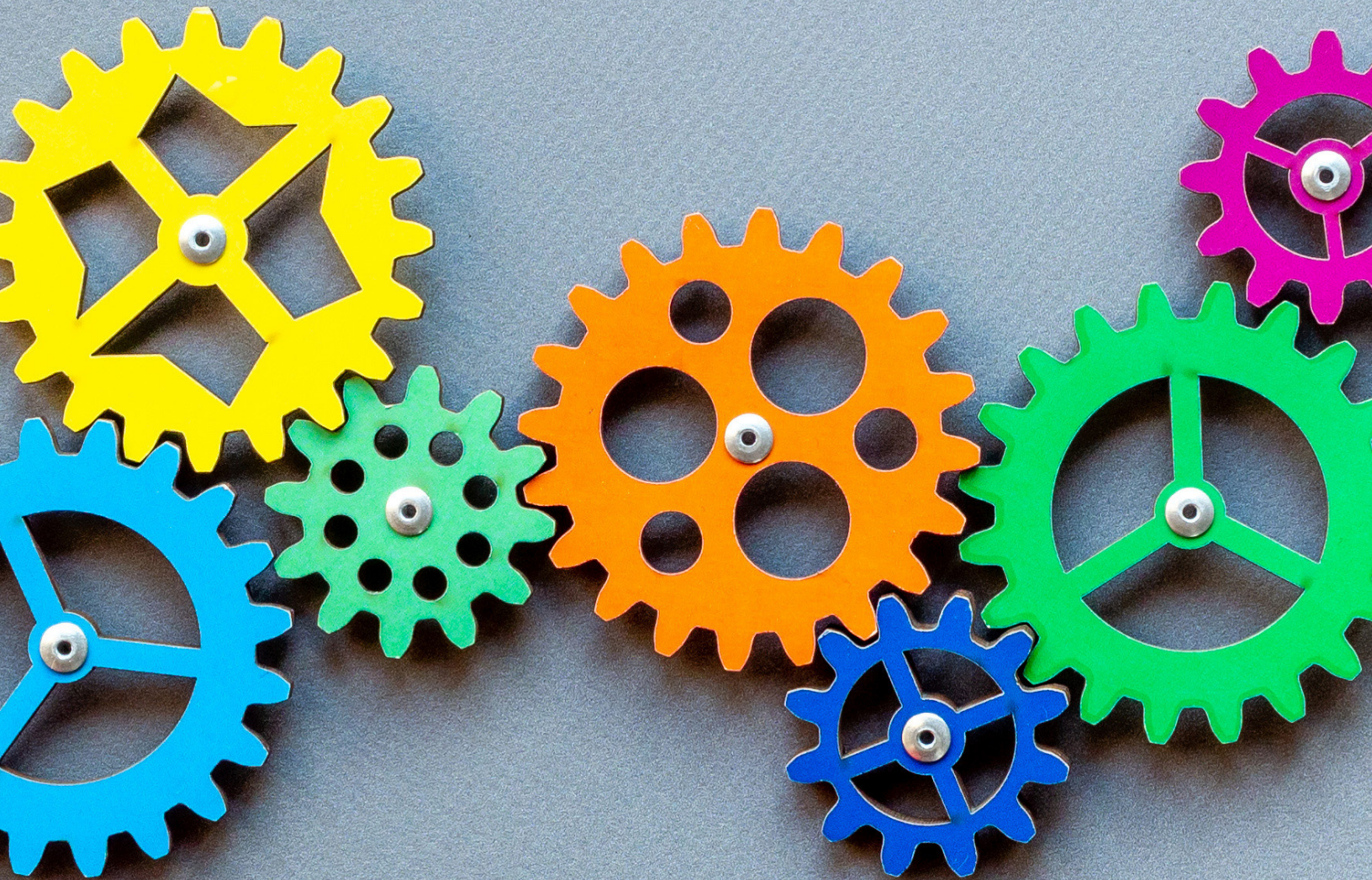


BUSINESSES FOR INCLUSIVE LOCAL THRIVING (BILT) LAB





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WHEN

TBD

PRICE

\$13,000 per participant*

Teams of 3: \$33,150

Teams of 4: \$44,200

Teams of 5: \$55,250

**Individual participants are welcome, but we encourage companies to send teams of three or more for maximum impact (and savings).*

WHERE

Hybrid: Cambridge, MA and Live Online

EXECUTIVE CERTIFICATE TRACK

Management and Leadership

The BILT-Lab is a research, education, and action learning opportunity for business leaders who want to tackle their company's talent needs and accelerate regional innovation and resilience. The course will bring together both private and public sector leaders to share and learn how to design and accelerate inclusive local talent development programs, reduce barriers to workforce participation, improve the local quality of life, and boost energy security and ecosystem health.

