

NEW LEADING GLOBAL BUSINESSES—VIRTUAL

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**HARVARD
BUSINESS SCHOOL**

Executive Education

31 JAN–06 FEB 2021

\$10,000

Virtual

Expand your global business acumen while also engaging in a profoundly personal exploration that builds leadership insights and strength. You'll become an authentic global leader who can step up to more challenging roles as you expand your ability to:

- Adapt business strategies and operations to the rapidly changing global business context
- Integrate global and local strengths while improving collaboration across cultures
- Create competitive advantage by integrating the best of your organization's global capabilities
- Lead with self-awareness, cultural sensitivity, and empathy
- Develop a global leadership team that reflects the diversity of its global customers—and build global leadership capacity throughout the organization
- Align people around your company's mission and values
- Build internal and external networks around the world
- Expand your personal and professional network

WHAT YOU WILL LEARN

Through faculty presentations, case studies, introspective individual exercises, and dynamic discussions, you will explore the principles of authentic leadership, gain insights into global and emerging markets, and develop a personal action plan. Topics include:

- Exploring experiences that have shaped your character and contributed to your development as a global leader
- Recognizing personal biases and difficulties in interacting with people in different parts of the world
- Understanding how people and companies lose sight of their values and often work globally at conflicting purposes
- Aligning people in your global organization around a focused mission and common values
- Addressing difficult ethical challenges you will inevitably face in global businesses
- Operating a global organization as an integrated enterprise
- Navigating necessary transitions to become a global organization
- Optimizing cross-border and cross-business collaboration
- Developing emerging-market strategies that integrate with your global strategies

WHO SHOULD ATTEND

Global executives such as CEOs, presidents, CFOs, and corporate staff officers leading global businesses, as well as marketing executives running global product or marketing groups, and regional executives and country heads preparing for greater global responsibilities.



This program is part of the Certificate of Management Excellence (CME). To earn this certificate, participants must complete three select topic-focused programs in 36 months.*

*We are offering a 12-month extension of the completion deadline for the Certificate of Management Excellence. Anyone who is currently in pursuit of the Certificate of Management Excellence, as well as anyone who submits a Statement of Intent to pursue the Certificate of Management Excellence between now and December 31, 2020, will have 48 months to earn their certificate.



“HBS Executive Education really helped me develop my self-awareness and, as a consequence, my leadership capabilities.”

Rodrigo Martins
President of Global Emerging Markets,
Stanley Black & Decker, U.S.



CONNECTING. LEARNING. THE HBS EXPERIENCE.

Though it comes from within, transformation often requires a catalyst. And for many business leaders, HBS Executive Education has been that catalyst. With HBS, you take part in a transformational learning experience, networking with executives from around the world, and engaging in programs led by experienced HBS faculty. It's a proactive environment that will enrich your career—and your life.

Value—Many of our alumni and participants call HBS Executive Education a “life-changing experience.” That’s because in addition to building your expertise, you’ll examine where you’ve been—and where you want to take your career and your organization.

Learning experience—From case study discussions and small-group projects to simulations and dynamic lectures, you’ll have ample opportunities to deepen your knowledge, broaden your skill set, and collaborate with your peers.

Actionable format—Interact directly with HBS faculty who bring their latest research into the virtual classroom. Participants gain the strategies, tools, and insights to solve their most challenging problems while making new connections and forming lasting relationships.

ADMISSIONS

We admit candidates to specific sessions on a rolling, space available basis, and encourage you to apply as early as possible. Although most programs have no formal educational requirements, admission is a selective process based on your professional achievement and organizational responsibilities.

FOR MORE INFORMATION

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Program content, dates, schedule, fees, technology platforms, and faculty are subject to change.
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WEEK OF JANUARY 31–FEBRUARY 06, 2021

SUNDAY, JANUARY 31 Today's Theme: Global Leaders	(••) 8:00–9:50 AM ET Program Overview	Break	(••) 10:00–11:20 AM ET Transforming into Global Companies	Break	(••) 11:30 AM–1:00 PM ET Global Leadership Group (GLG): My Life Story		
MONDAY, FEBRUARY 01 Today's Theme: Leading in Crisis	(••) 8:00–9:10 AM ET Innovation for Emerging Markets	Break	(••) 9:20–10:30 AM ET Organizing for Global Growth	Break	(••) 10:40–11:40 AM ET Global Trends 2021	Break	(••) 11:50 AM–1:00 PM ET GLG: Leadership Crucibles
TUESDAY, FEBRUARY 02 Today's Theme: Leadership Challenges	(••) 8:00–9:10 AM ET Globalization to Digital Transformation	Break	(••) 9:20–10:30 AM ET Leading Globally	Break	(••) 10:40–11:40 AM ET Remote Work	Break	(••) 11:50 AM–1:00 PM ET GLG: Digital Transformation
WEDNESDAY, FEBRUARY 03 Today's Theme: Emerging Markets	(••) 8:00–9:10 AM ET Leading in Crisis	Break	(••) 9:20–10:30 AM ET Business Model Innovation: Emerging Markets	Break	(••) 10:40–11:40 AM ET Emerging Markets	Break	(••) 11:50 AM–1:00 PM ET GLG: Learning from Emerging Markets
THURSDAY, FEBRUARY 04 Today's Theme: Global Marketing	(••) 8:00–9:10 AM ET Managing Global Growth	Break	(••) 9:20–10:30 AM ET The Leader's Role in Managing Change	Break	(••) 10:40–11:50 AM ET Customer Centricity	Break	(••) 12:00–1:00 PM ET GLG: Conflicts in Global Values
FRIDAY, FEBRUARY 05 Today's Theme: Leading in Turbulent Times	(••) 8:00–9:10 AM ET Becoming a Global Leader	Break	(••) 9:20–10:30 AM ET Leading with Purpose I	Break	(••) 10:40–11:40 AM ET Leading with Purpose II	Break	(••) 11:50 AM–1:00 PM ET GLG: Navigating Local - Global Tensions
SATURDAY, FEBRUARY 06 Today's Theme: Leading Globally	(••) 8:00–9:10 AM ET Developing Global Leaders	Break	(••) 9:20–10:30 AM ET The Stakeholder- Shareholder Dilemma	Break	(••) 10:40–11:50 AM ET GLG: Global Leader Development Plan and Feedback	Break	(••) 12:00–1:00 PM ET Global Leadership and Program Wrap-Up

YOUR LEARNING ENVIRONMENT

LIVE, SYNCHRONOUS LEARNING

Interact directly with HBS faculty who bring their latest research into the virtual classroom. Through case studies, lectures, business simulations, and small-group discussions, participants gain the strategies, tools, and insights to solve their most challenging problems.

WORLD-CLASS HBS FACULTY

Draw on the extensive research and real-world experience of faculty experts to disrupt your way of thinking and empower you to implement innovative ideas.

REAL-TIME, INTERACTIVE DISCUSSION GROUPS

Discuss and debate the most pressing business issues with a select group of your peers in the virtual classroom and in virtual breakout groups.

UNPRECEDENTED NETWORKING OPPORTUNITIES

Build strong relationships with a select group of peers who will continue to enrich your personal and professional life after you leave the program.

ACTIONABLE LEARNING

Experience decision-making in the face of conflicting data, complex politics, and intense pressure—and be able to implement new ideas and solutions.

FOR MORE INFORMATION, please contact a Program Advisor at:
executive_education@hbs.edu | **1.800.427.5577**

