

**The Path to the Executive Suite:  
Developing and Advancing Leaders with E-Learning  
TU313, Tuesday, June 5, 2007 4 to 5:30PM, Room B 216**

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- Learning Objectives:
  - ⇒ 1. Assess diverse needs, competencies, and behavioral preferences  
of senior managers to gather key information for e-learning program  
design
  - ⇒ 2. Design and deliver digestible, timely material that demonstrates  
clear, immediate value to its executive audience

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**DCU On-Line**



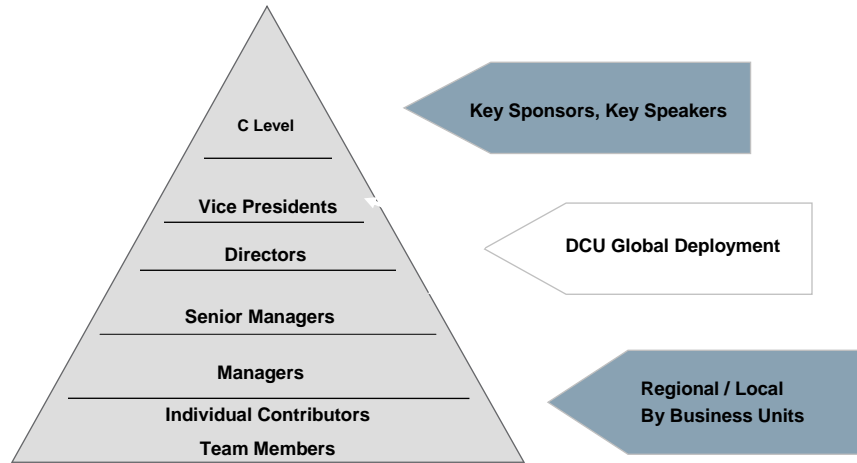
**Auburn Hills  
Michigan,  
USA**



**Stuttgart  
Germany**

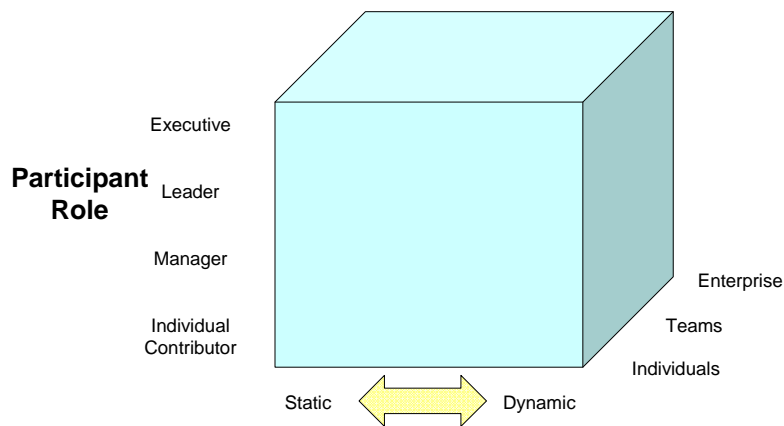
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## Enterprise-Wide Training and Development



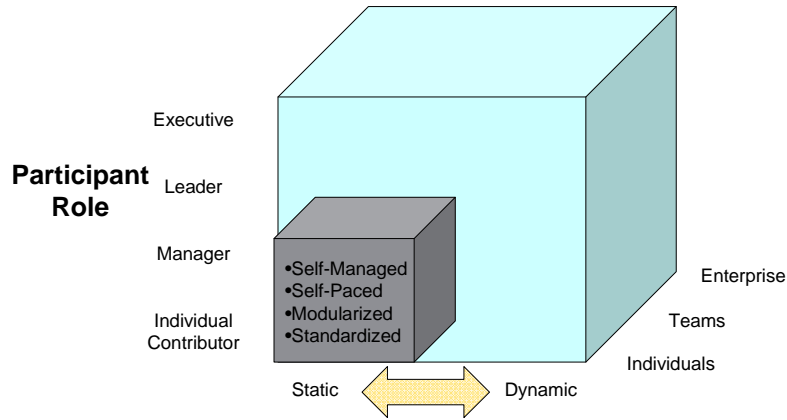
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## Available Learning Space



