<table>
<thead>
<tr>
<th><strong>Length</strong></th>
<th>Three 3-week units that span 24 months over three calendar years.</th>
<th>5 days</th>
<th>5 days</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overview</strong></td>
<td>Build your knowledge, perspective, and confidence as a leader as you gain the skills needed to lead effectively and position your company for success.</td>
<td>Drive higher levels of business and family success in the short and long term by leveraging your strengths as a family enterprise and overcoming the distinctive challenges facing family businesses.</td>
<td>Delve into the core of the entrepreneurial process—exploiting disruptive opportunities to launch and grow successful new businesses and new product lines.</td>
</tr>
<tr>
<td><strong>Objectives</strong></td>
<td>Master critical analytical, management, and leadership skills—from strategy development and financial management to team building and negotiation—that will help you take your company to the next level.</td>
<td>Learn how to implement proven practices that balance family and business needs while driving competitive advantage, high performance, shareholder loyalty—and healthy family relationships.</td>
<td>Develop the analytical, managerial, and leadership skills needed to foster the success of your new venture. Learn to balance vision and pragmatism as you transform a promising idea into a profitable enterprise.</td>
</tr>
</tbody>
</table>
| **Key Curriculum Topics** | The comprehensive curriculum examines essential business fundamentals and emerging best practices including:  
• Developing and executing effective strategies  
• Negotiating for success  
• Leveraging markets to create value  
• Managing for organizational performance  
• Maximizing financial resources  
• Navigating the global economy | This program introduces proven tools for addressing issues common to family businesses, including:  
• Understanding the dynamics of the family business system  
• Growing, preserving, and sharing the wealth  
• Improving governance  
• Developing leaders and managing succession  
• Creating a family office to manage family wealth and investments | Gaining insight into the practices of successful entrepreneurs, you will work on plans for moving your venture forward. Topics include:  
• Turning a viable opportunity into a winning strategy  
• Formulating and pitching an effective business plan  
• Attracting top talent and vital resources  
• Developing essential capabilities (including build/buy/partner decisions) |
| **Participant Profile** | Business owners, founders, and cofounders who also serve as CEOs, COOs, presidents, managing directors, and executive directors. Successful candidates have at least 10 years of experience and come from companies with annual revenues or established enterprise value in excess of $10 million. | Teams of four or more business family members, including both genders, and multiple generations if possible. Teams also may include a nonfamily executive and an executive from the family office. | Entrepreneurs and owners of small-to-midsize businesses who are involved in either building a new venture or developing the capabilities needed to jump-start innovation in their firms. |
Navigating an uncertain business world requires leadership confidence, global vision, and innovative strategies that drive and sustain growth. To meet the universal demand for extraordinary leaders, Harvard Business School (HBS) offers a global curriculum based on the real-world challenges facing executives today. Here, you will do more than prepare for the next step in your career. The HBS faculty will disrupt your old ways of doing business and introduce unexpected new ways of thinking. The results? You will return to your organization reenergized—ready to lead meaningful change, address strategy gaps, and outdistance the competition for the long run.

An Enlightening Learning and Living Experience
At HBS, learning takes place on many levels. From our state-of-the-art classrooms and carefully selected living groups to our rich array of academic resources and recreational facilities, you will have countless opportunities to expand your learning and your network. Nowhere else can you collaborate with such a diverse and elite group of global peers.

Over the course of the program, you will share new ideas with others and broaden your own perspectives on leadership challenges, global best practices, and emerging business trends. The personal and professional bonds that participants develop with their cohort peers, with their living group members, and with the HBS faculty often last a lifetime.

Featuring the School’s signature amphitheater design, each classroom is equipped to enhance the HBS case method of teaching. Moveable blackboards, projection screens, and innovative lighting help to generate a dynamic exchange among the program participants and HBS faculty that continues beyond the classroom.

Pioneering Faculty, Case Method, and Global Curriculum
Full-time HBS faculty members teach every Executive Education program—no exceptions. These world-renowned thought leaders draw upon their practical business expertise, proprietary research, and relationships with leading global companies to help you tackle relevant industry issues and capitalize on emerging trends.

Pioneered by HBS faculty, the hallmark case method immerses you in hands-on, real-world business simulations that hone your decision-making and leadership skills. This highly stimulating and collaborative process puts you face to face with the faculty who wrote the cases and observed the outcomes, and the real case protagonists often stop by to share their thoughts on the issues.

At our nine global research centers, the top minds in business, government, and higher education join forces to collaborate on groundbreaking research. The HBS faculty transforms these latest insights into rich learning experiences that are designed to redefine the world of business and the next generation of visionary leaders.

Personal Living Group, Private Wellness and Fitness Center, and More
Your personal living group will consist of eight bedrooms—each with a private bath and personal computer/IPTV—organized suite-style with a common living area to provide a small group learning experience inside a larger program. HBS selects living group members who represent diverse functions, industries, and countries.

During your time on campus, we encourage you to take advantage of our private wellness and fitness center. Shad Hall features an indoor walking/jogging track; basketball, racquetball, and squash courts; outdoor tennis courts; table tennis; aerobics studios; fitness equipment; whirlpool, steam, and sauna; yoga, Pilates, spin, cycling, and strength training classes; and personal trainers and nutritionists.

At HBS, you are situated in one of the world’s most historic and cultural hubs—the Boston-Cambridge area. Harvard Square is within walking distance, and a wealth of arts, music, sports, dining, shopping, and entertainment venues are easily accessible from campus.

Take the Next Step: Application, Admission, and Company Sponsorship
The Admissions Committee meets monthly, and admits qualified candidates on a rolling, space-available basis. Early application is strongly encouraged.

The Admissions Committee takes into account a candidate’s organizational level, management experience, and future responsibilities. Each participant must be nominated and supported by a company sponsor.

For more information, please contact our Client Services team at:
executive_education@hbs.edu  |  1-800-427-5577