Ideal participants are invested in building the prosperity of their local communities and are ready, willing, and able to analyze existing initiatives and identify programs that are ready to scale. Participants should be willing to approach problems with curiosity, and to share experiences openly with peers to support shared learning.

Led by renowned researchers and industry-tested professionals, the BILT-Lab will identify and highlight impactful, place-based investments that produce measurable economic, social, and environmental outcomes. Participants will learn about and implement solutions for inclusive talent development and community health that companies can deploy inside their walls as well as outside in the communities where they operate.

By bringing business leaders and their academic, non-profit, or government partners together participants will help regions and cities find new and innovative solutions to local problems, and generate a clearinghouse of best practice case examples.

Completing this course will allow participants to build trusted, working relationships across sectors with the goal of helping their communities thrive.



WHY BILT FOR EXECUTIVES?



Participants in this course will:

- Learn best practices for shaping local and state policy; piloting and scaling change interventions; attracting state and national funding; engaging other business leaders in a vision for change; building trust with diverse local stakeholders; connecting their personal purpose and legacy to their present-day change goals; and identifying common stumbles to avoid in their change project
- Explore pathways for successful partnership at the intersection of business and policy
- Develop and strengthen a network of like-minded business executives and other leaders from education, government, non-profit, and community
- Interact with key leaders from across sectors, including prominent special guests
- Explore business challenges from a policy lens and government programs from a private sector point of view
- Critically examine and evaluate their own region's workforce strategies and advise others on overcoming challenges and avoiding common mistakes

IDEAL CANDIDATES FOR BILT

- Human Resources/People Managers
- Corporate Planning and Strategy Executives
- Community Relations Managers
- Chief Sustainability Officers
- Executive VPs
- COOs
- VPs of Talent Development, Recruitment, Workforce
- Other senior managers with leadership responsibility

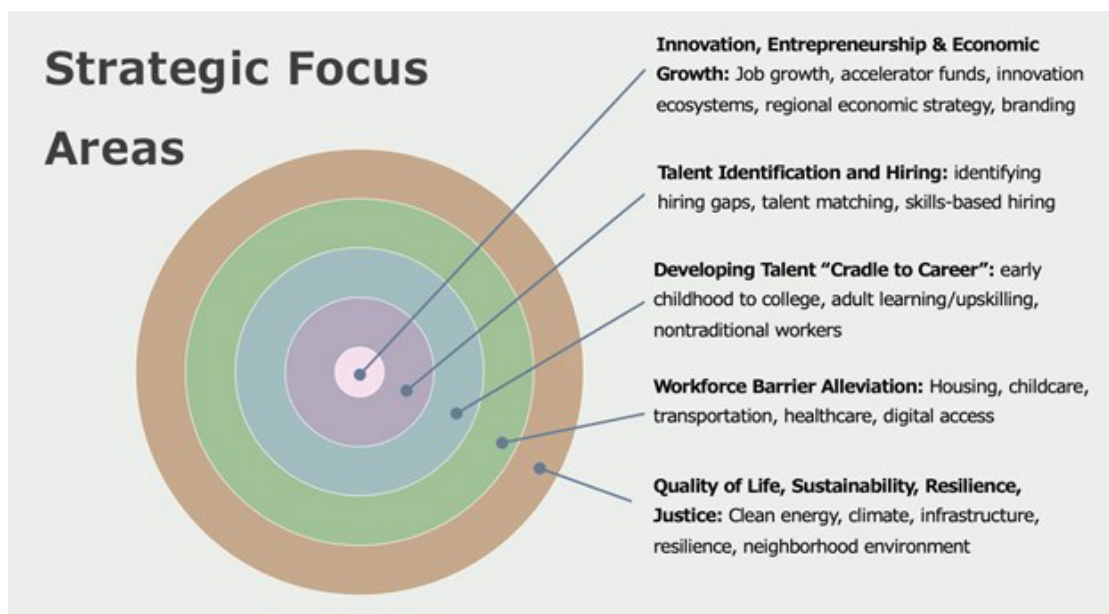
Participants should be sponsored by the CEO of their company. Companies are strongly encouraged to sponsor one or more community leaders from the education, nonprofit, or government sectors to attend the BILT-Lab in order to get the “system” in the room to help define their performance goal and its solutions. Companies are strongly encouraged to attend alongside peers who share their commitment and are willing to collaborate in building and scaling an inclusive workforce development pipeline.

