



International Council
for Small Business
Advancing Entrepreneurship Worldwide



ICSB
World Congress



ICSB ACADEMY EXECUTIVE EDITION

It takes pure passion, multiple attempts, a lot of grit, and a long-term commitment. The art of starting a business requires entrepreneurs to be on their toes most of the time, shuttling between customers – current, prospective, business partners, business operations, and more. The International Council for Small Business (ICSB) is launching an ICSB Academy Executive Edition that will only be delivered online. Entrepreneurs are the economy's heroes. Policymakers view startups and small businesses from Main Street to Silicon Valley as engines of innovation, economic growth, and overall prosperity.

ABOUT

Executive Edition brings leaders from multiple organizations together for in-person online learning, exploration, and development with a select cohort of ICSB Executive Academy participants. Our program is designed for specific tenures, including high-impact budding entrepreneurs and emerging leaders. We combine the best of ICSB and external experts from industry and academia to share cutting-edge insights and tools. To ensure high-impact learning, this is by application and by invitation only.

LEARNING PILLARS

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1 TRANSFORMATIONAL LEADERSHIP
 Build the ability in yourself and your team to persevere and thrive when faced with complex challenges. Understand how to foster a climate of empathy, breakthrough innovation, and creativity.
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2 GLOCAL STRATEGY
 Immerse in the details but with an eye to global opportunities. Design Think your strategy with a Glocal (Global and Local) integration that directly impacts your industry and organization. Leverage your understanding of how knowledge management and data analytics can be leveraged for business intelligence.
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3 FLAWLESS EXECUTION
 Execution done right is a disciplined process, a logical set of activities by an organization to make a strategy work. Without a deliberate, choreographed approach to execution, strategic goals cannot be attained. The art of management is displayed in flawless execution.

INCLUDES

Certificate, 1 year-ICSB membership HBDI survey, and 1 year of mentor with ICSB.

 **JUNE 29th — JULY 3rd**

 **ONLINE**

 info@icsb.org

 icsb2021.com/academy/



TUESDAY
JUNE 29

DAY 1

KNOW THYSELF

- 10:00 AM - 12:00 PM (EDT)** Opening Session
Led by Ayman El Tarabishy
- 12:00 PM - 1:00 PM (EDT)** Lunch
- 1:00 PM - 3:00 PM (EDT)** Your Marketing Arena
Led by Marc Gruber

WEDNESDAY
JUNE 30

DAY 2

TRANSFORMATIONAL LEADERSHIP

- 10:00 AM - 12:00 PM (EDT)** The Cognitive Worker
Led by Paul Sweircz
- 12:00 PM - 1:00 PM (EDT)** Lunch
- 1:00 PM - 3:00 PM (EDT)** Review of the HBDI
Led by Ayman El Tarabishy

THURSDAY
JULY 1

DAY 3

GLOCAL STRATEGY

- 10:00 AM - 12:00 PM (EDT)** From Idea to IPO
Led by Winslow Sargeant
- 12:00 PM - 1:00 PM (EDT)** Lunch
- 1:00 PM - 3:00 PM (EDT)** Entrepreneurship in the
Travel Industry
Led by Jungho Suh





FRIDAY
JULY 2
DAY 4

FLAWLESS EXECUTION

- 10:00 AM - 12:00 PM (EDT)** Sustainability in a Dynamic World
Led by *Analia Pastran*
- 12:00 PM - 1:00 PM (EDT)** Lunch
- 1:00 PM - 3:00 PM (EDT)** Building Your Personal Brand
Led by *Ruth Dwyer*

SATURDAY
JULY 3
DAY 5

PRESENTATION ON DESIGN THINKING YOUR CAREER

- 10:00 AM - 12:00 PM (EDT)** Creativity and Innovation
Led by *Katia Passerini*
- 12:00 PM - 1:00 PM (EDT)** Lunch
- 1:00 PM - 3:00 PM (EDT)** Final Presentations





EXECUTIVE FACULTY



AYMAN EL TARABISHY



BIO:

Dr. El Tarabishy is the President & CEO of the International Council for Small Business (ICSB) and the Deputy Chair of the Department of Management at the George Washington University School of Business. Dr. El Tarabishy is an award-winning author and teacher. In 2019, the George Washington University New Venture Competition awarded Dr. El Tarabishy 'Most Influential Faculty.' Additionally, he is the only faculty member in the GW School of Business to teach in two nationally-ranked programs. Having developed the first Social Entrepreneurship, Innovation, and Creativity courses offered to MBA and undergraduate students, El Tarabishy is constantly striving to find the perfect balance between tradition and modernization in his teaching pedagogy.

