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15 years career path spanning across the UAE, the UK, & Russia

Featured in the Power Issue 2020 edition of Emirates Women

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Key Note Session

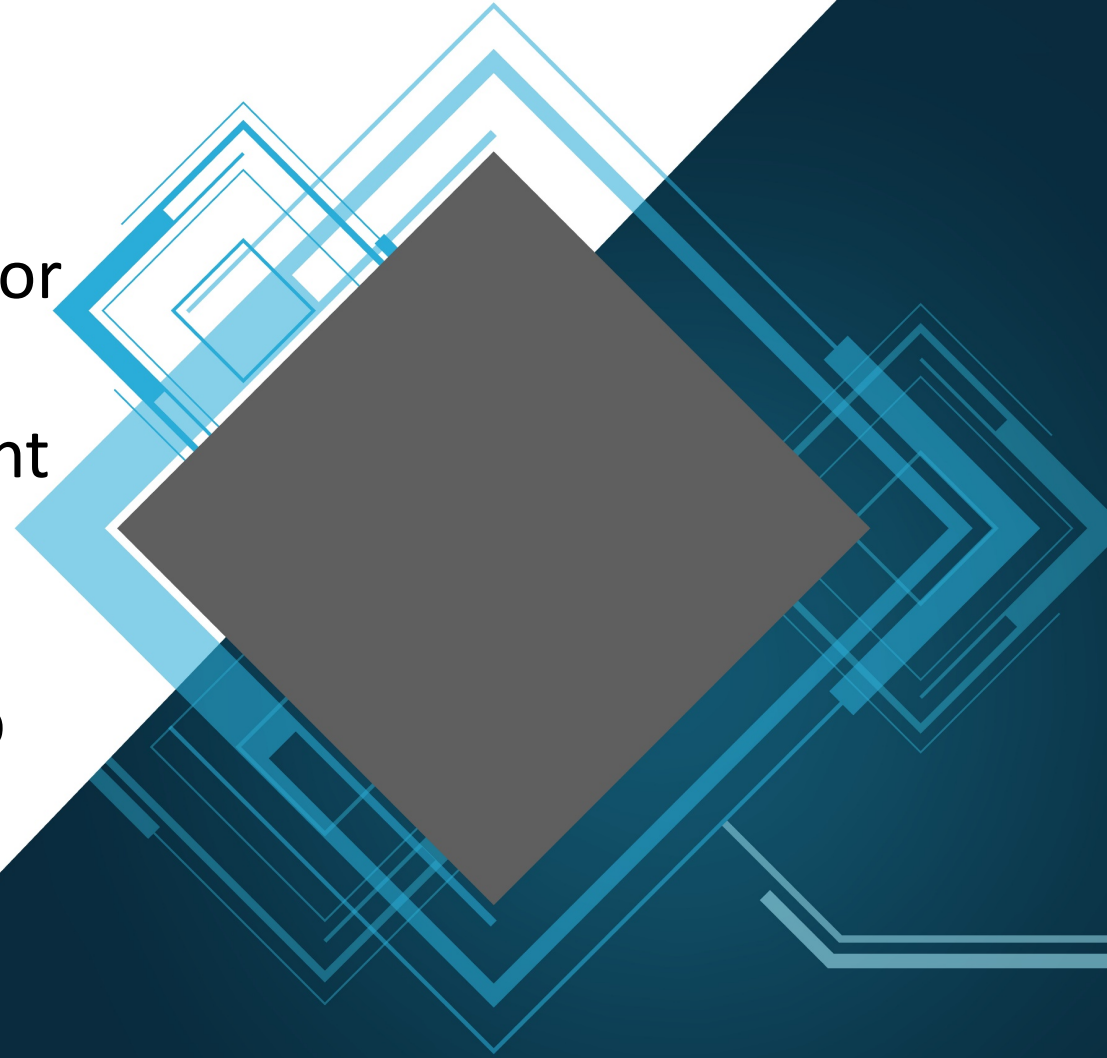
**“Executive Education:
what is the future transformation?”**

By Anna Schebsdat

25th March, 2021

Session's Overview

- The outlook in the Executive Education sector
- Your development as a life-time commitment (mid & senior career level)
- How **Executive Education** helps you to keep producing excellence professionally and personally