Learn more: executive.mit.edu/bilt

COURSE HIGHLIGHTS



- This course runs over thirteen weeks with an estimated 6–8 hours per week of learning and activities to apply course concepts to existing work priorities
- This course is delivered in a hybrid model with two in-person sessions on the MIT Sloan campus in Cambridge, MA; the remaining sessions will be online
- Participants will define and advance a performance goal that is aligned with their existing priorities and represents a challenge for their organization and for themselves personally. The course faculty, coaches, and peers will support them in making measurable progress on their goal and preparing a plan for continuation after the conclusion of the course
- Participants will learn through a variety of formats including content delivered by guest speakers and academic experts, executive and peer coaching, between-session assignments, dialogue and learning forums, and presentations they will prepare and deliver during sessions
- Participants will have access to an MIT faculty member and coach to support them in accomplishing their course objectives, plus support from MIT Sloan Executive Education to answer administrative or technical queries
- Participants will earn a certificate of course completion from MIT Sloan Executive Education



An example of how local issues are nested, starting with the core of economic growth and talent development.

SAMPLE SCHEDULE



Sample outline of each week in the BILT Lab:

- March: 2.5-day on-campus launch at MIT Sloan
- March–May: Six live online sessions*
- June: 1.5-day on-campus conclusion

**The recommended weekly time commitment for core content is 4–5 hours, taking into account the busy lifestyles of working professionals, with an additional 2–3 hours recommended for non-compulsory weekly extension activities, should participants have the time. Each module is released weekly, allowing a flexible but structured approach to learning. Participants will be supported as they engage in individual activities and group discussions, ensuring they feel confident to submit their best work at each weekly deadline.*

MID-MARCH: SESSION 1 (ON CAMPUS)

How Investing in Thriving Communities Works: Foundational Frameworks, Practices, and Defining Your Seed Goal

Includes Special Guest Speaker

LATE MARCH: SESSION 2 (ONLINE)

Analyzing Your Purpose and Shared Goals

EARLY APRIL: SESSION 3 (ONLINE)

Mapping and Engaging Stakeholders to Build a Campaign for Change

MID-APRIL: SESSION 4 (ONLINE)

Personal Dimensions of Complex Change: Listening and Building Trust

LATE APRIL: SESSION 5 (ONLINE)

Future of Work: Understanding Demand and Building Demand-Driven Programming

EARLY MAY: SESSION 6 (ONLINE)

Funding Work: Mechanisms for Funding Workforce Development and Addressing Barriers to Entry/Success

MID-MAY: SESSION 7 (ONLINE)

Analyzing Success: Data and Workforce - How ROIs Fit Into Community Investments

EARLY JUNE: SESSION 8 (ON CAMPUS)

Presentations and Lessons Learned: Keeping the Bridge Across Sectors Open and Active

Includes Keynote Address



MEET THE CO-FOUNDERS



KATE ISAACS

MIT Sloan Senior Lecturer

Kate Isaacs advises senior leaders and teams on organizational strategy and innovation-focused stakeholder partnerships that generate economic and social value. She draws on design thinking, system dynamics, and developmental psychology to help leaders create conditions for collective intelligence, agile performance, and transformative change. She is a Shadow Work coach who focuses on the positive potential in people and organizations—transforming obstacles and habits that block people’s natural orientation towards creativity, growth, and health.



TOM GIORDANO

Executive Director, Partnership for Rhode Island

Tom Giordano is an experienced advisor to CEOs and Governors and a nationally recognized fundraising and social impact executive focused on creating spaces for collaboration around infrastructure, sustainability, education and the workforce. He holds a bachelor’s degree in political science from Providence College and an MBA from New York University’s Stern School of Business. Tom is a resident of Rhode Island and serves as a local volunteer and public school parent.

FEATURED FACULTY



PHIL BUDDEN

MIT Sloan Senior Lecturer, TIES

Phil Budden focuses on innovation-driven entrepreneurship (IDE) and innovation ecosystems. His approach combines academic, historical and real-world perspectives on how different stakeholders can all contribute to building successful innovation ecosystems.



