

01/25/2012

3:00 pm - 4:00 pm

Prerequisite: None

## **W4CC049 GE Crotonville: Reimagining Leadership Education for the Global Marketplace**

**David Levo, Senior Associate, Perkins Eastman**

### **Session Description:**

This session looks at the reinvention of General Electric's Global Leadership Education Center in Crotonville, New York, as it seeks to remain the vanguard of business education. This process involves recasting GE's training content (curriculum), experience (delivery and learning), and environment (facilities) as an integrated whole, requiring a bold move away from rote learning towards experiential and trigger learning. This shift requires a mix of highly diverse spaces, many from outside the realm of business education, and tackles issues such as excessive technology saturation, creating human connections, and crafting experiences that can fundamentally change worldviews.

### **Learning Objectives:**

1.) Explore how large and complicated corporations approach curriculum development and leadership training in a global context. 2.) Learn about the advantages that come from the simultaneous examination of content, experience and environment. 3.) Learn about innovative education strategies such as experience and trigger based learning. 4.) Explore how facilities can support changing curriculums and yield new possibilities.

**Room: S210D**

**AIA CEH: 1 LU**