STRATEGIC IQ: Creating Smarter Corporations
WWW.EXED.HBS.EDU/PROGRAMS/SA/

Program Objectives
As the business climate rapidly changes, successful companies quickly adapt their strategies and innovate to maintain a competitive edge. This intensive program provides the diagnostic frameworks your company needs to assess and boost its strategic intelligence, identify and overcome inertia, and drive and sustain superior performance. You will emerge ready to build and lead a smarter and faster organization that can thrive over the long term.

Curriculum
Focused on diagnosis and action, the highly integrated, three-module format sets the stage for strategic change. Key topics include:

- Compare the strategies of thriving companies across diverse industries and the factors that give them a competitive edge
- Build the skills to diagnose your organization’s responsiveness to change and improve its ability to sustain success
- Avoid the pitfalls of once-prosperous companies that suddenly failed by rigidly adhering to inflexible strategies and structures
- Analyze how troubled companies learned from their mistakes, continued to evolve, and ultimately surpassed their rivals
- Gain fresh perspectives on how to anticipate strategic change, quickly adapt to new realities, and thrive over the long term

Participant Mix
Strategic IQ is designed for senior executives in companies of all sizes who significantly influence the firm’s strategic direction, organizational design, or human-capital development. When several executives attend as a team, they can address the company’s strategic challenges together and apply the program’s frameworks immediately upon their return.

Anticipated Faculty
William “Willis” M. Emmons III, Rembrand M. Koning, John R. Wells (faculty chair), and Andy Wu

13–18 OCT 2019
$ 13,000
HBS Campus, Boston, MA
WHY HARVARD BUSINESS SCHOOL?

This is where world leaders convene. At Harvard Business School, you will do more than prepare for the next step in your career. You will develop the worldview, strategic skills, and leadership capacity to master the complex global challenges that face your company today.

The Case Method, pioneered by Harvard Business School, is a proven tool for expanding your leadership capability and expertise. No other program puts you face to face with the faculty who wrote the cases and experienced the outcomes.

Our Global Curriculum integrates the best practices and cultural insights of the world’s top businesses. You will return with the latest strategies for achieving your company’s goals—and your career objectives.

A Diverse Group of Accomplished Peers will share their unique perspectives and life experiences. You will leave with a business network that spans functions, industries, and the globe.

Full-Time Harvard Business School Faculty members teach every course. Drawing on proven business expertise and field-based research, they will engage you in an unparalleled learning experience.

Admissions

Application Process—Please visit www.exed.hbs.edu for complete admission requirements and to apply online. The Admissions Committee meets monthly and admits qualified candidates on a rolling, space-available basis. Early application is strongly encouraged.

Admission Requirements—Admission is selective and based on professional achievement and organizational responsibility. No formal educational requirements apply. Executive Education programs enhance the leadership capacity of the managers enrolled as well as their organizations, and HBS expects full commitment from both.

Program Fee—The program fee covers tuition, books, case materials, accommodations, and most meals. Payment is due within 30 days of the invoice date. If admission is within 30 days prior to the start of the program, payment is due upon receipt of the invoice. Cancellation policies are outlined in the information provided to applicants upon admission.

Connect With Us

For more information, please contact a Program Advisor at:

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