ADVANCED MANAGEMENT PROGRAM

HARVARD BUSINESS SCHOOL
Executive Education
Become a Global Changemaker

Embrace cultural diversity to inspire innovation. Identify potential risks and adapt quickly to unforeseen events. Capture opportunities for value as global markets shift. Turn digital disruption into a competitive advantage. Lead change that drives performance and growth locally and globally.
EXPAND YOUR WORLDVIEW AND YOUR GLOBAL LEADERSHIP IMPACT.

Market volatility, digital disruption, and geopolitical risk are constantly changing the way companies compete across industries and borders. The Advanced Management Program (AMP) is designed to transform senior executives into visionary leaders who can manage globally and compete strategically. In the process, you will enhance your ability to:

- Manage a global organization by setting the right leadership in place, securing the appropriate financing, and outperforming the competition
- Deploy a broadly informed global perspective as you evaluate markets, analyze competitive forces, and establish corporate strategy
- Navigate the global financial system while capturing opportunities to add value to your organization
- Align business activities with your digital strategy while innovating to maintain competitive advantage

IS AMP RIGHT FOR YOU?

This flagship program is designed for proven business executives who want to take on greater leadership responsibilities, achieve better negotiating and financial outcomes, develop effective digital marketing strategies, and drive operational excellence. Ideal candidates will:

- Hold leadership positions one or two levels from the CEO and have been identified as central to the company’s succession plan—including members of executive committees, heads of major business units, senior heads of functions, and senior members of the operating group
- Have at least 20 to 25 years of work experience, including significant time as a senior executive or company officer

Delivering a Truly Global Experience

At Harvard Business School (HBS), you will collaborate with a stellar group of peers who span industries and countries—and engage with our world-renowned faculty, who in 2018 collectively researched and wrote over 305 case studies representing more than 55 countries.

165 ACCOMPLISHED PEERS

40 COUNTRIES REPRESENTED

45 INDUSTRIES REPRESENTED
OUR FACULTY
AMP is developed and taught by a multidisciplinary team of HBS faculty who are skilled educators, groundbreaking researchers, and award-winning authors. Through board memberships, consulting, and field-based research, they address the complex challenges facing business leaders across the globe.

Max H. Bazerman
NEGOTIATION, ORGANIZATIONS AND MARKETS UNIT
“Executives require negotiations skills that go beyond simply haggling over price. Preparation, developing options, sequencing, and other complexities are essential parts of the executive toolkit.”

David E. Bell
MARKETING UNIT HEAD
“Marketing is about matching a company’s capabilities with the needs of the marketplace. It is also about developing an organization capable of delivering on that mission.”

Stuart C. Gilson
FINANCE UNIT
“By the end of AMP, participants are overjoyed that they understand finance. More important, they are embracing finance and looking forward to using it back at work.”

Marco Iansiti
TECHNOLOGY AND OPERATIONS MANAGEMENT UNIT HEAD
“We are experiencing a unique moment in the history of business as waves of digital technology continue to transform every aspect of our economy.”

Cynthia A. Montgomery
STRATEGY UNIT
“As strategists, leaders bear responsibility for the most fundamental question: Why is this business relevant? Without a compelling answer, everything else a leader does is at risk.”

CHANGE YOUR LEADERSHIP GAME. MAXIMIZE YOUR GLOBAL IMPACT.
Collaborating with world-renowned faculty, a professional HBS Executive Coach, and a diverse group of senior executives, you will broaden your view of multinational management and global leadership. You will emerge from AMP with the leadership mindset, confidence, and vision to contribute to corporate success as a member of the executive suite.

Seven Transformative Weeks
For seven uninterrupted and intensive weeks, you will be fully immersed in a career-changing experience. You will step into the role of chief decision-maker, collaborate in your living group, dive into individual research, and prepare for the next day’s cases. The return on your investment is priceless: AMP will forever change how you and your company do business.

HBS Executive Coaching
Focused on accelerating individual and team growth, your professional coach will help you identify your leadership strengths and gaps through a 360-degree leadership and personal assessment with customized feedback. You will emerge with greater self-awareness, understanding, and confidence—and with a reentry strategy for achieving your leadership goals.

Hallmark HBS Case Method
Pioneered by HBS faculty, the case method dives into the complex business challenges facing senior executives of leading companies, nonprofits, and government organizations across the globe. This time-tested action learning approach immerses you in the multifaceted role of chief decision-maker.
Global Leaders Convene Here
AMP provides the time and support you need to build trusting relationships with a small group of peers who understand your challenges but are not members of your organization. Each day, you will gain new insights by:

- Collaborating with executives who span industries, countries, and cultures
- Considering diverse perspectives during case discussions and assignments
- Contributing to small group exercises and projects as part of a team
- Giving and receiving confidential feedback in a safe environment
- Expanding your professional network as well as your leadership impact

Powerful Lineup of Faculty and Industry Guest Speakers
HBS thought leaders share groundbreaking insights, relevant practice experience, and proven frameworks, while distinguished industry leaders reveal how they overcame critical business challenges.

