PA 19104                      1.215.386.8300                      Classroom: First Floor Amp</p> <p><b>Academic Director</b>                      David Wessels</p> <p><b>Program Team</b>                      Janeen McQuarrie                      apesirid@wharton.upenn.edu                      Eileen Schnapp, Manager                      eschnapp@wharton.upenn.edu</p> <p>Orientation Call                      June 26 at 1 PM EDT</p>	Breakfast 7:00-8:30	Breakfast 7:00-8:30	Breakfast 7:00-8:30	Breakfast 7:00-8:30	Breakfast & Checkout 7:00-9:00	
	8:30-12:00  C-Suite Thinking <i>Instructor Managed Breaks</i>	8:30 - 12:00  Competitive Strategy <i>Instructor Managed Breaks</i>	8:30 - 10:30  Global Trends  <i>Peter Conti-Brown</i>	8:30-12:00  Financial Forecasting and Financial Growth <i>Instructor Managed Breaks</i>	9:00-11:30  QuickDash Case Study: Report Out  <i>David Wessels</i>	
	  <i>David Wessels</i>	  <i>Harbir Singh</i>	Break 10:30-10:45	  <i>David Wessels</i>	Break 11:30-11:45	
	Lunch 12:00-1:00	Group Photo & Lunch 12:00 - 1:00	10:45-12:30  Strategy Under Uncertainty/ Scenario Planning	Lunch 12:00-1:00	11:45-1:00  The CFO/CEO Partnership  <i>David Wessels</i>	
	1:00-4:30	1:00-4:30	  <i>Jim Austin</i>	1:00-4:00  Strategic Execution <i>Instructor Managed Breaks</i>	1:00-1:15  NACS Closing Remarks	
	2:30-3:00 Program Registration	The Link between Corporate Strategy and Value Creation	Customer Centricity <i>Instructor Managed Breaks</i>	Lunch 12:30-1:30	  <i>Jim Austin</i>	Optional Lunch 1:15-2:00
	3:00-6:00  Leadership <i>Instructor Managed Breaks</i>	  <i>David Wessels</i>	  <i>Peter Fader</i>	1:30-5:00  Key Performance Indicators <i>Instructor Managed Breaks</i>	4:00-4:30 Interview with Dave Charles <i>Facilitated by: Jim Austin</i>	<p><b>Thank you for attending Wharton Executive Education</b></p> <p><b>Safe Travels!</b></p>
	  <i>Greg Shea</i>	Break 4:30-4:45	Break 4:30-4:45	Break 4:30-4:45	Break 4:30-4:45	
	6:00-6:30 Campus Tour (optional) <i>TBD</i>	4:45-6:15  QuickDash Case Study: Strategic Assessment  <i>David Wessels</i>	4:45-6:15  QuickDash Case Study: Customer Segmentation  <i>David Wessels</i>	  <i>David Wessels</i>	4:45-6:15  QuickDash: Final Preparations  <i>David Wessels</i>	
	6:30-8:00 Reception Dinner & NACS Welcome	Dinner Available 6:15-8:00	Dinner Available 6:15-8:00	<b>Free Evening</b> Dinner on Your Own	Dinner 6:15-8:00	