### ADVANCED MANAGEMENT PROGRAM (AMP)

#### OVERVIEW
AMP delves into the complex challenges of multinational management and global leadership. You will expand your ability to spearhead organizational change, navigate market volatility, inspire innovation, and compete strategically across borders.*

#### KEY BENEFITS
- Align business activities with your digital strategy while innovating to sustain a competitive edge
- Understand the role innovation plays as organizations evolve and leadership’s role in shaping transformation and change
- Evaluate world markets, analyze competitive forces, and set corporate strategy through a global lens
- Navigate the global financial system while creating and managing value and assessing risk

#### 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:
- Tackle your organization’s toughest strategic challenges with greater skill and confidence
- Strengthen your ability to lead with greater authenticity, integrity, and purpose
- Use management systems to establish accountability and effective governance
- Set the right strategies, secure appropriate financing, and outperform the competition
- Master marketing in a digital world and learn how to capitalize on disruption

#### WHO SHOULD ATTEND
Ideal candidates:
- Have at least 20 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
- Hold C-suite level positions at midsize companies that have significant growth opportunities

#### LENGTH
- Continuous Format: 7 Consecutive Weeks on Campus
- Modular Format: 4 Modules over 6 Months: 6 Weeks on Campus

### GENERAL MANAGEMENT PROGRAM (GMP)

#### OVERVIEW
GMP provides a highly integrated, multidisciplinary view of strategy, leadership, and the organization. You will emerge ready to build cooperation across disciplines, lead digital transformation, and drive organizational change.*

#### KEY BENEFITS
- Gain a deeper understanding of your company’s industry and competitive position
- Build a creative culture that is open to change and digital transformation
- Continue to grow as a leader by building on powerful insights gained through professional coaching
- Develop a personal strategy statement and customized business case that address your leadership challenges

#### WHAT YOU WILL LEARN
GMP prepares you to contribute to corporate success on a more strategic and senior level. You’ll learn how to:
- Become an agent of organizational change who turns digital innovation into a competitive advantage
- Earn the trust and respect of subordinates, peers, and shareholders
- Address organizational problems that require comprehensive, long-term action plans
- Analyze the ethical, motivational, and performance challenges associated with visionary leadership

#### WHO SHOULD ATTEND
Ideal candidates:
- Have at least 15–20 years’ work experience, overall P&L responsibility, or an expanding or who’s role is significantly expanding role
- Need a broader perspective on company operations or will soon become business-unit, divisional, or regional leaders

#### LENGTH
- 4 Modules over 4 Months: 7 Weeks on Campus

### PROGRAM FOR LEADERSHIP DEVELOPMENT (PLD)

#### OVERVIEW
PLD is a fast-track alternative to the executive MBA that accelerates your leadership development. 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
- Develop a broader understanding of business operations, the global marketplace, and your organization
- Capitalize on the opportunities unleashed by digital transformation
- 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 leadership
- Learn how functional strategy, business-unit strategy, and strategy implementation interrelate
- Understand the economic, political, and social forces that are shaping the global business environment

#### WHO SHOULD ATTEND
Ideal candidates:
- Specialists and star contributors with at least 10–15 years’ work experience identified as outstanding prospects for increased leadership responsibilities
- Managers who span business functions and levels, from project leaders to vice presidents

#### LENGTH
- 4 Modules over 6 Months: 4 Weeks on Campus

### OWNER/PRESIDENT MANAGEMENT (OPM)

#### OVERVIEW
OPM focuses on building entrepreneurial business leaders who can inspire organizational change and drive operational excellence. 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 major drivers
- Acquire the skills needed to formulate optimal financing strategies that drive business growth
- Lead digital transformation to drive breakthrough innovation and profitable growth
- Broaden your strategic perspective to identify and exploit opportunities locally and internationally

#### WHAT YOU WILL LEARN
OPM focuses on corporate growth, leadership expertise, and financial success. You’ll learn how to:
- Assess existing resources and build new capabilities
- Expand your global perspective, understanding of operations, and go-to-market options
- Implement 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’ operational experience who also serve as CEOs, COOs, presidents, managing directors, or executive director
- Are actively involved in running the business and hold a significant equity stake in their firms

#### LENGTH
- 3 Units over 24 Months: 9 Weeks on Campus

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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