General Joseph F. Dunford, Jr.
Chairman, Joint Chiefs of Staff

Lou Gerstner
Former Chairman and CEO, IBM

Andrea Jung
President and CEO, Grameen America

Robert S. Kapito
President, BlackRock

William Lewis
CEO, Dow Jones

Anne M. Mulcahy
Former Chairman and CEO, Xerox Corporation

“Effective leaders deliver results. AMP enables me to engage senior leaders from all over the world on how to drive performance excellence in their organizations.”

Richard H.K. Vietor
BUSINESS, GOVERNMENT AND THE INTERNATIONAL ECONOMY UNIT

“AMP is an opportunity for executives to get the economics under control. From balance of payments to national income accounting, the program curriculum is both challenging and useful.”

Michael L. Tushman
Faculty Chair, AMP, Organizational Behavior Unit

“In leadership development, we talk about the importance of knowing, doing, and being. It’s not enough to know about a best practice—you have to be able to do it.”
**RISE TO THE HIGHEST LEVEL OF LEADERSHIP.**

Designed to fuel self-reflection, collaboration, and innovation, AMP features global case studies, personal assessments and feedback, and distinguished industry guest speakers. HBS thought leaders and a professional HBS Executive Coach will challenge your thinking as you delve into the complex operational and geopolitical challenges of global leadership with a diverse group of senior executives.

During a three-day break midway through the program, your family members are invited to participate in an optional two-day, on-campus program that includes special class sessions, social gatherings, and family activities. You also may use this time to travel home or explore New England.

### MEASURE, ANALYZE, AND DRIVE CORPORATE PERFORMANCE

Deepen your understanding of financial reporting, capital investment decision-making, and performance.

### DEVELOP A COMPELLING STRATEGY

Align business activities to build competitive advantage, set the direction of your business, and craft its overarching strategy.

### LEAD YOUR COMPANY AND YOUR CAREER

Advance your leadership skills and accelerate your role in building and leading a high-performing organization.

### LEVERAGE THE POWER OF MARKETING

Develop effective digital marketing strategies by integrating sophisticated data and interactive technologies.

### LEAD IN THE GLOBAL ECONOMY

Determine how each country’s economic performance and geopolitical context will impact your global business strategy.

### BUILD COMPETITIVE ADVANTAGE THROUGH OPERATIONS

Drive operational excellence by addressing challenges and opportunities and anticipating future issues through the use of current data and tools.

### PLAN AND CONDUCT SUCCESSFUL NEGOTIATIONS

Become a better negotiator by improving your analytical and tactical skills in a series of real-world simulations.

### MASTER THE ESSENTIALS OF CORPORATE FINANCIAL MANAGEMENT

Navigate the global financial system while creating, measuring, and managing value and evaluating the risks of your decisions.

### HBS ALUMNI STATUS AND LIFELONG LEARNING

Upon completing AMP, you will become a lifetime member of the global HBS alumni community. You will have exclusive access to a wealth of resources and support tools that facilitate lifelong learning, growth, and success.
LIVING AND LEARNING AT HBS.

AMP is a highly structured yet deeply personal experience that is carefully designed to facilitate your growth. Your learning will take place on your own, in your living group, and in the larger classroom, driven by the renowned HBS case method.

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.

Cutting-Edge Classrooms
Our signature classrooms are designed to engage participants in a dynamic exchange with HBS faculty and senior executives who represent diverse companies across the globe.

Private Fitness and Wellness Offerings
Exercise your options at Shad Hall:
- Indoor walking/jogging track
- Basketball, racquetball, and squash courts
- Outdoor tennis courts and indoor table tennis
- Class studios
- Extensive fitness equipment
- Mindfulness workshops
- Swimming pool
- Locker rooms with whirlpool, steam, and sauna

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

“My AMP experience changed the way I approach just about every aspect of my life. Now I look at everything through a completely different lens.”

Anél Bosman
Managing Executive, Markets, Nedbank Corporate and Investment Banking, South Africa
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DATES & PROGRAM FEES
SEP 2019 SESSION
Program Fee: $82,000
08 SEP–24 OCT 2019
MAR 2020 SESSION
Program Fee: $82,000
29 MAR–14 MAY 2020