Continuing & Professional Education

CORPORATE PROGRAMS
INSPIRE YOUR TEAM TO BE

world-changing leaders

Organizations need a diverse set of tools, skills and human capital to adapt and succeed in a rapidly changing, and often uncertain, world.

At SMU Continuing & Professional Education, we understand what it takes to maintain agility and effectiveness in today’s world. That’s why we’re offering access to an array of multidisciplinary resources, programs, and solutions—tailored to suit your organization’s specific needs.

We will collaborate with you to create cutting-edge and cost-effective content and programs—including professional development, research partnerships, networking and recruiting opportunities, and more.

No matter the requirements, our goal is to enhance the effectiveness of your team and your organization, so you can rise to any challenge and empower your team to be leaders today and in the future.
Quick facts about professional development

**Employers Reported...**

- **96%** agree that it positively impacts job performance
- **70%** believe continual learning is essential to keep up with career demands
- **90%** factor professional development into promotions and raises

**Employees Reported...**

- **42%** said earning and development were major factors in accepting a position
- **65%** expanded their professional network
- **73%** expect to need more education and training to advance in their careers

**DID YOU KNOW...**

**Replacing valuable employees can cost up to 2.5 times their annual salary?**

**What it means for you:** When an effective employee leaves, you’re not just losing their abilities and institutional knowledge, you may also experience a severe blow to your bottom line.

**Employees rank ongoing development as one of their top goals.**

**What it means for you:** Providing robust opportunities for ongoing and professional development means that effective employees are more likely to stay—preventing costly turnover while improving your organization’s overall human capital.

**Sources:**
WE ARE...

**Connected**
We offer access to unlimited research opportunities as well as a diverse alumni network—members of whom offer a wide array of experience and skill-sets.

**Flexible**
Our faculty, alumni, and students represent a myriad of disciplines—from science to technology to business and more. That means we have the expert resources to customize programs and solutions to fit any need.

**Ready for you**
We’re a nationally ranked, globally recognized comprehensive research university and we’re ready to work with you to deliver programs and solutions of the highest academic rigor when you need them, and in the manner that works best for you and your team.

WHAT TO EXPECT WHEN YOU PARTNER WITH SMU CAPE

**We're on your schedule**
Whether your team needs topical, in-person training or you’re looking for ongoing online resources, our programs and solutions are ready when you are and can be delivered in a manner that works best for you.

**A true partnership**
We believe that collaboration is essential. Our specialists will collaborate with you every step of the way—including post-engagement debriefs and readouts—in order to provide the transformational impacts you need.

**Unlimited opportunities**
Looking for additional resources or even qualified candidates to hire? Unlock value beyond the classroom by tapping into our diverse, highly connected alumni and faculty network in the Dallas area and beyond.
Whether it’s ready-made or completely custom, we’ll work with you to design the right program or solution for you and your team.

**Tailored programs & practical knowledge**

We currently offer a wide-range of highly topical, applicable professional development programs. Each one can be swiftly and easily customized to suit your individual needs.

- Brand Strategy
- Business Analytics
- Cloud Integration
- Customer Experience and Customer Journey Mapping
- Cybersecurity
- Data Science
- Data Visualization
- Digital Marketing
- Diversity, Equity and Inclusion
- High Performance Computing
- Leadership Skills
- Mobile Marketing
- Project Management (Waterfall and Scrum)
- Public Speaking and Presentation Skills
- User Experience

**Beyond the classroom**

In addition to customizable courses, we can also provide a number of services and solutions designed to create new, impactful opportunities.

- Needs assessment and plannings
- Networking & recruiting opportunities
- Research partnerships

**READY TO GET STARTED?**

Contact us today, and we’ll design, develop, and deliver a program that will help your organization create world-changing opportunities.

Call Terry Teague at 214-768-1018 or visit us online at [SMU.EDU/CORPORATEPROGRAMS](http://SMU.EDU/CORPORATEPROGRAMS)