



# GEORGETOWN NEW STRATEGIES PROGRAM

**N***ew Strategies* is an advanced management education program conducted by Georgetown University's Global Social Enterprise Initiative at the McDonough School of Business. Unlike other program for nonprofit leaders, *New Strategies* focuses exclusively on how to bolster and manage revenue for growth and success.

The program begins with an intensive, four-day Forum (offered three times per year) that is the gateway to an ongoing support system of practical ideas that work.

*New Strategies* is a proven success. Core elements of the program have been tested and refined over a three-year period by Business & Nonprofit Strategies, a consulting firm headed by former Johnson & Johnson vice president, Curt Weeden. The program now is offered through Georgetown's Global Social Enterprise Initiative. The move creates additional opportunities to enhance the program with the involvement of top-flight business school faculty, teams of MBA students, guest speakers, and special events only possible in the nation's capital.

*New Strategies* is open to nonprofit executives sponsored by corporations or foundations that provide grants to cover all program expenses, including the Forum held on the Georgetown campus.

*“Excellent insights and wisdom. Much appreciated the truthfulness about the realities faced both for our field and our own organization.”*

- Doug Goetziner, Feed the Children