EFFECTIVE MANAGEMENT FOR SECURITY PROFESSIONALS

Establishing the Security Role as an Enabler for Business Success
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Establishing the Security Role as an Enabler for Business Success

Juan has more than 35 years of professional international experience in business intelligence, corporate security, crisis management and risk management. He has experience on the three sides of the security industry triangle: services provider, client and consultant. Moreover, Juan has been the General Manager of a large guarding company and also occupied the position of CSO (Chief Security Officer) in an industrial company and again in a global services group, forming part of the steering committee. He got his MBA from IE in 1996, where he has also completed several management courses, and is one of a small group of Spanish holders of the ASIS International CPP (Certified Professional Protection) certification. He is ASIS Spain former Chairman (2013-2018) and has been Academic Director of this ASIS/IE Effective Management for Security Professionals Program since 2014.

JUAN MUÑOZ, CPP CSMP CSyP MBA
Program Director

“Today, companies and organizations are looking for professionals who are highly trained not only in enterprise security risk and crisis management, but also in business.

It is precisely in this context where the Effective Management for Security Professionals course, organized since 2011 by IE Business School, one of the World’s top ranked business schools, in partnership with ASIS International, the worldwide preeminent security organization, reaches its main added value as a business executive education tool.”
With an infinite amount of old and complex new security risks threatening corporations, the security function faces a host of management challenges. One of the biggest tests that security professionals come up against today is making sure that their own goals are accepted by and aligned with those of their organization.

In order for this to happen, security professionals need to be part of or have direct access to the C-Suite within their organizations, as well as being recognized as a critical component within the organization’s strategy and a true business.

Today, it is crucial for security professionals to supplement their technical skills and security specializations by developing cross-functional knowledge and interdisciplinary competencies to improve collaboration with professionals in other functional areas. Those who speak the same language as other company executives can be more effective, included in the value chain, and at the same time, be successful in elevating the importance of the security role within the corporate structure.

Within this new and enhanced role, security professionals must have the strategic thinking and vision to create a comprehensive security risk management strategy to combat all security threats affecting their organizations.

They must also have strong interpersonal skills, including negotiation, leadership, and team-building strengths, to successfully collaborate with diverse groups of employees and engage them in best practices. In response to these new demands, IE Business School has created this Executive Program in partnership with ASIS International, the preeminent global security association dedicated to increasing the effectiveness and productivity of security professionals around the world.
PROGRAM OBJECTIVES

During this program participants will develop a sound understanding of how to:

• Enhance business acumen and effectiveness in the corporate environment developing better communication capabilities.

• Harness the dynamics of business fundamentals and the business challenges today’s organizations are facing.

• Develop a strategic understanding, anticipatory and critical thinking of the role of security management as an enabler of business success.

• Present a sound business case for their security initiatives to ensure funding balancing priorities.

• Become effective leaders and better decision-makers in a non-hierarchical environment and across functional boundaries.

• Develop communication and negotiation skills to develop persuasive influencing.
PROGRAM CONTENT & METHODOLOGY

This executive program has been designed to push participants beyond simply acquiring new business knowledge and skills, transforming them into more effective executives and decision-makers. It covers the basic core concepts around management such as strategy, leadership, negotiation and finance.

Prior to the program students will be granted access to the IE Online Campus where they will be able to prepare classwork and readings that will facilitate learning on campus. When on campus, participants will engage in interactive discussions, case studies, and teamwork, all of which are intended to expose them to the frameworks and tools needed to succeed in an international and competitive business environment.

PROGRAM MODULES

SETTING THE CONTEXT: A CHANGING BUSINESS REALITY
Examine today’s transforming socio-economic landscape and its impact on your organization, as well as the security management role at large to glean insights into tomorrow’s challenges and opportunities.

CREATING THE STRATEGIC MINDSET
Develop an understanding of the strategic core concepts and analytical tools needed to cultivate a “strategic mindset” that will allow you to create value and competitive advantage.

THE APPLICATION OF FINANCIAL INFORMATION
Grasp the latest concepts in financial management and how these tools may help any manager, not just financial specialists, make sounder business decisions, with a special emphasis on budgeting, valuation and value creation.

BUILDING THE BUSINESS CASE FOR SECURITY INITIATIVES
Apply the learning to your own business scenarios. Executives will be confronting their specific issues and concerns in peer groups to evaluate how they can build the business case for security initiatives in order to secure funding for their projects.