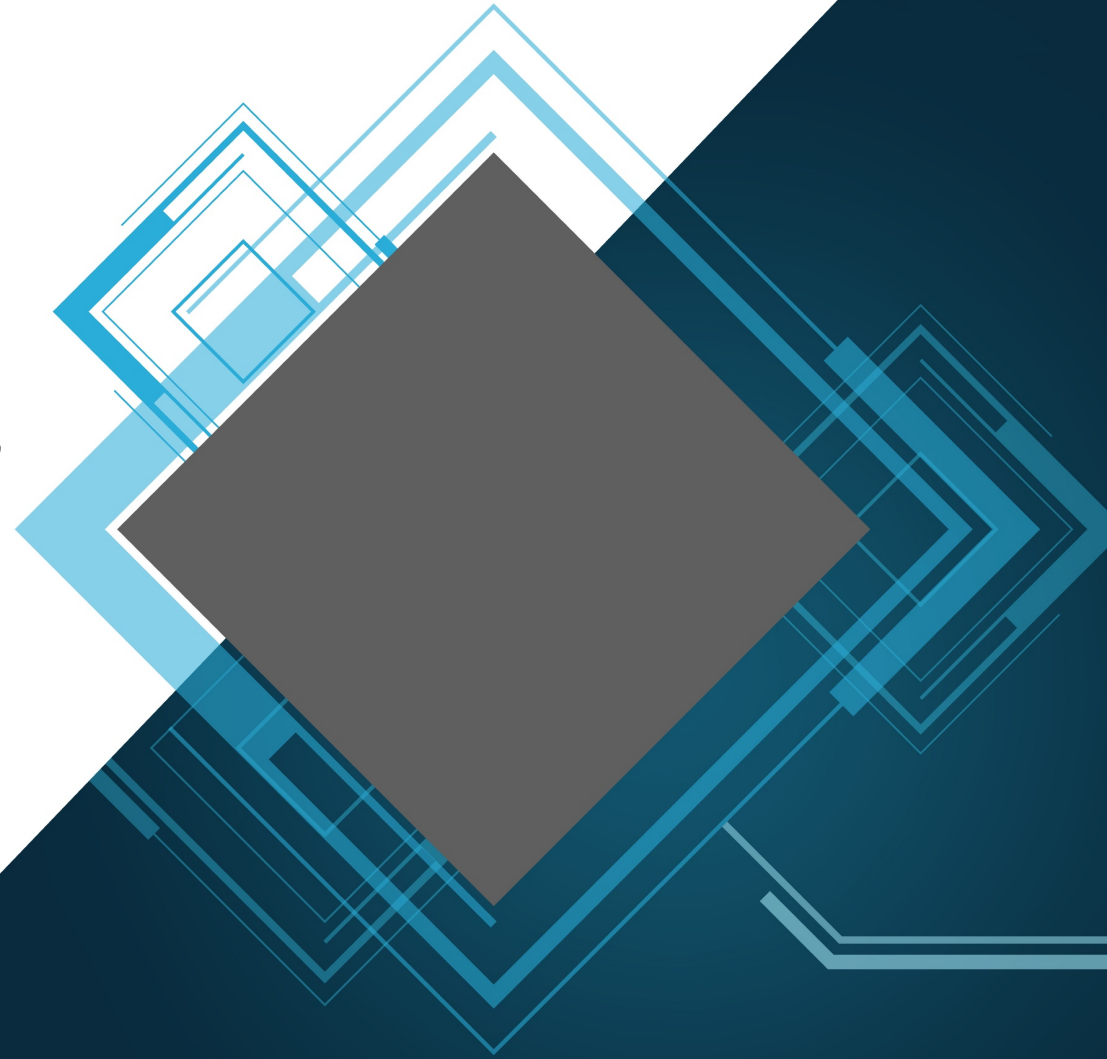


3 Main Objectives of this Session

1. Transformation of Education – disrupting inequality in education
2. Importance of life-time learning enabled by technology
3. First-hand recommendations

“The capacity to learn is a gift;
the ability to learn is a skill; the
willingness to learn is a **choice.**”

