

3-Day Seminar

March 27 • April 3 • April 10, 2017
Monday Mornings, 8 a.m – noon

CMD Training Center
Wichita State University
Woodman Alumni Building

\$995 includes materials and light breakfast



MBM®

Developed by Charles Koch, MBM® prepares individuals to deal successfully with the challenges of growth and change while fostering a healthy, growing organization. By applying the same shared values that unleash prosperity in free societies – such as value creation, integrity, responsibility, free speech and tolerance – we encourage each other to take initiative and to challenge.

MARKET-BASED MANAGEMENT®

LEARNING POINTS

- Understand the role of business in society and what “value creation” really means
- The importance of culture and how to intentionally cultivate a desired culture
- Driving organizational improvement with economic and critical thinking, measures and organizational learning
- Encouraging entrepreneurship by articulating responsibilities and ensure accountability with appropriate incentives

DESIGNED FOR

Business owners, CEOs, executives, and managers of all levels will benefit by putting into practice the principles learned in this course.

BENEFITS

The unique concepts and methods detailed in this three day program have been proven to strengthen profits, spur innovation and drive business success.

You’ll learn the key to success not by adjusting your style of management or improving some aspect of communications, but by fundamentally changing the way you approach business at every level of your organization.

This groundbreaking program introduces the proven method of management applied by America’s largest, most successful, privately held corporation, Koch Industries. These established management principles generate maximum efficiency and profitability within internal business units. If you expect more from your organization, your employees and your career you cannot afford to be without this program.

OUTLINE

INTRODUCTION TO MBM AND GOOD PROFIT

- Role of business in society
- Economic means vs. Political means
- Creative destruction
- Experiential discovery

VISION

- Vision development
- Optimizing resources
- Point of view

VIRTUE AND TALENTS

- Virtue vs. talent
- Virtue/talent matrix
- Talent planning
- Guiding principles

KNOWLEDGE PROCESSES

- The value of knowledge
- Measures
- Benchmarking
- The challenge of process

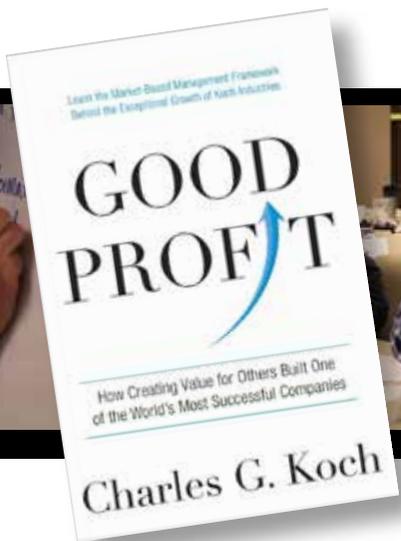
DECISION RIGHTS

- Decision traps
- Decision making framework
- Roles, responsibilities and expectations

INSTRUCTOR

Doug Karber, Vice President, INVISTA

has worked for Koch Industries for 17 years in a variety of leadership roles, including commercial, corporate development, strategy and finance. Prior to Koch, he held finance and planning roles at PepsiCo, and worked in mergers and acquisitions for the Fourth Financial Corporation.



Enroll early! There are reading assignments that need to be completed prior to attending the class. If you register for the class, receive the book, and do not attend the class, a \$50 book fee will apply.



Register online: www.cmd.wichita.edu

For more information contact:
Center for Management Development
316-978-5144 • 1-800-992-6345
Paula.Seiwert@wichita.edu



This three-day program details the unique management concepts and methods that have been proven to strengthen profits, spur innovation and drive business success in the marketplace. You'll learn the key to success is not just by adjusting your style of management or improving some aspect of communications, but by fundamentally changing the way you approach your business at every level.



This groundbreaking program introduces the management method applied by Koch Industries, America's largest, most successful, privately-held corporation. These established management principles generate maximum efficiency and profitability within internal business units. If you expect more from your organization, your employees and your career, you cannot afford to miss this program.

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Presented by Center for Management Development

Enroll today at: www.cmd.wichita.edu
 For more information contact Paula Seiwert:
 316-978-3118 • 1-800-992-6345
 Paula.Seiwert@wichita.edu

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Center for
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 DEVELOPMENT**

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THE KOCH PHILOSOPHY

This seminar is an introduction to the fundamental aspects of Market-Based Management® (MBM®). MBM® is the management philosophy that powers Koch Industries, Inc., one of the largest and most successful privately-held global companies. Developed during the past 50 years by Charles G. Koch, Chairman of the Board and CEO, MBM® is a holistic approach to management that enables an organization to succeed long-term by applying the principles that cause a free society to prosper. The essence of MBM® is creating real, sustainable value for customers, communities and companies. MBM® encourages innovations that create value by making people's lives better and contributing to prosperity in society. MBM® also provides in-depth instruction for a number of topics, including vision, hiring and talent management, knowledge processes, accountability, and incentives.

GUIDING PRINCIPLES

These principles help strengthen and position Koch's businesses to create superior value for customers around the world.

- Integrity
- Compliance
- Value Creation
- Principled Entrepreneurship
- Customer Focus
- Knowledge
- Change
- Humility
- Respect
- Fulfillment

“Market-Based Management® is one of the main sources of Koch Industries' success. We believe that any business can benefit tremendously from these principles.”

– Charles G. Koch, Chairman & CEO, Koch Industries