LEADING IN UNCERTAINTY
Understand the impact of constant changes in the environment on the individual and the organization and explore key parameters and tools to assess and manage change. Determine change mindsets, identify resistance barriers, and tackle them on a one-to-one approach and in the organizational setting.

NEGOTIATION
Knowing how to negotiate effectively is fundamental in reaching business objectives in deals and agreements as well as in maintaining good working relationships with business partners. This module will take participants through the core elements of negotiation: the common structure of negotiations, negotiation do's and don’ts, handling conflicting interests and unequal negotiating powers of parties involved, and effective techniques and best practices.

BRINGING IT ALL TOGETHER
The final session of the program will require executives to integrate and apply the acquired business knowledge and skills into the security function scenario and senior security positions within organizations. Participants will work in groups and present their recommendations to their peers and program faculty.
FACULTY

JUAN CARLOS PASTOR

Professor of Leadership

Juan Carlos Pastor is Professor of Organizational Behaviour and the Academic Director of the Centre for Global Leadership at the IE Business School. He lectures on Organizational Behaviour, Leadership, Change, Coaching, and Managing People Skills, and is an active researcher and consultant in the area of leadership development, team dynamics and diversity management.

• PhD in Organisational Behaviour, State University of New York, Buffalo, USA.
• Fulbright Scholar, Harvard University.
• MA in Social Psychology, Clark University, USA.
• BA in Psychology, Universidad Autónoma de Madrid, Spain.

CATERINA MOSCHIERI

Professor of Strategy

Caterina Moschieri’s teaching and research focuses on Corporate and Competitive Strategy. Her research and intellectual interests span from mergers and acquisitions to spin-offs to organizational design. Her research has been presented at several conferences and institutions around the world and her work has been published in academic outlets and broader-audience outlets, such as the Financial Times and Forbes.

• Ph.D. in Management (summa com laude), IESE Business School, Spain, 2008.
• Visiting Scholar, INSEAD Paris.
• B.Sc. and M.Sc. in Economics (DES) (with honors), Bocconi University, Italy, 2000. Major: Economics and Social Sciences.
As a financial economist, there is nothing Juan Pedro Gomez likes better than to bury himself in complex statistics. But far from basing the assumptions he draws purely on these numbers or on abstract theories far removed from the real world, the work of Prof. Gomez is deeply rooted in the human psyche. “I get totally absorbed when I’m looking at the figures,” he says. “Particularly when I’m working with something that applies to a human relationship. There’s always asymmetry of information - and that applies to human relationship of all orders.”

- Ph.D., Economics, Universidad Carlos III, Madrid, Spain.
- B.A., Economics, Universidad Complutense, Madrid, Spain.
- B.A., Actuarial Sciences, Universidad Complutense, Madrid, Spain.

A lawyer by training, Mari Cruz has taken a keen interest in how individuals and companies develop stronger relationships by communicating and managing differences more effectively. Her business interests led her to co-found Iberian Legal Group (Iberian Lawyer) in 2005, an international consultancy, publishing and business development group and The Latin American Lawyer in 2015.

- Postgraduate Diploma in ADR (Alternative Dispute Resolution), LSE, UK.
- International Law and Legal Studies, Universidad de Zaragoza, Spain.
- Graduated in Law, Universitat de Barcelona, Spain.
PARTICIPANT PROFILE

This program has been designed for corporate security, risk management, and IT security mid-level and senior managers, as well as professionals who are next in line for future leadership positions.

MAP OF NATIONALITIES FROM PREVIOUS INTAKES

“It really is a tribe of Security Professionals coming together and sharing experiences and learning together”

Havard Walla
Norwegian National Security Authority (Norway)
AGE RANGE OF PAST PARTICIPANTS

- 9.5% 30+
- 52.4% 40+
- 9.5% 50+
- 28.6% 60+

POSITIONS HELD BY PAST PARTICIPANTS

- Associate Director - Security
- Executive Officer
- Chief Security Officer
- Director of Security
- Group Risk and Security Manager
- Head Group Security
- Head of Corporate Security
- Head of Global Control Center
- Head of IM Security
- Information Security Team Leader
- Insider Threat and Security Manager
- International Coordination and Control Security Director
- Loss Prevention, Business Continuity and Security Director
- Principal IT Expert - Operational Security
- Regional Security Manager Competence & Development
- Safety & Security Director
- Security Risk and Threat Director
- Security Superintendent
- Senior Advisor
- Senior Consultant
INDUSTRIES OF PAST PARTICIPANTS

• Aerospace
• Industrial Products
• Finance & Banking
• Pharmaceutical
• Insurance services
• Education
• Food & Beverage
• Consulting
• Energy
• Public Administration
• Construction
• Health & Safety
• Technology
• Transport
• Pharmaceutical

COMPANIES THAT HAVE BENEFITED FROM THIS PROGRAM
“The program provided key executive learning topics and materials; insightful and thought provoking discussions with seasoned professors; real world case practices and exercises; all topped off by a very pleasant environment in company of security colleagues from around the world with unique perspectives from each of their fields of expertise. A 4 day package that will positively impact the rest of my career!”