Brian Herbert

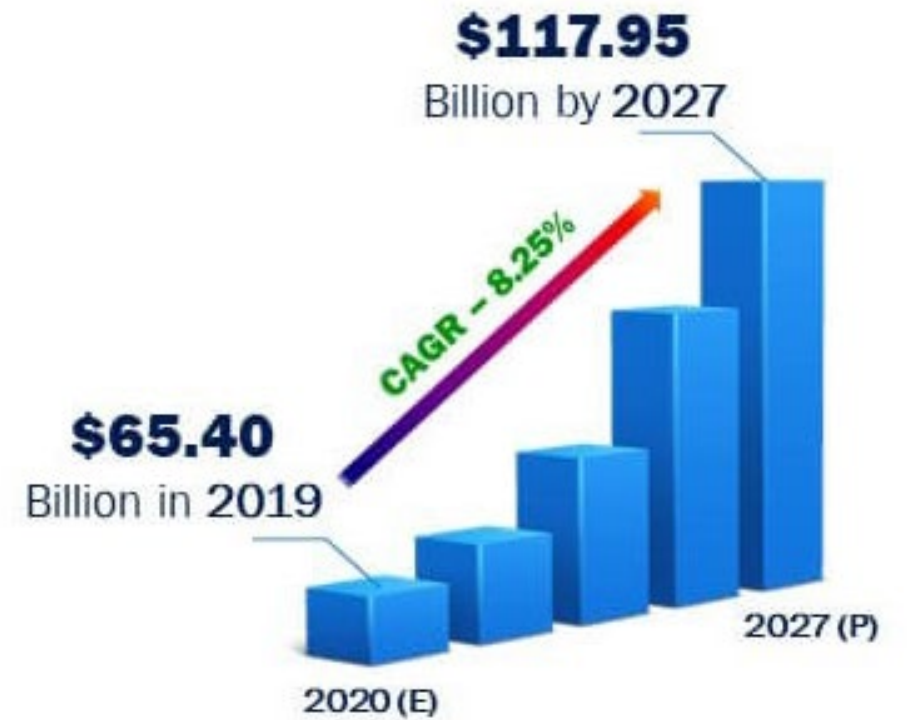




The Outlook

The Outlook

Global Higher Education Market, 2020-2027



**Verified Market Research, 2021*

- Overall Education industry challenged by Covid-19: format, form and channels
- Ambiguous world
- Education as the **national priority** in particular in the UAE, Saudi Arabia and Qatar
- Broad remote employment and higher competition (fast-changing business demands)
- Personalized learning on the rise (accelerated AI-led instructions)

- Challenge for traditional education/business schools – over night shift to digital classroom
- Physical contact replaced by visual contact
- Breed of new digital education providers challenging academia (**alt-MBA**)
- The technology as an additional tool to **explore, access and experience**
- Deeper learning – **convergence** of multiple fields changes channel, conditions and the impact of learning (robotic education)



Transformation of Education: Disrupting Inequality in Education

- ❖ Accessibility in terms of top educational institutions (Columbia, Harvard, MIT etc)
- ❖ **Quality** raised by technology and other institutions continue to step up
- ❖ Ease of access: Accessibility in terms of geography (flexible classrooms)
- ❖ Information democratization (**cost, speed, access, on demand delivery**)



The Covid-19 impact:

a significant reset into a more **creative and blended way**
of delivering Executive Education



Continuous Learning Journey



Importance of life-time Learning (enabled by technology)

