## Comprehensive Leadership Programs

**www.exed.hbs.edu**

### Advanced Management Program (AMP)

- **Length:** 7 Consecutive Weeks on Campus
- **Overview:** AMP delves into the complex responsibilities and operational challenges of global leadership. You will expand your ability to spearhead organizational change, build advantages, and drive performance across domains, industries, and borders.*
- **Key Benefits:**
  - Align business activities with your digital strategy while innovating to sustain a competitive edge
  - Secure the appropriate financing and outperform the competition
  - Evaluate world markets, analyze competitive forces, and set corporate strategy through a global lens
  - Navigate the global financial system and capture opportunities that add value to your organization
- **What You Will Learn:** AMP prepares you to move up to the executive suite or take on a greater leadership role. You’ll learn how to:
  - Contribute more value as a member of the senior leadership team
  - Motivate the executive team to create and enhance shareholder value
  - Align corporate strategy, vision, and technology to drive operational excellence
  - Identify new markets and build solutions to capture global opportunities
  - Expand your ability to anticipate change, capitalize on disruptive innovations, and drive performance
- **Who Should Attend:** Ideal candidates:
  - Have at least 20–25 years of work experience as senior executives or company officers
  - Hold positions 1–2 levels from the CEO and are key to the company’s succession plan

### General Management Program (GMP)

- **Length:** 4 Modules over 4 Months: 7 Weeks on Campus
- **Overview:** GMP provides a highly integrated, multidisciplinary view of strategy, leadership, and the organization. You will emerge ready to build cooperation across disciplines, drive organizational performance, and create winning strategies.*
- **Key Benefits:**
  - Gain a deeper understanding of your company’s industry and competitive position
  - Build critical analytical skills in financial management, human resources management, and strategy formulation
  - Continue to grow as a leader by building on powerful insights gained through professional coaching
  - Develop a personal strategy statement and customized case study that addresses your leadership challenges
- **What You Will Learn:** GMP prepares you to contribute to corporate growth on a more strategic and senior level. You’ll learn how to:
  - Earn the trust and respect of subordinates, peers, and shareholders
  - Address cross-functional problems that require innovative and comprehensive, long-term action plans
  - Analyze the ethical, motivational, and performance challenges associated with visionary leadership
  - Become an agent of organizational change by capitalizing on evolving technology and globalization
- **Who Should Attend:** Ideal candidates:
  - Have at least 15–20 years’ work experience, overall P&L responsibility, or an expanding cross-functional role
  - Need a broader perspective on company operations or will soon become business-unit, divisional, or regional leaders

### Program for Leadership Development (PLD)

- **Length:** 4 Modules over 6 Months: 4 Weeks on Campus
- **Overview:** PLD is an accelerated alternative to the executive MBA. You will emerge fully prepared to master complex organizational challenges, build high-performing global teams, and lead cross-functional initiatives that drive innovation and growth.**
- **Key Benefits:**
  - Gain a broader understanding of the global marketplace and a more integrated view of the organization
  - Learn how to identify critical problems, craft effective solutions, and adapt to global market shifts
  - Become a more confident and capable leader with a strong leadership philosophy and presence
  - Formulate a detailed personal action plan to address your strategic and leadership challenges
- **What You Will Learn:** PLD broadens your understanding of business operations and the global marketplace. You’ll learn how to:
  - Apply a cross-functional business approach to drive innovation and profitable growth
  - Master the essentials of marketing, operations, finance and accounting, and corporate accountability
  - Recognize the relationships among functional strategy, business-unit strategy, and strategy implementation
  - Understand the economic, political, and social forces that are shaping the global business environment
- **Who Should Attend:** Ideal candidates:
  - Need a broader perspective and understanding of the business
  - Are actively involved in running the business and hold a significant equity stake in their firms

### Owner/President Management (OPM)

- **Length:** 3 Units over 24 Months: 9 Weeks on Campus
- **Overview:** OPM focuses on building entrepreneurial business leaders who can drive operational excellence and capitalize on disruptive innovation. You will explore new ways to address competitive threats and position your enterprise for long-term success.*
- **Key Benefits:**
  - Develop a deeper understanding of your company’s key drivers
  - Acquire the skills needed to formulate optimal financing strategies that drive business growth
  - Gain new insight into advancing your company’s agenda and your personal leadership growth
  - Broaden your strategic perspective to identify and exploit opportunities locally and internationally
- **What You Will Learn:** OPM focuses on areas of special interest to top entrepreneurial leaders to advance company growth. You’ll learn how to:
  - Assess your leadership style and your organization’s ability to implement your long-term plan
  - Expand your knowledge of key frameworks and approaches for analyzing and pursuing opportunities
  - Identify ways to achieve transformational change in your business and across your industry
  - Balance your business objectives with your personal and professional goals
- **Who Should Attend:** Ideal candidates:
  - Business owners/founders with at least 10 years’ work experience who also serve as CEOs, COOs, presidents, managing directors, or executive directors
  - Are actively involved in running the business and hold a significant equity stake in their firms

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* Upon program completion, participants will become HBS alumni  ** Upon program completion, participants have the option for additional programming to achieve HBS alumni status

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