STRATEGIC IQ:
Creating Smarter Corporations
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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
H. Lawrence Culp, William “Willis” M. Emmons III, Kevin W. Sharer, and John R. Wells (faculty chair)
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. While participants devote time and intellect to the learning experience, sponsoring organizations agree to relieve individuals of their work responsibilities during the program.

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 our Client Services team at:

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