ROBERTO FERNANDEZ

MIT Sloan Professor Post Tenure of Organization Studies

Fernandez currently serves as the co-director of the Economic Sociology PhD Program and served as the head of the Behavioral and Policy Sciences area from 2008-2010. His research focuses on the areas of organizations, social networks, and race and gender stratification. Fernandez has extensive experience doing field research in organizations. His current research focuses on the organizational processes surrounding the hiring of new talent.



MALIA LAZU

MIT Sloan Lecturer, TIES

Malia Lazu, an award winning, tenured strategist in diversity and inclusion has sparked deep economic development and investment in urban entrepreneurship for over twenty years. In her most recent role as EVP and Regional President at Berkshire Bank, Malia worked to generate wealth for communities by expanding access to capital and spurring economic growth—especially in communities of color that have traditionally been left behind.



CEASAR MCDOWELL

Professor of Practice of Civic Design

Ceasar McDowell is a Professor of the Practice of Civic Design at MIT and Associate Head of the Department of Urban Studies and Planning. He is also Associate Director of the MIT Center for Constructive Communication, and Chair of the Master in City Planning Program within DUSP. Ceasar teaches on civic and community engagement and the use of social technology to enhance both. His current work is on the design of civic infrastructures and processes to connect the increasingly demographically complex public. He co-hosts the WeWhoEngage a podcast series on civic design.

**Faculty may be subject to change.*

GUEST SPEAKERS



JENNIFER BENSON

Principal at TSK Associates

Jennifer is a policy expert who teaches business leaders how to influence legislation and public policy. At TSK, she advises renewable energy clients on how to impact Massachusetts decarbonization efforts. Before joining TSK, she served for three years as President of the Alliance for Business Leadership (ABL), and for 11 years as an elected Massachusetts State Representative.



ALEJANDRA CASTILLO

Assistant Secretary of Commerce for Economic Development

The eldest child of immigrants from the Dominican Republic, Castillo is the first woman of color to be appointed Assistant Secretary of Commerce for Economic Development. In this role, she leads the U.S. Economic Development Administration (EDA) and is responsible for fulfilling the bureau's mission of leading the federal economic development agenda.



DICK GOCHBAUER

Co-Founder, CLAOC Managing Partner, SoCal Master Fund

Dick Gochbauer is Managing Director and Board Member at Southern California Master Fund, which supports entrepreneurial innovation, and Co-Founder of the CEO Leadership Alliance, Orange County California, which helps shape a positive future for all OC residents. Dick retired in May of 2011 as Chief Executive Officer of Essendant, a Fortune 500 wholesale distributor of office and business products in the US, and currently serves on multiple company boards.

**Guest speakers may be subject to change.*



GUEST SPEAKERS



BRAD HEWITT

Retired CEO, Thrivent Financial

Brad Hewitt served from 2010 to 2018 as CEO of Thrivent Financial, a Fortune 500 company and the country's largest fraternal benefit society. He serves on multiple boards, has chaired Habitat for Humanity, and served as co-chair of the Itasca Project in the Twin Cities, now part of Greater MSP, an employer-led civic alliance focused on building a thriving economy and expanding prosperity for all.



FRANCESCA IOFFREDA

Founder, Breakthrough Strategy Partners; Nonresident Senior Fellow, Brookings Metro

As CEO of Breakthrough Strategy Partners, a consulting firm focused on economic development, Ioffreda has supported regions on their place-based development strategies for the Economic Development Administration's \$10B Tech Hubs program and worked with business and civic alliances across the country to develop shared impact models to address talent and opportunity gaps. As a Senior Advisor to the Bloomberg Center for Cities at Harvard University, Ioffreda is helping create an economic development curriculum and strategy for the Center's future expansion.