**Alex Parra**  
*Regional Security Manager Americas - Honeywell (USA)*

“A perfect executive program that provided me with the knowledge to further develop my skills and...being able to prove my financial acumen, strategy, contractual and communication skills has ensured that I have been able to successfully transition to a new role upon promotion.”

**Rowena Fell, CPP**  
*Security Risk and Threat Director - EY (UK)*

“Not only did we get to make new friendships, but we also identified our own weaknesses and learned a lot about finance, negotiation, strategy and leadership.”

**Eduard Emde**  
*CPP, CISSP, Former Chairman of ASIS International Head of HSS European Space Agency*
DATES AND LOCATION
The program will take place on July 2nd - 5th, 2019 at IE Business School Madrid Campus.

ENTRY FEES
The total cost of the program is 4,500€ (3,600€ ASIS Members) which includes program attendance and course materials, as well as breakfast and lunch on each day of the program.

MATERIALS
Participants will receive a recommended pre-course reading list and a dossier of information regarding the course material to be covered.

CERTIFICATE OF PARTICIPATION
Participants will receive an accredited certificate of participation upon completing the course.

CONFIRMATION OF ENROLLMENT
Payment and confirmation of enrollment must be completed at least seven calendar days before the start of the program. The process should be carried online by clicking on the “Register Now” button on the website www.ie.edu/emsp
CANCELLATIONS AND SUBSTITUTIONS

In the event that you cannot attend the course after enrollment has been confirmed, and providing this is communicated no later than three weeks before the start of the course, you are entitled to request a partial refund of the course fee. In lieu of canceling, if you choose to change the name on the registration to another person from the same company, the substitution can be made up until the day before the start of the course.

FINANCIAL AID AND CONCESSIONS

The Financial Aid Department, in collaboration with the IE Foundation and partner institutions, offers various types of financial aid to program participants: from scholarships to personal loans with very favorable terms. Additionally, companies that send several employees to participate in courses are eligible for special concessions. On the IE Business School Financial Aid page you can find detailed information about this type of aid: www.ie.edu/executive-education/financial-aid

Furthermore, our programs can also be subsidized by the Fundación Estatal para la Formación en el Empleo (State Foundation for Employment Training) FUNDAE: www.fundae.es
IE shapes leaders with global vision, an entrepreneurial mindset and a humanistic approach to drive innovation and change in organizations. IE provides a learning environment where technologies and diversity play a key role.
Focused on academic excellence since 1973

- Over 1,000 executives enroll in our Open Programs every year
- More than 29 postgraduate programs
- 130 nationalities are represented on campus
- More than 500 professors from all continents
- More than 65,000 alumni hold management positions in over 165 countries
- 30 international offices around the globe
IE GLOBAL PRESENCE

IE is present in countries worldwide:
- 29 offices around the world
- 583 people who work on improving the school daily
- 1500 events a year, around the world

IE HUB / Campus

NORTH AMERICA

GENERAL
northamerica@ie.edu
Los Angeles
westcoast@ie.edu
Miami
southusa@ie.edu

New York
northeast@ie.edu
Toronto
canada@ie.edu

LATIN AMERICA

GENERAL
latam@ie.edu
Mexico
mexico@ie.edu
Bogota
colombia@ie.edu
Centroamerica@ie.edu

Buenos Aires
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uruguay@ie.edu
Lima
peru@ie.edu
bolivia@ie.edu
paraguay@ie.edu

Quito
ecuador@ie.edu
Sao Paulo
brasil@ie.edu
Caracas
venezuela@ie.edu
Santiago de Chile
chile@ie.edu
# INTERNATIONAL RECOGNITION

IE and its schools are recognized by the international press as being among the top international schools.

