



CABLE EXECUTIVE MANAGEMENT

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I've been a CTAM Canada member for almost fifteen years, with four of those years spent on the CTAM Canada Board of Directors in various roles. With my involvement in CTAM Canada, I was always aware of the opportunity to apply for the chance to attend the Cable Executive Management Program at Harvard Business School and was fortunate enough to participate in the previous two-day session CTAM Canada organized with Harvard Business School (HBS), which was held in Toronto many years ago. Based on my previous experience with the condensed version of the program, the caliber of the HBS professors and the positive response from past CTAM Canada participants, I always wondered what it would be like to attend the full week-long program. Over the years, I contemplated applying many times, but I always lacked the confidence to follow through with a submission. When the application process opened this year, it wasn't until one of my mentors and industry colleagues expressed their confidence in me to write the essay and my ability to excel in the program if selected. That was exactly the support I needed to go for it!

When I received the notice that I had been selected by the CTAM Canada panel, I was absolutely thrilled. But at the same time, I was also very intimidated knowing the amount of prep work required, the expectation of class participation and the level of my fellow classmates, most being VPs at their respective organizations. However, the intimidation and nerves quickly subsided when I arrived and met my dormmates, classmates and the HBS professors (who were unexpectedly hilarious!). The case study method that is used at HBS provided the opportunity to learn in a layered approach: i) on an individual basis – reading the cases and preparing for the program prior to arrival, ii) through a smaller group discussion with assigned dormmates – each morning and afternoon we'd meet to discuss the cases that were on the agenda for the day, and iii) in class with all participants and the professors – the discussion was led by the professors and we were all encouraged to participate in the discussion in order to get the most out of the program. I found the case study method and layered approach to learning extremely beneficial as it allowed me to learn from my fellow classmates through different perspectives from all facets of media and distribution. Also, being the only participant from Canada, I had the opportunity to provide a Canadian viewpoint to our group discussions, given the significant differences in regulations, etc. We discussed case studies from an array of industries and were able to directly tie the concepts learned from each of the cases back to our industry. However, for me, the underlying connection between each of the case studies was the power of people and relationships, including the customer and customer journey and the relationships we build with clients, colleagues and employees and how instrumental these are in defining success. Although the days are long, we had free time in the evenings, which gave me a chance to connect with my fellow classmates on a personal level. We typically ventured across the bridge to Cambridge for a well-deserved cocktail and dinner (and a little shopping at the Coop!).

I am truly thankful for all of the support and well-wishes received from the CTAM Canada organization and members. This experience was well beyond all of my expectations and was invaluable to my personal and professional growth. For those CTAM Canada members who may consider applying for the chance to attend the program in the future, I highly recommend it and please don't doubt yourself and your abilities!

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