COMPREHENSIVE LEADERSHIP PROGRAMS

OWNER/PRESIDENT MANAGEMENT
ADVANCED MANAGEMENT PROGRAM
GENERAL MANAGEMENT PROGRAM
PROGRAM FOR LEADERSHIP DEVELOPMENT

The Next Level of Leadership Starts Here
DEVELOPING VISIONARY LEADERS.

Harvard Business School (HBS) has been at the forefront of lifelong learning since the HBS faculty pioneered the case study method in 1920 and launched the Advanced Management Program in 1945. Both innovations not only transformed the way schools educate executives, but also the way companies do business across the globe. Today, HBS continues its steadfast commitment to educate leaders who make a difference in the world through its carefully curated portfolio of four comprehensive leadership programs.

You will expand your leadership skills and horizons by interacting with a diverse group of global executives and distinguished HBS faculty members, who in 2016 collectively researched and wrote more than 310 case studies representing over 55 countries.

Upon successfully completing one of these programs, you will become a member of the HBS alumni community*—an exclusive global network that keeps you on the cutting edge of leadership.

WHY HBS?

DIVERSE, PERSONAL LIVING GROUPS

A living group consists of eight bedrooms—each with a private bath and personal computer/IPTV—that are organized suite style with a common living area to provide a small group learning experience inside a larger program. HBS carefully selects living group members who represent a broad range of industries, geographic regions, and functional backgrounds. This diversity not only enriches the learning experience, but also builds the foundation for ongoing professional relationships.

HBS EXECUTIVE COACHING: STRUCTURED, CUSTOMIZED, AND ALIGNED

HBS Executive Coaching goes far beyond the typical guidance offered at most business schools by focusing on leadership. Structured to specific protocols and customized to personal goals, our highly integrated and distinctive coaching method leverages the unique environment of HBS Executive Education to enhance both individual and team learning. Through one-on-one and group coaching; assessments and evaluations; and feedback on your personal case study and personal action plan, your professional HBS Executive Coach can help you accelerate your leadership development.

ELITE GROUP OF SENIOR EXECUTIVES

Nowhere else can you engage and collaborate with such a diverse and accomplished group of global executives. Over the course of each program, you will develop personal and professional bonds that often last a lifetime.

RENOVED FACULTY AND GUEST SPEAKERS

HBS thought leaders share groundbreaking insights, practice-based experience, and proven frameworks, while distinguished industry leaders share real-world examples of how they overcame critical business challenges.

HALLMARK CASE STUDY METHOD

Pioneered by HBS faculty, the case method engages you in a highly stimulating, collaborative process of identifying relevant issues and applying practical business solutions to your own situation and organization.

HISTORIC AND CULTURAL HUB

At HBS, you’re in the heart of the historic Boston-Cambridge area. Harvard Square is within walking distance, and a rich array of arts, music, sports, dining, shopping, and recreational activities are easily accessible from campus.

*PLD participants earn HBS alumni status after completing the first four modules and either PLD Module 5 or an additional 10 days (two credit weeks) of HBS Executive Education open-enrollment or custom programs.
VIBRANT CAMPUS LIFE

The new Ruth Mulan Chu Chao Center serves as a welcoming gateway and also connects you to the broader HBS community. From your personal living group to the School’s private recreational facilities, you will have endless opportunities to expand your global knowledge and network.

CUTTING-EDGE CLASSROOMS

HBS classrooms are specially designed to facilitate participant engagement and enhance case method teaching. Each signature classroom is equipped with the latest technology to spark a dynamic exchange among a diverse group of global executives, HBS faculty, and industry guest speakers.

PRIVATE FITNESS AND WELLNESS CENTER

HBS encourages you to focus on your personal wellness. The fitness center at Shad Hall features an indoor walking/jogging track; basketball, racquetball, and squash courts; outdoor tennis courts; table tennis; aerobics studios; extensive fitness equipment; and fully equipped locker rooms, complete with whirlpool, steam, and sauna. Take advantage of fitness classes, including yoga, Pilates, spin, cycling, and strength training; and work with personal trainers and nutritionists to develop a personal fitness plan.