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<th>School</th>
<th>Rank</th>
<th>Date</th>
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<tr>
<td>EUROPEAN BUSINESS SCHOOL</td>
<td>3rd in Europe</td>
<td>December 2017</td>
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<tr>
<td>Executive MBA</td>
<td>1st worldwide</td>
<td>May 2015</td>
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<tr>
<td>MBA</td>
<td>4th in Europe</td>
<td>January 2017</td>
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<td>Global MBA</td>
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<tr>
<td>Masters in Finance</td>
<td>11th worldwide</td>
<td>June 2018</td>
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<tr>
<td>Masters in Management</td>
<td>3rd worldwide</td>
<td>September 2017</td>
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<td>European Business School</td>
<td>1st in Europe</td>
<td>December 2017</td>
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<tr>
<td>Executive MBA</td>
<td>1st worldwide</td>
<td>May 2015</td>
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<tr>
<td>Master in Management</td>
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<td>June 2017</td>
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<td>Masters in Finance</td>
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<td>August 2017</td>
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<td>Masters in Management</td>
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<td>October 2017</td>
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<td>Executive MBA</td>
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<td>May 2017</td>
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<td>Executive Education</td>
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<tr>
<td>IE School of Human Sciences</td>
<td>10th Worldwide</td>
<td>Master in Business Analytics</td>
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PROGRAMAS EJECUTIVOS

VENTAS
Dirección Comercial
www.ie.edu/dc
• 26 - 29 noviembre 2018
• 24 - 28 junio 2019

TECNOLOGÍA E INNOVACIÓN
Digital Playroom
www.ie.edu/dpr
• 20 septiembre 2018
• 18 octubre 2018
• 22 noviembre 2018
• 23 enero 2019
• 20 febrero 2019
• 20 marzo 2019

Liderando la Transformación Digital
www.ie.edu/ltd
• 10 - 14 junio 2019

FINANZAS
Gestión de Tesorería
www.ie.edu/gt
• 27 febrero - 1 marzo 2019

Programa de Finanzas Corporativas (Online)
www.ie.edu/fco
• 4 marzo - 20 mayo 2019

Project Finance
www.ie.edu/pf
• 22 - 24 mayo 2019

Fundamentos Financieros para la Dirección
www.ie.edu/fnf
• 12 - 15 marzo 2019

ESTRATEGIA Y LIDERAZGO
Liderazgo Transformacional
www.ie.edu/lt
• 18 - 21 marzo 2019

MARKETING Y COMUNICACIÓN
Customer Experience Management
www.ie.edu/ce
• 19 - 21 noviembre 2018
• 20 - 22 mayo 2019

GESTIÓN DE PROYECTOS
Dirección de Proyectos
www.ie.edu/dp
• 26 - 29 noviembre 2018
• 4 - 7 junio 2019

RESPONSABILIDAD SOCIAL CORPORATIVA
Programa Ejecutivo en Responsabilidad Corporativa
www.ie.edu/persc
• 11 - 16 marzo 2019
• 17 - 22 junio 2019

RECURSOS HUMANOS Y GESTIÓN DEL TALENTO
Taller de Negociación
www.ie.edu/tn
• 21 - 22 noviembre 2018
• 30 - 31 mayo 2019

EMPRESA FAMILIAR
Empresa Familiar 4.0
• www.ie.edu/gef-es
• 20 - 24 mayo 2019
INTERNATIONAL EXECUTIVE PROGRAMS

STRATEGY & LEADERSHIP
High Impact Leadership Program
www.ie.edu/hilp
- November 28th - 30th, 2018
- June 20th - 22nd, 2019

Executive Summer School
www.ie.edu/exss
- July 8th - 12th, 2019

Winning Exponential Strategies
www.ie.edu/wxe
- March 25th - 29th, 2019

SECURITY
Effective Management for Security Professionals
www.ie.edu/emsp
- July 2nd - 5th, 2019

COMMUNICATION
Communication Skills and Public Speaking
www.ie.edu/csps
- March 7th - 9th, 2019

TECHNOLOGY, ANALYTICS, INNOVATION
Accelerate: Building Business From Science and Technology
www.ie.edu/abbst
- October 15th, 2018 - March 16th, 2019

FINANCE
Venture Capital
www.ie.edu/vc
- November 19th - 21st, 2018
- June 10th - 12th, 2019

Private Equity
www.ie.edu/pe
- November 22nd - 23rd, 2018
- June 13th - 14th, 2019

Strategic Corporate Finance
www.ie.edu/scf
- June 12th - 14th, 2019

Behavioral Finance
www.ie.edu/bhf
- June 17th - 18th, 2019

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