<table>
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<tr>
<th>What You Will Learn</th>
<th>DRIVING CORPORATE PERFORMANCE: ALIGNING SCORECARDS AND STRUCTURE FOR STRATEGY EXECUTION</th>
<th>DRIVING PROFITABLE GROWTH</th>
<th>REIMAGINING STRATEGY: APPLYING DESIGN THINKING TO YOUR ORGANIZATION</th>
<th>RISK MANAGEMENT FOR CORPORATE LEADERS</th>
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<tbody>
<tr>
<td>Key Benefits</td>
<td>Create value by aligning your organization’s structures, systems, and processes for optimal execution of your strategy. Prepare to implement powerful measurement and control systems well-suited to your business as you lead a successful, scalable organization.</td>
<td>Equip yourself to drive business expansion by examining the nature of growth as a process—its key variables, risks, and decision points. Prepare to overcome scaling challenges, discover new avenues for growth, and manage your organization’s growth curve with confidence.</td>
<td>Rethink and revitalize your strategy and organizational performance through a powerful new lens: design thinking, which places customer needs at the center of a product, service, process, or business model. Spark breakthrough innovation—and boost your company’s competitive advantage.</td>
<td>Protect your company’s assets, brand reputation, and competitive advantage by strengthening its approach to internal and external risk. Gain new ability to measure risk level, assess potential threats, balance innovation and risk, and structure an optimal risk management function.</td>
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<tr>
<td>Who Should Attend</td>
<td>General managers and senior financial executives responsible for designing and implementing systems to measure, monitor, and improve enterprise performance. Particularly appropriate for Executives with planning, control, and accounting responsibilities.</td>
<td>Senior leaders from diverse functional backgrounds tasked with driving growth in midsize to large organizations. CEOs, general managers, and division heads focused on strategy, new business acquisition, or operations management.</td>
<td>C-suite leaders and other senior executives who play a key role in formulating and executing strategy, including: CEOs, CFOs, and COOs Strategy officers Heads of business units, divisions, regions, or functions.</td>
<td>Senior leaders including: Chief risk officers and other risk management leaders CFOs General managers, including CEOs, COOs, and division heads Public relations executives.</td>
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</tbody>
</table>
## COMPETITIVE STRATEGY PROGRAMS

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### BUILDING AND SUSTAINING VALUE ACROSS MARKETS

**What You Will Learn**
Whether your company does business in multiple industries or multiple countries—or is just starting to diversify horizontally, vertically, or geographically—prepare to design and execute a profitable growth strategy in the midst of rapid change and uncertainty.

**Key Benefits**
- Choose your best vector for growth
- Identify corporate resources that can be leveraged as sources of value creation across businesses or geographies
- Design the optimal scope of your corporation and plan how you will achieve it
- Evolve your organization structure, management processes, and external ecosystems
- Assess the impact of geopolitical, technological, and business model trends

**Who Should Attend**
- C-suite and other senior executives designing strategy for diversified or multinational firms
- Business unit heads, country/ regional managers, or corporate leaders coordinating activities across units
- Entrepreneurial leaders and strategists considering expansion into new markets

### DISRUPTIVE INNOVATION: STRATEGIES FOR A SUCCESSFUL ENTERPRISE

**What You Will Learn**
Examine disruption and strategic decision-making through Clay Christensen’s transformative theory. Learn how disruption really works, so you can spot potential threats and opportunities sooner, make the right strategic moves faster, and position your organization for long-term success through effective innovation.

**Key Benefits**
- Sharpen your strategic mindset, skillset, and toolkit, making better decisions through strategic analysis and predictive frameworks
- Analyze how the structure of an industry may change over time
- Determine when to invest in core versus disruptive business models
- Strengthen differentiation and improve margins
- Avert problems that can lead companies into decline

**Who Should Attend**
- Senior executives, general managers, or business owners who are responsible for setting strategic direction for their organizations

### DRIVING DIGITAL STRATEGY

**What You Will Learn**
Take full advantage of the opportunities created by digital transformation, from your core business strategy to marketing and operations. Prepare to reinvent your business model, reassess your value chain, reconnect with your customers, and rebuild your organization for the future.

**Key Benefits**
- Make digital transformation a key part of your organization’s strategy
- Build platforms and ecosystems that attract and retain customers
- Choose an organizational structure that spurs innovation and entrepreneurship
- Understand the impact of various technologies, such as 3D printing and digital manufacturing, on your operations
- Manage channel conflict and design omnichannel strategies
- Engage customers through digital, social, and mobile marketing

**Who Should Attend**
- Senior executives who are responsible for shaping overall corporate strategy and driving digital strategy
- Directors, vice presidents, and senior managers who are responsible for formulating and driving digital strategy

### PURPOSE AND PROFIT: CREATING SHARED VALUE

**What You Will Learn**
Discover how your company can achieve a competitive advantage by addressing societal challenges. Move beyond corporate social responsibility and sustainability reports and shift your company’s strategy to create Shared Value, a concept that connects economic performance with social progress.

**Key Benefits**
- Establish a corporate purpose as you integrate Shared Value into your strategy and operations
- Develop a social-value proposition as a source of competitive differentiation
- Simultaneously enable stronger financial performance, motivated employees, and meaningful social progress
- Find new opportunities for growth and profitability
- Explore new ways to drive positive change while addressing new expectations from investors

**Who Should Attend**
- Senior executives engaged in corporate strategy, new business development, and operations management
- Investment professionals
- Corporate, nonprofit, or government leaders interested in forging strategic business partnerships
- Business academics

### STRATEGY: BUILDING AND SUSTAINING COMPETITIVE ADVANTAGE

**What You Will Learn**
Dive into the business strategy development and execution process—from competitive positioning, competitor analyses, and strategic agility to corporate strategy, sustainability, innovation, and implementation. Develop the analytical skills and leadership vision to forecast industry trends and outmaneuver the competition.

**Key Benefits**
- Understand sources of advantage in your industry and geography
- Distinguish between short-run gains and lasting competitive advantage
- Adapt your strategy to global market shifts
- Analyze strategic tradeoffs as you identify the resources and organizational changes needed to execute your strategy
- Transform a single business into a multibusiness company
- Execute and coordinate strategy across multiple lines of business and global markets

**Who Should Attend**
- Senior executives responsible for developing and implementing competitive strategy for a company or business unit, including:
  - CEOs, COOs, and heads of a division or unit
  - CFOs
  - Strategy or innovation officers

### TRANSFORMING CUSTOMER EXPERIENCES

**What You Will Learn**
Develop customer service as a strategic differentiator for your organization as you create the service models, capabilities, offerings, and high-quality delivery that support strategic goals. Build an exceptional service culture that supports employees, delights customers, and drives organizational performance.

**Key Benefits**
- Develop a customer experience strategy and a sustainable service model
- Gain a deeper understanding of how to serve your customer base
- Respond nimbly to market shifts and emerging competition
- Create an environment that enables employees and customers to thrive
- Address gaps in service execution
- Leverage technology to create and enhance service offerings and improve delivery

**Who Should Attend**
- Senior executives involved in service design and delivery for B2B or B2C service or product companies, including:
  - Leaders of customer service teams
  - Executives in marketing, inside sales, data analysis, or operations