PURPOSE AND PROFIT: STRATEGIES FOR A SUCCESSFUL ENTERPRISE

ATTEND
WHO SHOULD BENEFIT

WILL LEARN

KEY BENEFITS

WHO SHOULD ATTEND

WHAT YOU WILL LEARN

COMPETITIVE STRATEGY PROGRAMS
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DISRUPTIVE INNOVATION: STRATEGIES FOR A SUCCESSFUL ENTERPRISE

DRIVING DIGITAL STRATEGY

PURPOSE AND PROFIT: CREATING SHARED VALUE

STRATEGIC AGILITY—VIRTUAL

STRATEGY: BUILDING AND SUSTAINING COMPETITIVE ADVANTAGE

TRANSFORMING CUSTOMER EXPERIENCES

Take full advantage of the digital transformation, from your core business strategy to marketing and operations. Prepare to reinvent your business model, reposition your organization for long-term success through effective innovation.

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.

Absorb essential lessons key to building strategic agility as you explore best practices and the experiences of other successful leaders. Learn how to think through challenging situations, formulate strategies for rapid response, and maintain strategic agility over time.

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.

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.

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

Senior executives, general managers, or business owners who are responsible for setting strategic direction for their organizations.

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

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

Senior executives with at least 10 years of experience who have significant strategic, operational, or administrative responsibilities, including business unit leaders and executives from any functional area

Executives with at least 10 years of experience who have significant strategic, operational, or administrative responsibilities, including business unit leaders and executives from any functional area

Executives with at least 10 years of experience who have significant strategic, operational, or administrative responsibilities, including business unit leaders and executives from any functional area

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

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

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Executive Education

Executive Education
## ORGANIZATIONAL STRATEGY PROGRAMS

**www.exed.hbs.edu**

**HARVARD BUSINESS SCHOOL**

Executive Education

### DESIGNING AND EXECUTING CORPORATE REVITALIZATION

**WHAT YOU WILL LEARN**
Explore the multiple dimensions of corporate revitalization, including strategy, finance, organization, culture, and the leader’s role. Whether your company needs optimization or a radical intervention, you will prepare to set strategic direction, overcome inertia, and lead your organization through a successful pivot.

**KEY BENEFITS**
- Diagnose challenges proactively, even if your company is doing all right—for now
- Streamline the organization, simplifying structure, and redesigning core processes
- Decide whether to retain or divest assets
- Reevaluate decision rights and control rights
- Sustain an effective leadership team under tough conditions
- Leverage the company’s culture to support your strategy and boost agility

**WHO SHOULD ATTEND**
- Senior corporate executives from companies of any size in any industry or country who have significant strategic decision-making responsibility, as well as general counsels or board members who provide strategic input
- Partners in private equity firms that specialize in corporate revitalization
- Senior strategy consultants who advise companies on strategic options, turnarounds, and corporate transformations

### DRIVING CORPORATE PERFORMANCE: ALIGNING SCORECARDS AND STRUCTURE FOR STRATEGY EXECUTION

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.

**KEY BENEFITS**
- Translate your company’s mission and business strategy into performance targets and measures
- Implement more effective performance measurement and management control systems
- Build a Balanced Scorecard (BSC) strategy map
- Balance financial and nonfinancial measures of success
- Align front-line employees with your strategic objectives
- Measure accountability and improve organizational design and resource allocation

**WHO SHOULD ATTEND**
- 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

### DRIVING ORGANIZATIONAL AGILITY—VIRTUAL

Explore the importance of organizational agility and how to implement structures and processes that create a more agile organization. As you become more familiar with agile methods, you will be better able to strike the right balance between managing day-to-day business and remaining responsive to change and opportunity.

**KEY BENEFITS**
- Foster innovation by experimentation, iteration, and quick adaptation
- Empower teams to move quickly by breaking down silos and organizational barriers
- Evolve customer-centric structures and processes
- Shift from traditional to more flexible management processes and structures
- Measure and manage performance in ways that create alignment and accountability

**WHO SHOULD ATTEND**
- C-level decision-makers, heads of business units or regional organizations, and anyone responsible for the P&L of an organization
- Leaders of R&D, finance, engineering, and human resources, including chief people officers
- Leaders and members of cross-functional teams implementing strategy, as well as consultants

### MANAGING TURBULENCE

Become a strategic thinker who creates the conditions for their organization to thrive. Immersed in three intensive modules—two in person and one virtual—you will focus on strategy development, strategy execution, and leadership while building the skills and vision to adapt quickly to changing economic conditions.

**KEY BENEFITS**
- Understand the building blocks of organizational transformation
- Apply value-based thinking to deepen competitive advantage
- Build a powerful coalition of high-performing individuals and teams
- Find opportunity, strength, and purpose during challenging times
- Understanding how to disrupt a “winner-take-all” market
- Attract, train, develop, and retain high-talent employees

**WHO SHOULD ATTEND**
- Future-focused executives who are responsible for implementing strategic change in their organization.
- Senior vice presidents and senior executives one to two levels from the C-suite at well-established organizations and startups of any size in any industry.
- Future-focused executives who are responsible for implementing strategic change in their organization.

### RISK MANAGEMENT FOR CORPORATE LEADERS

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.

**KEY BENEFITS**
- Assess your company’s potential risks, such as geopolitical crises, competitive threats, brand damage, and unethical employee behavior
- Know when to turn down opportunities that could expose your company to excessive risk
- Anticipate, prioritize, and mitigate threats
- Integrate risk management into strategy formulation and execution
- Decide which threats to manage and mitigate internally as a source of competitive advantage

**WHO SHOULD ATTEND**
- Senior leaders including:
  - Chief risk officers and other risk management leaders
  - CFOs
  - General managers, including CEOs, COOs, and division heads
  - Public relations executives