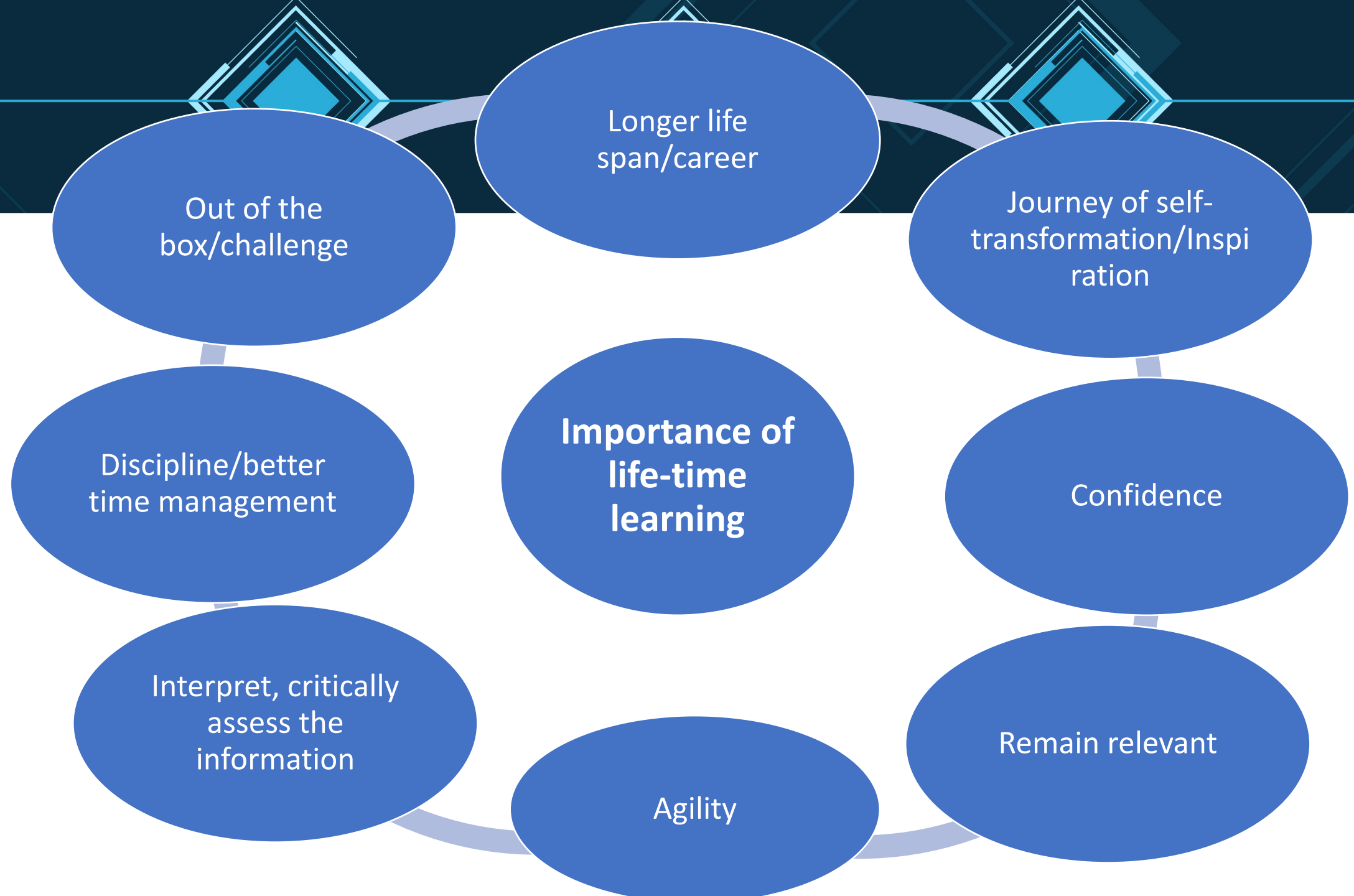
- Upskilling (improve)
- Reskilling (new)
- Covid-19 – **change management** lesson for us
- Right content at the right time through the right channel
- Hybrid classroom/increase in blended learning




Old way: “Here is something to remember”

New way: “Here is a problem to solve”

- Longer degree vs shorter courses – once in a lifetime vs continuous
- **Executive MBA vs Executive Education** - not in competition, but they fulfil two different educational requirements and are complementary
- **Full access to plenty of options** in Executive Education
- 3 key reasons why you would pursue part-time MBA/executive education programme (Learning, Brand and Networking)
- In person networking (personal connection and face to face)





**How much time do
you invest in your
education at the moment?**

When is the right time?

“I don’t have time”

Recommendations

- ✓ Any executive education as a tool – make the most out of it (up to you)
- ✓ **Enabler** for your further future growth
- ✓ What's the value proposition for you?
- ✓ Define your personal learning ability – screen only vs screen interaction vs live interaction
- ✓ Choose action learning heavy curriculum/ immersive experiential learning
- ✓ Your best investment is in your education (no one can take it away from you)



“Leaders are learners”

Brian Tracy

Thank you!

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