TAKE THE NEXT STEP: APPLICATION & ADMISSION

The Admissions Committee reviews and accepts applications at any time. As soon as the program dates are posted on our website, participants may apply. Once the review process has begun, the Admissions Committee meets monthly and admits qualified candidates on a rolling, space-available basis.

The Admissions Committee considers a candidate’s organizational level, management experience, and future responsibilities.

For complete admissions requirements and to apply online, visit www.exed.hbs.edu/brochure/clp. Because program sessions tend to fill to capacity, early application is recommended. Please submit your application at least four weeks before the program start date.
WHO IT’S FOR
OPM is designed for business owners/founders with at least 10 years of work experience who also serve as chief executive officers, chief operating officers, presidents, managing directors, or executive directors of companies with annual sales in excess of $10 million. Successful candidates are actively involved in running the business and hold a significant equity stake in their firms. While OPM focuses on entrepreneurial leadership, executives from boot-strapped, venture-funded, or long-established companies also are encouraged to apply.

POWERFUL RESULTS
Focused on boosting leadership expertise and enterprise growth, OPM empowers you to advance your corporate agenda and realize your leadership potential. Immersed in a unique and intensive learning format, you will assess your strengths and weaknesses, identify and exploit emerging opportunities, and transform your company and your career.

HOW IT WORKS
Delivered in three units that span 24 months, OPM minimizes your time away from the business and maximizes the value for your organization as you apply new insights and skills in between units. Its innovative feedback loop enables you to test out new ideas, analyze the results, and evaluate a variety of options with the HBS faculty and a diverse group of accomplished peers.

CURRICULUM HIGHLIGHTS
The program consists of three units: Analyzing and Pursuing Opportunities, Leading Growth and Transformation, and Planning Future Transitions. Each one focuses on a key aspect of running a successful business and builds on the previous unit. OPM@Work provides the strategic frameworks and leadership tools you need to consider every situation from multiple perspectives and pursue the right opportunities. By helping you integrate and apply your OPM learnings, OPM@Work prepares you to lead growth, drive transformation, and successfully manage transitions in your business and in your career.

“I entered the program with a growing business and multinational client base. I emerged with a longer view and bolder vision for what my company stands for and how we are going to add value to our Fortune 500 clients well into the future.”

Jacqueline Cleary
PRESIDENT AND CEO,
ATLAS, U.S.

DATES & PROGRAM FEES

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<th>DATES &amp; PROGRAM FEES</th>
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<tr>
<td><strong>MAY 2018 SESSION</strong></td>
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<td>13–31 MAY 2018</td>
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<td>Program Fee: $42,500 (Unit I only)</td>
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<td>HBS Campus</td>
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<td><strong>SEP 2018 SESSION</strong></td>
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<td>09–27 SEP 2018</td>
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<td>Program Fee: $42,500 (Unit I only)</td>
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<td>HBS Campus</td>
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AMP is designed for senior executives with at least 20 to 25 years of work experience, including significant time as a senior executive or company officer, who are one or two levels from the CEO and are from organizations with annual revenues in excess of $250 million, and who have been identified as central to the company’s succession plan.

AMP is the world’s leading executive program for senior executives in and around the C-suite who are looking to take on greater responsibilities or move into higher roles. Designed to transform proven leaders into global executives, AMP helps you build the analytical skills, cross-functional perspective, and strategic vision to lead change, drive innovation, and secure a competitive edge for your company.

Over the course of seven continuous weeks on the HBS campus, you will be afforded the rarest of opportunities: uninterrupted time to immerse yourself in the learning process as you abandon preconceptions, explore new alternatives, and adopt new behaviors that drive innovation and corporate performance.

Building competitive advantage through operations; driving profitability in a global climate; mastering the essentials of corporate financial management; ensuring economic, legal, and ethical accountability; optimizing current strategies and innovating for the future; maximizing traditional and digital marketing for greater value; incorporating digital media into your global business strategy; building ecosystems and new business models; improving analytical, decision-making, and negotiation skills; crafting the firm’s direction by focusing on where and how to compete; and developing a personal leadership plan.

“AMP was one of the most enlightening programs I have ever attended. It made a genuine difference in my thought process and my approach to leadership. My organization has gone through many changes, including a management-led buyout in which I participated. This program prepared me to wear the hat of an investor as well as a CEO and to meet the needs of many different stakeholders.”

