



The ABC of Effective Executive Education

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Abstract:

Authenticity, balance and customisation are key ingredients effective educational design. These ingredients are of even greater importance in the design of executive education programs, as participants are often senior practitioners with a wide and diverse range of experiences.

We drew on these principles to design an Executive Education program in Medical Education. Authenticity was ensured by grounding the program in sound educational theory that was illustrated through practical examples. A judicious balance between presentation-based and experiential activities was achieved, allowing learners to observe theory in practice. Time for reflection and self-directed group discussion was scheduled into the program. Most significantly, a range of strategies were used to customise the program to suit the various needs of the participants, including seeking participant input into the design and incorporating a range of elective options.

In this presentation, we will discuss the details of the above strategies and the impact that the program had on participants. In addition, we will briefly discuss the strong and highly effective collaboration that we have developed between UNSW and the Shanghai Jiao Tong University (SJTU). Through the above, we will provide the audience an opportunity to consider determinants of success related to the development of effective educational programs and effective international collaborations.