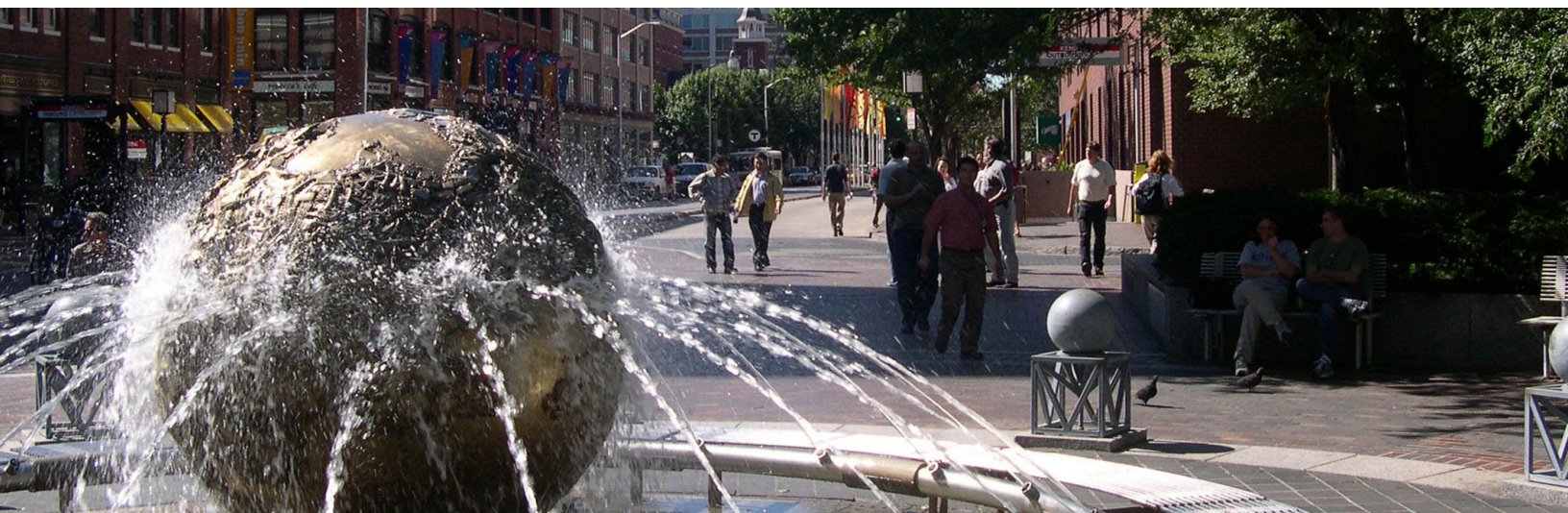


BRUCE KATZ

Co-Founder of New Localism Advisors

Bruce J. Katz is an expert in helping cities define unique, differentiated strategies and create convincing applications that attract major federal funding. The organization he co-founded, New Localism Advisors, helps cities design, finance and deliver transformative initiatives that promote inclusive and sustainable growth.

**Guest speakers may be subject to change.*



GUEST SPEAKERS



FRED KELLER

Founder of Cascade Engineering

Fred Keller started in Grand Rapids, Michigan in 1973 with a belief that treating employees with dignity and respect is fundamental to business success. He is a co-founder and chair of TalentFirst, a catalyst for the development of an integrated talent system to meet employer needs throughout 13 West Michigan counties. He serves on multiple boards, and served as co-chair of K-Connect, a Kent County collective impact systems change collaborative.



CHRISTINE ORTIZ

Former Dean of MIT Graduate Education

Christine Ortiz is a higher education leader, board director, nonprofit trustee, professor, engineer, former dean, and social entrepreneur with a passion for emerging integrative research, transformative pedagogies, social mobility and impact. She has led large cross-disciplinary teams and research grants. She also participates in board service across sectors and has experience in executive leadership, corporate governance, capital allocation, government and regulatory affairs, international business, strategic planning, and community engagement..



JOHN RICE

First Nations Elder Knowledge Keeper, Orillia, Canada

John Rice is a Ojibwa and a 3rd Degree member of the Three Fires Midewiwin Society. He has made it a life passion to study the “Mlikaans” Teachings which are about the whole development of the human before, during and after life. John is a Storyteller, Big Drum Carrier, Ceremonilist, Singer and Dancer who brings a unique perspective on “place” to place-based talent development and systems change.

**Guest speakers may be subject to change.*



PROGRAM REQUIREMENTS



To attend the program, applications must demonstrate commitment in three domains:

COMMITMENT TO OPPORTUNITY

Dedication to diverse talent pipelines, closing the opportunity gap, and driving inclusive economic growth

COMMITMENT TO REGION

Lifting up not only your internal needs, but local and regional needs as well

COMMITMENT TO SHARE

Come curious, able to listen and learn, and willing to support shared learning

SPEAK WITH A PROGRAM DIRECTOR



Meg Regan
Senior Director,
Executive Programs

If you are interested in the BILT-Lab for you or your team and would like to speak with a Program Director, **please email Meg Regan at maregan@mit.edu** to schedule a one-on-one call.



MIT MANAGEMENT
EXECUTIVE EDUCATION

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Learn more: executive.mit.edu/bilt