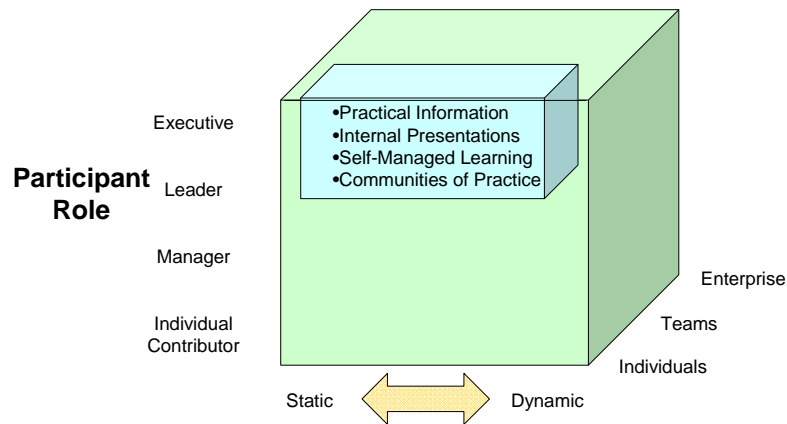
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## A Typical e-Learning Space



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## DCU On-Line A Virtual Learning Environment



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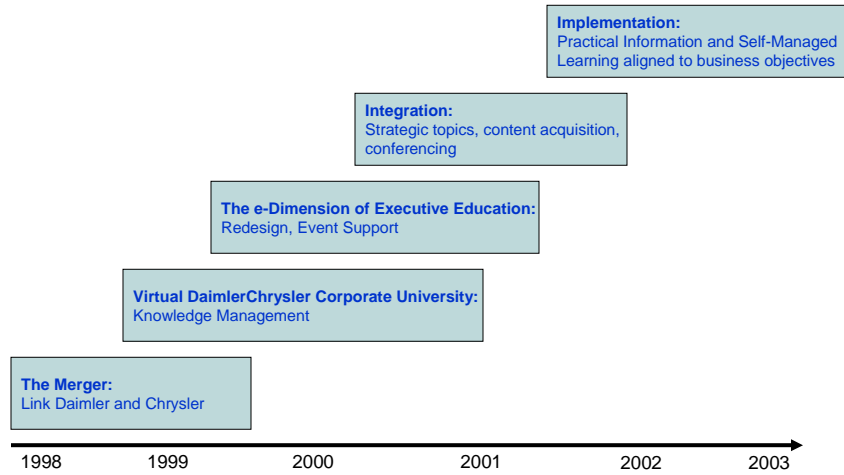
**Strategy for DCU On-Line**

- To establish DCU On-Line as the preferred resource for executive level information and self-managed learning that is professional, practical and user friendly.
- To partner with providers that offer the highest quality services at the most competitive prices in the area of content, programming and hosting.
- To benchmark and compare best practices of other On-Line providers so that DCU On-Line is considered “best in class” as a performance support system among its executive audience and business peers.

