

Executive Assessment

December 2016

EMBA Market Needs

Convenience

- Time preparing and sitting for assessment
- Timing and availability

Readiness

- Focus on classroom readiness versus screening

Relevance

- Assessment content should be work relevant and appropriate difficulty

Quality

- Proliferation of waivers may impact perception of program quality

“An assessment should feel less like a hurdle and more as an opportunity to confirm readiness”

EA Is NOT A Mini GMAT



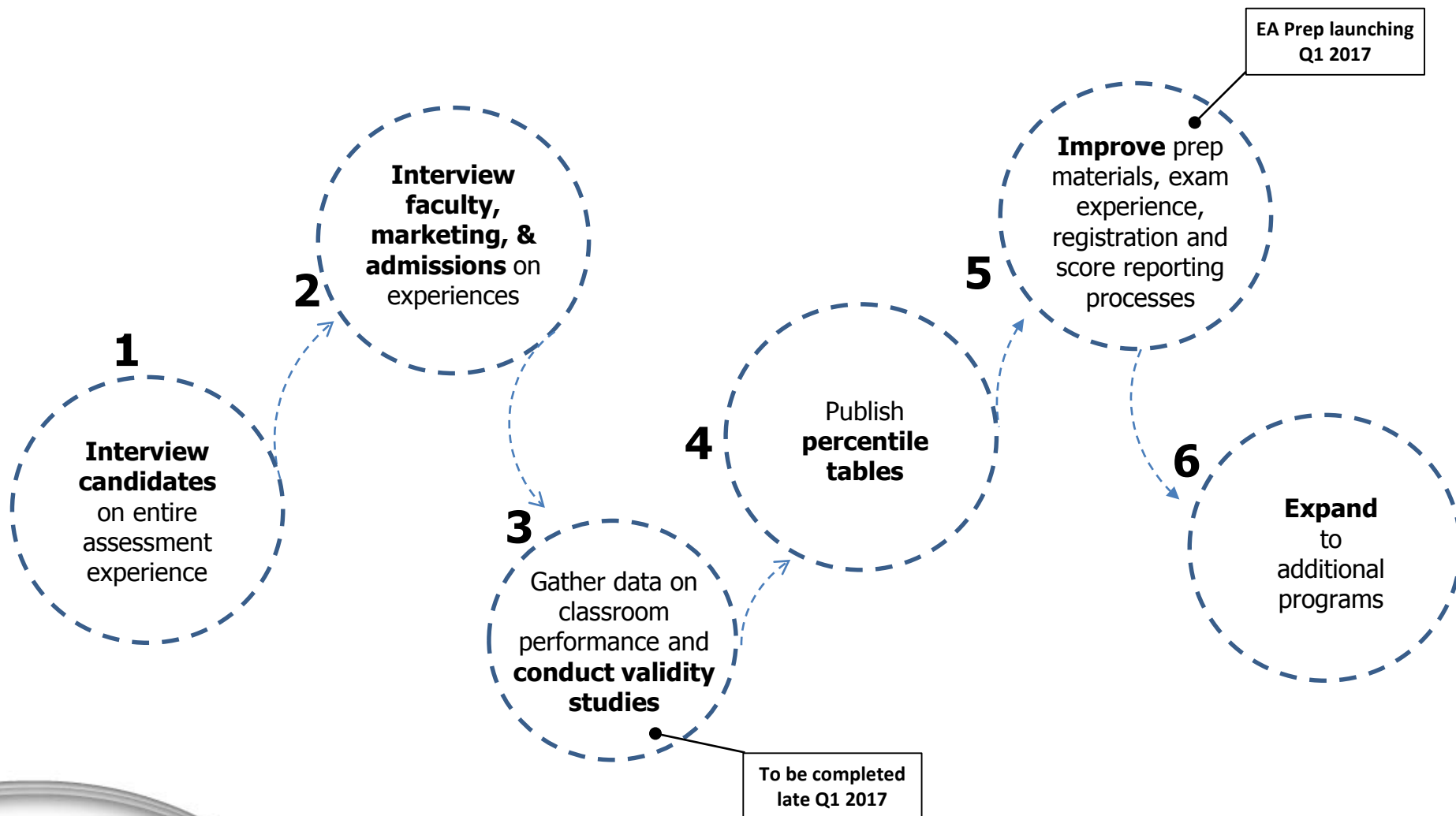
Program Types:	EMBA only	All GME
Focus:	Readiness	Screening
Design:	Section adaptive	Question adaptive
Navigation:	Review and Edit Capability	No Review Capability
Length:	90 minutes/40 questions	4 hours/90 questions
Content:	IR, VR and QR	IR, VR, QR and AWA
Normed to:	Executive population	All GME candidates
Prep:	Minimal	Extensive
Scoring:	Total includes IR, VR and QR	Total includes only VR and QR
Score Range:	100 – 200 (increments of 1)	200 – 800 (increments of 10)
Fee Structure:	\$350, no reschedule fees, unlimited score sending	\$250, reschedule fees apply, 5 free at test ctr.
Attempts:	Max 2	1x/16 days (max 5 times/12 months)
Availability:	PearsonVue Centers (same network as GMAT)	PearsonVue Centers
Registration:	gmac.com/ea	mba.com

EA Beta Status

The Executive Assessment Launched March 3, 2016 with 6 Beta Schools; Darden was added to the Beta in August, 2016



What's Next for the EA?



Key Prep Design Principles for EA Candidates

Consider the following when designing your Executive Assessment Prep offering:

- **High Touch** – develop a relationship with each candidate; consider lower instructor to candidate ratios
- **Focus on Proficiency** – goal should be to make candidates test ready, and not to reach a specific score
- **Less is More** – try to minimize the candidate's time investment; make the candidate test ready in the least amount of time
- **Premium Pricing** – candidates are willing to pay more, especially if it comes with a reduced time investment
- **Classroom Success** – help candidates to achieve classroom success in addition to test success since most will be many years removed from the classroom

Thank You

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