COMPREHENSIVE LEADERSHIP PROGRAMS

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

HARVARD BUSINESS SCHOOL
Executive Education
Developing Visionary Leaders

Harvard Business School (HBS) has been at the forefront of lifelong learning since the HBS faculty pioneered the case 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.
WHY HBS?

Diverse Living Groups
Eight bedrooms—each with a private bath and personal computer/TV—are situated suite style around a common living area. HBS carefully selects living group members who span industries, countries, and functions. This diversity of perspectives not only enriches your learning experience, but also expands your global network.

HBS Executive Coaching
Our distinctive coaching method is highly integrated into the unique HBS learning environment. Focused on accelerating individual and team growth, your professional HBS Executive Coach provides one-on-one and group coaching, 360-degree leadership assessments, and customized feedback.

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

Renowned Faculty and Guest Speakers
HBS thought leaders share groundbreaking insights, practice-based experience, and proven frameworks, while distinguished industry leaders reveal how they overcame critical business challenges.

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

Historic and Cultural Hub
HBS is located in the historic Boston-Cambridge area. Harvard Square is within walking distance, and a rich array of arts, music, sports, dining, shopping, and other activities are easily accessible from campus.

Cutting-Edge Classrooms
Our signature classrooms are designed to engage participants in a dynamic interchange with HBS faculty and senior executives who represent diverse companies from around the world. Interactive lectures, business simulations, and small group discussions spark conversation and collaboration with peers from various functions, industries, cultures, and countries.

Private Fitness and Wellness Center
Shad Hall features extensive fitness equipment; a walking/jogging track; basketball/racquetball/squash/tennis courts; swimming pool; table tennis; locker rooms with whirlpool/steam/sauna; yoga/Pilates/spin/cycling/strength training classes; personal trainers; mindfulness; and nutritionists.

TAKE THE NEXT STEP:
APPLICATION & ADMISSION
As soon as program dates are posted on our Executive Education website, you may apply. HBS recommends early application as program sessions quickly fill to capacity. The Admissions Committee meets monthly and admits qualified candidates on a rolling, space-available basis. Because our programs enhance the leadership capacity of participants and their organizations, HBS expects the full commitment of both. Visit www.exed.hbs.edu/brochure/clp for complete admissions requirements and to apply online; you also may print and mail your application.
Who It’s For
AMP is strictly designed for senior executives with at least 20 to 25 years of work experience, including significant time as a senior executive or company officer. Ideal candidates are one or two levels from the CEO and have been identified as central to the company’s succession plan.

Powerful Results
Focused on the complex responsibilities and operational challenges of global leadership, AMP prepares you to move up to the executive suite, inspire performance at all levels—and contribute more value as a member of the senior leadership team.

You will emerge better prepared to manage a global organization, establish the right corporate strategy, and align business activities to gain a competitive edge. Evaluating global markets and analyzing competitive forces more accurately will enable you to navigate the global financial system and capture opportunities that create value.

How It Works
For seven uninterrupted and intensive weeks, you will explore your leadership strengths and gaps—and expand your ability to lead organizational change, build competitive advantage, and drive performance across domains, industries, and borders.

Curriculum Highlights
The AMP curriculum focuses on building corporate and competitive advantage, enabling you to:

- Accelerate your role in building and leading a high-performing organization
- Understand financial reporting and capital investment decision-making
- Overcome challenges that arise when leading a company over time
- Compete on service excellence and new product/service introduction
- Communicate your vision and motivate others to achieve it
- Become an effective negotiator who achieves superior outcomes

“
The faculty is amazing. The best faculty in the world teach at AMP—but everyone is very approachable. They have real-world experience and such rich academic experience.”

Rodney Bullard
Vice President, Community Affairs, Chick-fil-A, U.S.
GENERAL MANAGEMENT PROGRAM
www.exed.hbs.edu/brochure/gmp

Who It’s For
GMP is designed for general managers with at least 15 to 20 years of work experience in any industry who have overall profit and loss responsibility or whose cross-functional role is significantly expanding. It is also ideal for senior executives who need a broader perspective on company operations or who will soon become business-unit, divisional, or regional leaders.

Powerful Results
GMP is a career-changing program that improves your ability to identify, frame, and solve complex business problems; build cooperation among disciplines; and drive fundamental change across the organization.

You will emerge ready to lead with greater confidence as you foster cross-functional collaboration, set the direction, and align the organization. Identifying and preparing for the strategic roadblocks and opportunities ahead will enable you to capitalize on disruptive innovation and create more value.

How It Works
GMP is composed of four modules presented over four months, with seven weeks of study on campus.

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

Curriculum Highlights
GMP prepares you to contribute to corporate growth on a more strategic and senior level:

Module 1: Building Foundational Skills
Module 2: Sharpening Diagnostic Skills
Module 3: Applying the Knowledge
Module 4: Action-Oriented Leadership

“... have helped me stay original, stay true to myself, maintain my integrity, and fight battles with the confidence that I am doing the right thing.”

Priscilla Ndu
Executive Director, Resolution and Restructuring Company, Ltd. (subsidiary of Asset Management Company of Nigeria), Nigeria
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. The program is also ideal for managers who span business functions and levels, from project leaders to vice presidents.