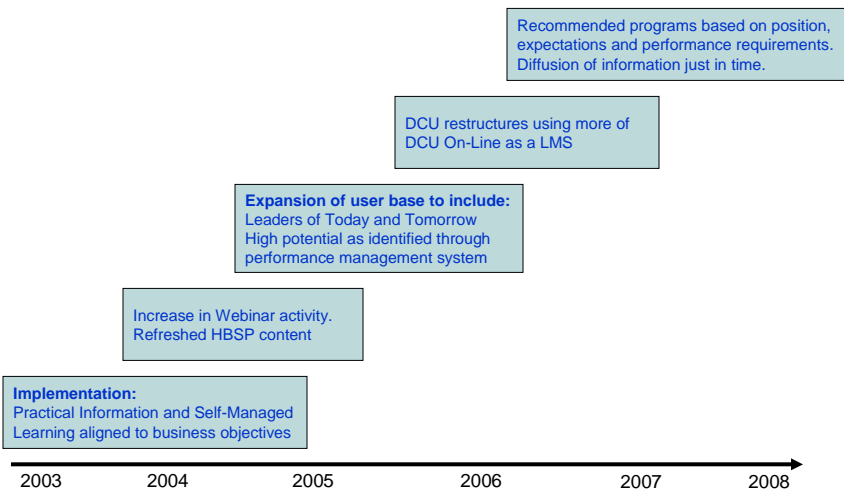
**DCU On-Line**

A Virtual Learning Environment that, as an alternative to face to face education, provides practical business information, self- managed learning and communities of practice so that decisions are made, problems are solved and plans are implemented in the executive community.

## DCU On-Line: Historical Timeline



## DCU On-Line: Historical Timeline



## Practical Information and Self-Managed Learning For the Executive Community

- **Business Acumen**
  - What's happening across the enterprise?  
Competition?
- **Management Tools**
  - Performance Management Process (LEAD),  
Scorecards
- **Interpersonal Skills**
  - Communication, Conflict, Cross-Cultural Competence
- **Leadership**
  - Vision, Mission, Strategy, Direction
- **Personal Well Being**
  - Work and Family, Stress Management, Time  
Management

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## Marketing and Communication

- **Incumbent Target Audience**
  - 6000 globally dispersed executives via Lotus Notes
- **Newly Appointed Senior Managers**
  - Introduced to DCU On-Line, its content and capability  
during their participation at the mandatory Senior  
Manager Seminar
- **Communities of Practice**
  - Self-Initiated by groups seeking a common platform to  
continue to communicate around a specific issue.  
Cohort attending various seminars.
- **Reminders**
  - Corporate events, goal setting, performance feedback,  
and articles of common interest to the target group.

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## Products and Services Current Portfolio

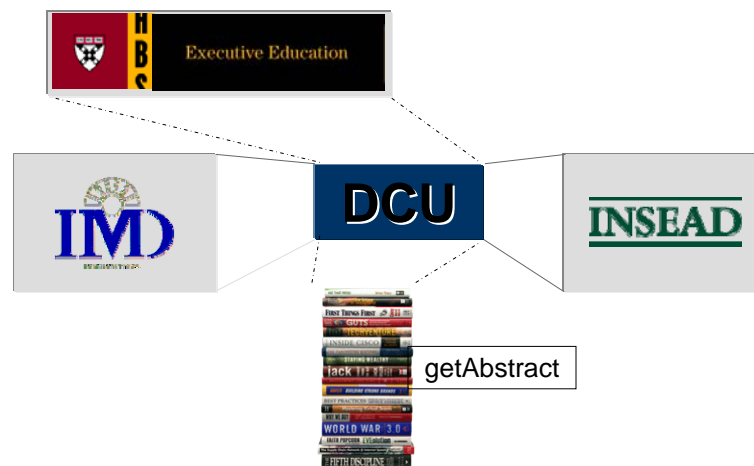
### ▪Content Includes:

- Harvard Business School Publishing OnPoint Articles
- Harvard Business School Publishing's Harvard ManageMentor™ Curriculum
- Business book abstracts through getAbstract
- Selected internal presentations

### ▪DCU On-Line provides support to include:

- Access to personality and preference assessment instruments
- Cultural Orientations Indicator®
- Registration for traditional learning venues
- Pre and Post coursework

## External Partners of DCU On-Line



# DAIMLERCHRYSLER

## Leader as Coach

DAIMLERCHRYSLER

### Leader As Coach

#### Pre-work

#### Pack and Go Sessions

- Introduction
- Driving Results through Employee Development
- It Starts With Me
  - Dimension of Leadership Profile
  - MBTI
- Personal Vision
- Building Trust
- Coaching Conversations
- Performance/Development
- Newly Promoted/Leadership Transition
- Change and Transition
- Work – Life Blending
- Diversity

