



**FOR IMMEDIATE RELEASE**

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**COLUMBIA BUSINESS SCHOOL EXECUTIVE EDUCATION ANNOUNCES  
STRATEGIC LEARNING LEADERSHIP PROGRAM FOR GIRL SCOUTS OF THE  
USA**

*"Strategic Learning Leadership Program will help Girl Scouts of the USA leaders meet the challenges of a changing world"*

New York, NY, April 13, 2009 – The Social Enterprise Program at Columbia Business School's Executive Education division announced today a custom program offering that will help the Girl Scouts of the USA build strategic leadership capability within their organization. Two Columbia Business School faculty members, William Pietersen, Professor of the Practice of Management and Professor Jeffrey Kuhn, will deliver the program to Girl Scouts' executive leaders from the organization's 109 local councils.

The program is grounded upon Strategic Learning, a widely applied and practical leadership process for creating and executing breakthrough strategies on an ongoing basis developed by Professor Pietersen.

"Strategic Learning will enrich the thinking processes of Girl Scouts executives and board members in a manner that cultivates new questions, stimulates new conversations, infuses new thinking into the organization and accelerates the Girl Scouts' journey from 'Good to Great'," said Professor Pietersen.

The program will be offered three times during 2009 on at the Girl Scouts' Edith Macy Conference Center. Julie Murphy, Senior Director of Strategy at the Girl Scouts commented, "We are thrilled to partner with Columbia Business School Executive Education as we revamp our strategy system. Professor Pietersen's Strategic Learning process is an effective way to create change across our organization."

The Social Enterprise Program at Columbia Business School Executive Education applies business management skills to solve social problems. In addition to the Girl Scouts, this year's offerings include custom programs with organizations such as Juvenile Diabetes Research Foundation (JDRF), New York Fire Department and the Robin Hood Foundation.

To learn more about custom programs for social enterprise initiatives, visit Columbia Business School Executive Education's site - <http://www4.gsb.columbia.edu/execed/se-custom>.

**About Columbia Business School Executive Education**

Columbia Business School's renowned Executive Education creates a bridge between theory and practice by offering programs that deliver a rich, global perspective to organizations drawn from the public, private and nonprofit sectors. Columbia's non-degree open-enrollment programs address individual development needs in leadership and strategy, marketing, and finance, providing executives with an understanding of powerful new academic approaches and their application to achieve

results. Columbia Business School partners with custom clients on designing and executing organizational initiatives that enable a critical number of top-level executives to meet their organization's strategic goals. For more information, please visit [www.gsb/columbia.edu/execed](http://www.gsb/columbia.edu/execed).

### **About Girl Scouts of the USA**

Girl Scouts of the USA is the world's preeminent organization dedicated solely to girls—all girls—where, in an accepting and nurturing environment, girls build character and skills for success in the real world. In partnership with committed adult volunteers, girls develop qualities that will serve them all their lives, like leadership, strong values, social conscience, and conviction about their own potential and self-worth.

Founded in 1912 by Juliette Gordon Low, Girl Scouts' membership has grown from 18 members in Savannah, Georgia, to 3.7 million members throughout the United States, including U.S. territories, and in more than 90 countries through USA Girl Scouts Overseas.

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