MARC GRUBER



BIO:

Dr. Gruber is a full professor at the College of Management of Technology at EPFL where he holds the Chair of Entrepreneurship and Technology Commercialization (ENTC) and was Vice President for Innovation at EPFL in the 2017-2021 presidency period. Marc also acted as Associate (2013-2016) and as Deputy Editor (2017-2020) at the Academy of Management Journal (AMJ), the highest-ranked empirical research journal in the management domain. Furthermore, Marc is co-author of the book "Where to Play: 3 Steps for Discovering Your Most Valuable Market Opportunities", which introduces the Market Opportunity Navigator - a practical business tool that was recently added to the 'Lean Startup' toolset by Steve Blank and is used by tens of thousands of startups and established firms to improve their capabilities in opportunity identification and new wealth creation.



EXECUTIVE FACULTY



KATIA PASTRAN



BIO:

Katia Passerini, Ph.D., is a nationally recognized knowledge management scholar with extensive higher education experience, has been appointed Provost and Executive Vice President (EVP) of Seton Hall University. Passerini currently serves as the Lesley H. and William L. Collins Distinguished Chair and Dean of the Lesley H. and William L. Collins College of Professional Studies at St. John's University.

WINSLOW SARGEANT



BIO:

Winslow Sargeant is the Senior Advisor for Globalization and Head of Capital Markets for Genaesis. In this role, he syndicates opportunities with unaffiliated third-party capital partners - both domestically and internationally - facilitating optimized valuations and deal structures. He is also incoming Chair of the Board with the International Council for Small Business (ICSB).

From 2017-2020, Dr. Sargeant served as the President-Elect and Senior Vice President for Development and ICSB Vice President for Partnerships, respectively. During his tenure, he has worked to educate government and non-profit organization leaders on what is required to build sustainable ecosystems for small businesses.



EXECUTIVE FACULTY



PAUL M. SWIERCZ



BIO:

Dr. Paul Michael Swiercz is a professor emeritus of management at the George Washington University School of Business in Washington, D.C. Dr. Swiercz has published more than 35 refereed research articles; his case studies on Home Depot and Delta Airlines have appeared in six best selling strategy text books. His case study (Food Lion vs. the UFCW: Time for a Change?) was selected for the Best Case Award by the 2002 Academy of Management. He has been interviewed by numerous news organizations including CNN and has taught and presented seminars in Greece, Cyprus, France, Germany, Trinidad and Brazil.

ANALIA PASTRAN



BIO:

Analia Pastran is the Founder and Executive Director of Smartly Social Entrepreneurship on the SDGs, New York and Buenos Aires.

Smartly is a social enterprise leading the way in coordinating action to communicate and localize the SDGs within the private and public sectors, in Latin America and beyond. It holds three international awards. In order to mobilize stakeholders and society to meet the SDGs challenge, Smartly has launched key projects, inherent to the principles of the 2030 Agenda like the Local Parliament Network on the SDGs, Sustainable Entrepreneurs, Women 2030, among others. Smartly was chosen by UN Habitat to plan and develop the relaunching of the Urban Journalist Academy (Buenos Aires and Mexico) and it is Associate Partner of the World Urban Campaign.



EXECUTIVE FACULTY



RUTH DWYER



BIO:

Dr. Ruth Dwyer, MD, serves as the Senior Project Manager for the International Council for Small Business (ICSB).

Pivoting pediatricians interested in social entrepreneurship, small businesses, and the SDGs. Ruth has worked on numerous medical startups. She enjoys painting, playing games, shooting hoops, and time with my family.

JUNGHO SUH



BIO:

Dr. Jungcho Suh is a visiting teaching assistant professor of management and tourism studies at the George Washington University School of Business (GWSB). He joined GWSB from the Surrey International Institute at Dongbei University of Finance and Economics (SII-DUFE), China, where he served as assistant professor of tourism management for three years. His areas of expertise include destination branding, destination marketing, sustainable tourism management, social media marketing, hospitality marketing, service management, and the sharing economy.

Dr. Suh teaches undergraduate and MTA courses in hospitality management, digital marketing in hospitality and tourism, destination management, travel marketing communications, and conference and exhibition management. His teaching approach aims to design a collaborative team-based learning environment to cultivate students' leadership and critical-thinking abilities in the context of hospitality and tourism.