#### Continual Development

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## DCU On-Line

The screenshot shows the DCU Front Page with the following content:

- Navigation:** Corporate Home, Worldwide, Search, SiteMap, Help, Logout
- User Greeting:** Hello Debra K Sibilsky
- Front Page Section:**
  - Managing German-American-Japanese Relationships (Seminar)
  - Saving your Rookie Managers from Themselves (Article)
  - Successfully Working in Germany (November 2003) (Seminar)
  - Successfully Working in Remote and Virtual Teams (November 2003) (Seminar)
  - The Essence of Successful Leadership - Collection Overview (Article)
  - The Performance Challenge (Book Summary)
- Search:** Input field with "coaching" and a Search button.
- Taskbar:** Shows the start button and several open applications.

The screenshot displays a PDF document with the following content:

- Header:** FROM THE HARVARD BUSINESS REVIEW
- Section:** OnPoint
- Text:** Here's how some of the most respected and enduring CEOs of our day manage their companies' valuable assets—their employees.
- Article Title:** The Essence of Successful Leadership
- Section:** Overview
- Article Title:** Common Sense and Conflict: An Interview with Disney's Michael Eisner
- Author:** by Suzy Wetlaufer
- Taskbar:** Shows the start button and several open applications.

## DCU On-Line

The screenshot shows the DaimlerChrysler Corporate University website in Microsoft Internet Explorer. The page is titled "Front Page" and greets the user "Debra K Sibilsky". A navigation menu includes "Corporate Home", "Worldwide", "Search", "SiteMap", "Help", and "Logout". A search bar contains the word "coaching".

Program Name	Category	Format
Coaching (English language) - Harvard ManageMentor	Interpersonal Skills	Web-based Training
Coaching for Results	Interpersonal Skills	Web-based Training
Coaching (German language) - Harvard ManageMentor	Interpersonal Skills	Web-based Training
Comparing the Business and Social Interaction Styles of Germans and Americans		Article
Cross Cultural Competence	Asia/Pacific Corner, Cross-cultural Know-how	Link
Cross-cultural Negotiations (November 2003)	Cross-cultural Know-how	Seminar

## DCU and Harvard ManageMentor™

The screenshot shows the details page for the "Coaching (English language) - Harvard ManageMentor" program. The page title is "Coaching (English language) - Harvard ManageMentor" and it is described as "Web-based Training by Harvard Business School".

**Description/Summary**  
**This topic contains relevant information on how to**

- plan and set up a coaching session for success
- conduct a coaching session using a variety of coaching techniques
- provide ongoing support and follow through for the person being coached.

**Additional information includes:**

RELATED CONTENTS

- Coaching (German language) - Harvard ManageMentor

# Harvard ManageMentor



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# Harvard ManageMentor



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## Elements of Harvard ManageMentor



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## Index



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## DCU and Harvard Business School Publishing

- Currently 271 Harvard materials available
- Articles and Book Summaries
- Web-based Training
- Case Studies
- English and German language

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## Next Steps for E-Learning

- iPod Simulcasts
- Archived Best Practices
- Coach at Hand
- My Cliff Notes



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## Sharing E-Learning Ideas



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# Putting it all Together Action Steps for a Successful Executive Learning Initiative

Answer the following questions;

- ⇒ What are we trying to accomplish?
  
- ⇒ When will we know we've reached our goal?
  
- ⇒ How can we translate the goal into an economic value-added?
  - ⇒ Return on Investment  $\geq$  \$\$,€,¥,£
  
- ⇒ What soft benefits can be derived from this initiative:
  - ⇒ Value of Investment  $\leq$  Engagement, Morale, Relationships
  
- ⇒ Who's most supportive for this initiative?
  - ⇒ How can we get them to sponsor, endorse and /or contribute to the deployment of this initiative?
  
- ⇒ Who's least supportive for this initiative?
  - ⇒ How can we encourage at least a neutral commitment?
  
- ⇒ How do we intend on celebrating our success?
  
- ⇒ How do we intend on capturing our lessons learned?

**GO GET IT!**