



Maximise your ROI in executive development

Part II: Impact drivers

Dr Wendy Shepherd's award-winning research into the organisational impact of executive development highlights the need to not just measure the impact of executive development, but also the need to set objectives and carefully manage it, a process we refer to at Cranfield as Design for Impact™.

When considering the benefits of executive development, we often set objectives and manage the development of knowledge, skills and behaviours. There are however an additional **five areas that can benefit from our attention**.