Powerful Results
A fast-track alternative to the executive MBA, PLD accelerates your leadership development. With a broader understanding of business operations and the global marketplace, you will emerge a more confident leader and decision-maker. With a stronger grasp of complex organizational challenges, you will be ready to build and lead high-performing global teams and spearhead cross-functional initiatives that drive innovation and generate growth.

How It Works
PLD is composed of four modules presented over six months, with four weeks of study on campus.

• Two distance-learning sessions (12 hours weekly)—the HBX digital platform captures the dynamism of the HBS classroom, connecting you to a global network of peers and a wealth of interactive learning tools
• Two on-campus sessions (each two weeks)—through a customized case and coaching, you will develop a personal action plan for tapping new revenue sources and navigating global market shifts

After completing the four modules, you will be eligible to attend PLD Module 5—an optional two-week session on campus that further accelerates your leadership development and offers HBS alumni status.

Curriculum Highlights
Focused on leadership, innovation, and change, the PLD curriculum includes four highly integrated modules and a fifth optional module:

Module 1: Foundational Skill Building
Module 2: Cross-Functional Business Approach
Module 3: Strategy Formulation and Implementation
Module 4: Leading Change
Module 5: Personal Leadership (optional; additional fee)
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. Ideal candidates are actively involved in running the business and hold a significant equity stake in their firms. Executives from venture-funded or long-established companies also are welcome to attend.

Powerful Results
If you want to expand your global perspective and go-to-market options, OPM is a game changer. Focused on corporate growth, leadership expertise, and financial success, you will emerge with greater confidence, entrepreneurial skills, and strategic vision.

By improving your ability to develop optimal financing strategies, capitalize on disruptive innovation, and exploit opportunities locally and globally, you will be ready to position your company for long-term competitive advantage.

How It Works
Delivered in three units that span 24 months over three calendar years, OPM equips you with the necessary tools to confront the new challenges and opportunities ahead. Each three-week session delves into essential business fundamentals, emerging best practices, and areas of special interest to top entrepreneurial leaders.

Curriculum Highlights
The OPM curriculum focuses on the key aspects of running a successful business through three highly integrated units:

Unit 1: Analyzing and Pursuing Opportunities
Unit 2: Leading Growth and Transformation
Unit 3: Planning Future Transitions

“During OPM, I was able to remove myself from the ‘trenches’ of my business and see from a bird’s-eye view to gain perspective and find new solutions.”

Jennifer Adams
CEO and Founder, Jennifer Adams Brands, U.S.
### WHICH PROGRAM IS RIGHT FOR YOU?

**AMP**
- Motivating the executive team to create and enhance shareholder value
- Gaining a deeper understanding of complex corporate governance issues
- Aligning corporate strategy, vision, and technology to achieve operational excellence
- Identifying new markets and building flexible solutions to capture global opportunities
- Developing and honing strategic skills in the context of financial leadership

**GMP**
- Driving fundamental change across the organization
- Deepening knowledge in finance, 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, and personal action plan

**PLD**
- 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 customized case and personal action plan

**OPM**
- 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

### WHO IT’S FOR

**AMP**
- Senior executives who are one or two levels from the CEO
- Individuals who possess at least 20 to 25 years of work experience, including significant time as a senior executive or company officer
- Those identified as central to the company’s succession plan

**GMP**
- General managers in any industry who have overall profit and loss responsibility or whose cross-functional role is significantly expanding
- Individuals who possess at least 15 to 20 years of work experience
- Executives who will soon become business-unit, divisional, or regional leaders
- Senior executives in any role who need a broader and deeper perspective on company operations
- Specialists and star contributors
- Individuals who possess at least 10 to 15 years of work experience
- Those identified as outstanding prospects for increased leadership responsibilities
- Ideal candidates include managers from any business function and at any level, from project leaders to vice presidents

**PLD**
- Business owners/founders who serve as CEOs, COOs, presidents, managing directors, or executive directors; executives from venture-funded or long-established companies
- Individuals who possess at least 10 years of work experience
- Those actively involved in running the business
- Individuals who hold a significant equity stake in the firm

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### HOW IT WORKS

**AMP**
- 7 continuous and intensive weeks on campus

**GMP**
- 4 modules over 4 months, consisting of 2 distance-learning modules (12 to 15 hours weekly) and 2 on-campus modules (each 3 to 4 weeks)

**PLD**
- 4 modules in total, consisting of 2 distance-learning modules (12 hours weekly), 2 on-campus modules (each 2 weeks), and 1 optional on-campus module (2 weeks)

**OPM**
- 3 on-campus units span 24 months over 3 calendar years (each unit is 3 weeks)

### ALUMNI STATUS

**AMP**
- After completing the program, participants will become alumni of HBS

**GMP**
- After completing the program, participants will become alumni of HBS

**PLD**
- PLD participants earn HBS alumni status by completing PLD’s optional Module 5 or an additional 10 nights* of HBS Executive Education open-enrollment or custom programs

**OPM**
- After completing the program, participants will become alumni of HBS

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*Calculated by the number of nights spent on campus. For example, a 4-day program may require 3 nights on campus.

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