Adeniyi Akinlusi
CHIEF EXECUTIVE AND DIRECTOR,
TRUSTBOND MORTGAGE BANK, NIGERIA

**DATES & PROGRAM FEES**

**APR 2018 SESSION**
02 APR–17 MAY 2018
Program Fee: $80,000
HBS Campus

**SEP 2018 SESSION**
09 SEP–25 OCT 2018
Program Fee: $80,000
HBS Campus
WHO IT’S FOR

GMP is designed for general managers who have at least 15 to 20 years of work experience in any industry and who have overall profit and loss responsibility or whose cross-functional role is significantly expanding. It is also appropriate for senior executives who need a broader and deeper perspective on company operations—from strategy and finance to marketing and leadership—or those who will soon become business-unit, divisional, or regional leaders.

POWERFUL RESULTS

Designed to transform accomplished executives into capable and confident general managers, this program accelerates leadership growth. GMP’s intensive curriculum delves into the complex challenges facing general managers worldwide, providing the big-picture insights you need to find opportunities, diagnose problems, and take action. Through a lively exchange with faculty, peers, and your personal leadership coach, you will expand your management expertise, strategic vision, and ability to lead.

HOW IT WORKS

GMP is composed of four modules presented over four months. The highly integrated, learn-apply-refine format prepares leaders for the challenges ahead while maintaining business momentum.

- Two distance-learning modules (12 to 15 hours weekly)—help you apply what you’ve learned, work on your customized case study, and engage in interactive online sessions
- Two intensive on-campus modules (each 3 to 4 weeks in duration)—help you deepen your business knowledge, broaden your understanding of how diverse functions work together to drive value and performance, and empower you to leverage your strengths as a leader

CURRICULUM HIGHLIGHTS

Examining the critical areas of evaluation and decision-making; positioning a business for growth and profitability; forging strong cross-functional teams; leading through periods of growth and turbulence—and developing a personal strategy statement, customized case study, and personal action and implementation plan.

DATES & PROGRAM FEES

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<tr>
<th>JAN–APR 2018 SESSION</th>
<th>AUG–NOV 2018 SESSION</th>
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<tr>
<td>Program Fee: $70,000</td>
<td>Program Fee: $70,000</td>
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<tr>
<td>Module 1: 15 JAN–10 FEB 2018 (distance learning*)</td>
<td>Module 1: 01 AUG–03 SEP 2018 (distance learning*)</td>
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<tr>
<td>Module 2: 11 FEB–09 MAR 2018 (on campus)</td>
<td>Module 2: 04–28 SEP 2018 (on campus)</td>
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<td>Module 3: 10 MAR–07 APR 2018 (distance learning*)</td>
<td>Module 3: 29 SEP–27 OCT 2018 (distance learning*)</td>
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<td>Module 4: 08–27 APR 2018 (on campus)</td>
<td>Module 4: 28 OCT–16 NOV 2018 (on campus)</td>
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*Distance learning at your home or office.
PLD

WHO IT’S FOR
PLD is designed for specialists and star contributors with at least 10 to 15 years of work experience who have been identified as outstanding prospects for increased leadership responsibilities.

POWERFUL RESULTS
Focused on leadership, change, and innovation, PLD helps organizations accelerate the growth of next-generation leaders. As you master management fundamentals with talented peers, you will develop an end-to-end view of business and a broader understanding of the global marketplace. PLD offers opportunities for extraordinary personal and professional growth, preparing you to become the visionary leader your company and industry demand.

CURRICULUM HIGHLIGHTS
Foundational skill building; cross-functional business approach; strategy formulation and implementation; leading change and innovation; and personal leadership development.

HOW IT WORKS
You will participate in four learning modules and may opt to attend a fifth module upon completion of PLD:

- Two distance-learning modules (12 hours weekly)—focus on improving your foundational skills and strategic approach. These modules include online courses, business simulations, leadership assessment tools, and virtual team discussions.
- Two on-campus modules (each two weeks in duration)—one delves into strategy, marketing, operations, finance, and accounting, while the other focuses on leading change and driving innovation; both feature intensive classroom and group learning.
- One optional module (two weeks in duration)—grants HBS alumni status upon completion; offered exclusively to PLD graduates for an additional fee.

