# Comprehensive Leadership Programs

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| **Advanced Management Program**  | Blended Continuous Format                        | Prepare for the highest level of leadership. AMP is designed to prepare you for the complex responsibilities of global leadership.  | This program will empower you with the leadership skills necessary to identify, frame, and solve complex business problems; build cooperation among disciplines; and drive innovation and organizational change. You will emerge better prepared to lead holistically, play a more strategic role in corporate success, and deliver a lasting impact. | • Lead strategic innovation and change  
• Understand behavioral economics leading to better decisions  
• Master marketing in a digital world  
• Become a more authentic leader  
• Navigate corporate responsibility, accountability, and ethics  
• Drive financial performance  
• Capitalize on digital transformation and AI  
• Lead in a global economy  
• Use management systems to drive performance and governance                                                                 |
| **General Management Program**   | Modular Format                                   | Shaping the future of outstanding leaders. GMP prepares you to elevate beyond your functional areas of expertise and expands your leadership horizon. | This program improves your decision-making and leadership skills by deepening your knowledge of core business operations and broadening your understanding of today’s global marketplace. You will return to your organization more confident, more capable, and ready to take on new challenges. | • Strengthen your foundational skills  
• Enhance your executive presence  
• Expand analytical skills and knowledge of functional areas  
• Diagnose problems, generate options, and identify and activate winning strategies  
• Expand your ability to think about the macro picture  
• Capitalize on technological disruption, digital transformation, and other evolving trends                                                                 |
| **Program for Leadership Development** | Modular Format                                   | Accelerating the careers of high-potential leaders. PLD is a highly personalized program designed to advance the development of up-and-coming managers.** | This program is a game changer that can help you advance your company’s agenda and your leadership growth. You will emerge with greater confidence, an expanded entrepreneurial toolkit, and leadership insight that will help you drive immediate and long-term success. | • Develop foundational skills  
• Establish big-picture view of a company’s building blocks  
• Learn how functional strategy, business-unit strategy, and strategy implementation relate  
• Analyze forces shaping the global business environment  
• Learn how functions interrelate and contribute to overall corporate strategy  
• Gain leadership skills to generate change and drive innovation  
• Drive growth while managing uncertainty  
• Manage financial risks strategically  
• Recognize the opportunities and challenges of doing business globally  
• Lead and manage people to effectively implement your strategy  
• Formulate key components of successful sales and marketing strategies  
• Strengthen negotiation skills  
• Set and achieve long-term strategic goals                                                                 |
| **Owner/President Management**   | Modular Format                                   | Drive the vision for your enterprise. OPM is designed to help entrepreneurial leaders maximize their leadership impact and take their company to the next level. | This program will empower you with the leadership skills necessary to identify, frame, and solve complex business problems; build cooperation among disciplines; and drive innovation and organizational change. You will emerge better prepared to lead holistically, play a more strategic role in corporate success, and deliver a lasting impact. | • Business owners/founders with at least 10 years’ operational experience who also serve as CEOs, COOs, presidents, managing directors, or executive directors  
• Executives who are actively involved in running the business and hold a significant equity stake in their firms  
• Senior executives with at least 20 years’ experience  
• Leaders holding positions 1–2 levels from the CEO who are key to the company’s succession plan  
• C-suite-level executives at large organizations or midsize companies that have significant growth opportunities  
• Functional leaders at large organizations whose role is significantly expanding  
• Executives who will soon become business-unit, divisional, or regional leaders  
• Senior executives with at least 15–20 years’ experience who have profit-and-loss responsibility  
• Top executives at midsize companies  
• Functional leaders at large organizations whose role is significantly expanding  
• Executives who will soon become business-unit, divisional, or regional leaders  
• Specialists and star contributors with at least 10–15 years’ experience identified as outstanding prospects for increased leadership responsibilities  
• Managers who span business functions and levels, from project leaders to vice presidents                                                                 |

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