

Subject: BBB Ken Blanchard \$1,000 Scholarship for Executive Development

At the BBB Ethics Awards event “A Celebration of Ethics” on April 30, Ken gave an inspiring talk about the impact of leadership and ethical business practices on organizational vitality. He gave several examples from his own leadership experience as the founder of the Blanchard companies in responding to business and economic challenges over the last 30 years.

### **The BBB Ken Blanchard Scholarships for Executive Development**

As a benefit to BBB Accredited Businesses, Grand Canyon University is making available a special \$1,000 executive development scholarship for you and other BBB Accredited Businesses and their friends to study directly with Ken at our final 2009 Ken Blanchard Executive MBA program start beginning in late June. The scholarship is for \$1,000 but ***if you apply before May 31, the scholarship will be increased to \$1,500. An additional \$1,600 Academic Scholarship will be applied for those with an undergraduate GPA of at least 3.0/4.0. The total potential scholarship amount then exceeds \$3,000.***

KBEMBA is designed for working business owners and experienced leaders and managers to enable them to study with Ken Blanchard and national business leaders in person at three four-day residencies (the first is July 8-11). The balance of the program is conducted through online learning modules delivered in a 24/7 environment in which the participants, on their own schedules, interact with instructors and fellow participants. Your tuition-reduction scholarship(s) will be credited once you apply and are enrolled in the one year KBEMBA Program.

Ken Blanchard is the author of over 50 business leadership books including the *One Minute Manager* and *Leading at a Higher Level*. Dr. Blanchard designed and leads our KBEMBA Program residencies. National leadership figures such as Southwest Airlines President Emeritus Colleen Barrett, CEO and syndicated columnist Harvey Mackay and others join Ken as in-person speakers, schedules permitting. The opportunity to learn firsthand from the experiences of national business leaders is rare in other MBA programs but is an essential ingredient of the KBEMBA. The Program is designed for seasoned leaders (managers, business owners, administrators etc.) in either for profit or non profit organizations who hold undergraduate degrees.

### **Next Steps**

To learn more, contact Doug Hoxeng, KBEMBA Senior Manager, at 602.639.6762 or email [dhoxeng@gcu.edu](mailto:dhoxeng@gcu.edu) to discuss your scholarship opportunities, have your questions answered and work with him in applying to the Program. You can also review the KBEMBA Program in greater detail at [www.gcu.edu/mba](http://www.gcu.edu/mba) and even watch our webinar. To view actual 2-3 minute clips of Harvey, Colleen Barrett, Dr. Blanchard and other business leaders at one of our residencies, click *Video Library* on the website menu.

Best regards

Kim Donaldson  
Dean, the Ken Blanchard College of Business  
Grand Canyon University