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To: Salah Khalil
MACAT

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For colleagues in universities and business schools

Over the past three years, the University of Exeter Business School has partnered with Macat to deliver a world-class critical thinking development programme to three successive MBA cohorts. Critical thinking is particularly relevant for MBA students – and yet is usually assumed and rarely taught as a discipline and skillset.

We introduce our students to Macat's PACIER methodology — the gold standard for measuring and developing critical thinking — and the 4Cs methodology for building both critical thinking and creativity in a structured, measurable way.

What sets Macat apart is its domain-agnostic approach, enabling students from diverse professional backgrounds to apply these skills immediately and effectively. Using the United Nations Sustainable Development Goals as a practical framework, participants worked on real-world, high-impact challenges while engaging in targeted discussions on entrepreneurship and sustainability — areas central to our ethos of responsible leadership.

We deploy some 16 hours of expert-led instruction, delivered through a full-day workshop and two half-day workshops. These fit seamlessly into our curriculum, requiring minimal administrative effort on our side and producing maximum learning impact. Students take baseline and summative assessments, each supported by one hour of preparation and a one-hour test, and delivering to every student precise, data-driven insight into their own cognitive development.

The benefits have been clear for our MBA students: sharper analytical thinking, stronger problem-solving, and greater creative agility — all skills they go on to apply confidently in their careers. I'm sure that these same skillsets could be integrated into other UG and PG programmes across various subject including management, providing students with a powerful head start and a stronger foundation for both further study and future employment.

Macat's delivery has been professional, innovative, and impactful. I'd recommend this programme to any institution that is serious about equipping its students — whether undergraduate or postgraduate — with the higher-order thinking skills essential for success in today's complex, fast-changing world.

Yours sincerely,

A handwritten signature in blue ink, consisting of a large, stylized 'D' followed by a series of loops and a long horizontal stroke extending to the right.

Prof. Donald Lancaster

Director of MBA Programmes

University of Exeter Business School

Professor (Assoc), PhD, FHEA, FCMI, CMBE

Fellow, Worshipful Company of Marketors