Each module enhances learning through professional leadership coaching and facilitated team meetings; a personal case study, strategy statement, and implementation plan; and an Alumni Challenge designed to build global team skills.

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<td>Program Fee: $48,000</td>
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<tr>
<td>Module 2: 25 FEB–09 MAR 2018 (on campus)</td>
<td>Module 2: 30 SEP–12 OCT 2018 (on campus)</td>
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<tr>
<td>Module 4: 17–29 JUN 2018 (on campus)</td>
<td>Module 4: 20 JAN–01 FEB 2019 (on campus)</td>
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MODULE 5 (Optional) / Program Fee: $26,000 / 15–27 JUL 2018 (on campus)

*Distance learning at your home or office.
WHICH PROGRAM IS RIGHT FOR YOU?

OPM  AMP  GMP  PLD

CURRICULUM HIGHLIGHTS
- Analyzing and positioning a business for long-term competitive advantage
- Identifying and addressing potential threats and opportunities
- Strengthening decision-making and negotiation skills
- Assessing existing resources and building new capabilities
- Leading organizational transformation to drive growth and profitability
- Navigating future business and personal transitions
- Leading strategically in an evolving global economy
- Building competitive advantage through operations
- Planning and conducting successful negotiations
- Developing and implementing a compelling strategy
- Mastering the essentials of corporate financial management
- Measuring, analyzing, and driving corporate performance
- Delivering customer and brand value
- Driving fundamental change across the organization
- Deepening knowledge in accounting, marketing, operations, and negotiations
- Analyzing and addressing ethical, motivational, and performance challenges
- Leading through periods of growth and turbulence
- Capitalizing on evolving technology and globalization
- Developing a personal strategy statement, customized case study, and personal action plan
- Assessing and building foundational skills
- Understanding how business functions interrelate
- Driving cross-functional collaboration
- Gaining a broader grasp of management, business drivers, and innovation
- Examining change management processes and approaches
- Creating a personal case study, strategy statement, and implementation plan

WHO IT’S FOR
- CEOs, COOs, presidents, and managing directors
- Possess at least 10 years of work experience
- From organizations with annual revenues in excess of $10 million
- Actively involved in running the business
- Must hold a significant equity stake in the firm
- Senior executives who are one or two levels from the CEO
- Possess at least 20 to 25 years of work experience, including significant time as a senior executive or company officer
- From organizations with annual revenues in excess of $250 million
- Identified as central to the company’s succession plan
- General managers in any industry who have overall profit and loss responsibility or whose cross-functional role is significantly expanding
- Possess at least 15 to 20 years of work experience
- Experienced functional leaders who seek a broader perspective
- Executives who will soon become business-unit, division, or regional leaders
- Specialists and star contributors
- Possess at least 10 to 15 years of work experience
- Identified as outstanding prospects for increased leadership responsibilities
- Ideal candidates include vice presidents, directors, project managers, and functional managers

HOW IT WORKS
- 3 on-campus units held over 24 months (each unit is 3 weeks in duration)
- 7 continuous and intensive weeks on campus
- 4 modules over four months, consisting of 2 distance-learning modules (12 to 15 hours weekly) and 2 on-campus modules (each 3 to 4 weeks in duration)
- 5 modules in total, consisting of 2 distance-learning modules (12 hours weekly), 2 on-campus modules (each 2 weeks in duration), and 1 optional on-campus module

ALUMNI STATUS
- After completing the program, participants will become alumni of Harvard Business School
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- PLD participants earn HBS alumni status by completing PLD’s optional Module 5 or an additional 10 days (2 credit weeks) of HBS Executive Education open-enrollment or custom programs

In accordance with Harvard University policy, Harvard Business School does not discriminate against any person on the basis of race, color, sex or sexual orientation, gender identity, religion, age, national or ethnic origin, political beliefs, veteran status, or disability in admission to, access to, treatment in, or employment in its programs and activities. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Ms. Nancy DellaRocco, Harvard Business School, Soldiers Field, Boston, MA 02163-9986 U.S.

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