



5-day
EXECUTIVE
PROGRAM

JULY 6TH - 10TH, 2020

The **Executive Summer School** offers Directors and Managers the opportunity to identify, explore and overcome the management challenges in a constantly changing business environment.

Through this experience, the participants will gain impactful takeaways to help them address their personal and professional goals and objectives.

The program adopts a learning by doing methodology that allows participants to live different roles related to the main management frontiers. Participants will learn from practitioners of renowned organizations and leading thinkers from academia.

GO BEYOND MANAGEMENT PARADIGMS

A TRANSFORMATIVE JOURNEY:

FOR YOU

EXTEND YOUR



KNOWLEDGE AND SKILLS: See what is changing the business environment



ABILITY: Learn how to respond to the new challenges managers and their organizations face



NETWORK AND PERSONAL PROGRESS: Meet executives from diverse industries / functional areas and take advantage of the environment to grow as a manager

FOR YOUR ORGANIZATION

LEARN TO APPLY NEW THINKING



IMPROVE your business and model strategy



IDENTIFY AND DESIGN ROADMAPS, taking advantage of the new paradigms and latest management tools available



ADVANCE YOUR LEADERSHIP SKILLS to maximize your team's performance and, therefore, your company's results



TOOLS: Assess and transform culture & processes within your organization

LEARN WITH GLOBALLY DIVERSE PARTICIPANTS:

Azerbaijan, Brazil, Germany, Italy, Jordan, Panama, Portugal, Russia, South Africa, Spain, The Netherlands, Ukraine, United Kingdom, India, Nigeria, USA, UAE, South Korea, Norway, Denmark, Mexico, Lebanon

LEARN FROM CROSS-INDUSTRY PARTICIPANTS:

Media and Communications, Marketing, Luxury, Consultancy, Education, Banking, Energy, Health Care, Insurance, Retail, Technology, Transportation and Logistics

Joaquín Uribarri, Professor at IE Business School:

"Management is not only giving answers to existing problems, it is more and more about exploring new strategies to create value in today's fast changing and challenging business world".



EMBRACE THE LATEST MANAGERIAL CHALLENGES

**5-day
program**



**5
management
frontiers**



**top faculty &
unconventional
methodology**

FRONTIER #1

Digital Transformation
Becoming a Geek
Geeking Now!
A Digital Experience

**ARE TECHIES
THE NEW ELITE?**

FRONTIER #2

Global Economic Challenges
The customer experience
paradigm

**HOW CAN
WE PREDICT
UNPREDICTABILITY?**

FRONTIER #3

How to Think Like a Start Up
Why Culture Eats Strategy
for Breakfast

**WHAT TALENT DO
YOU NEED BUT STILL
HAVEN'T MET?**

FRONTIER #4

Where is the Gym to
Practice Behaviors?
Exercising New Behaviors

**DO BEHAVIORS
MATTER MORE THAN
STRATEGY?**

FRONTIER #5

Why authenticity matters

**DO WE NEED
"LEADERS" OR
EFFECTIVE MANAGERS?**



"A SHARING EXPERIENCE":
Listen to industry leaders
share their experiences over
networking lunches throu-
ghout the program

KNOW YOURSELF:
Have the option of exploring
mindfulness each day of the
program

5 LIFE-CHANGING DAYS:
Live a unique professional,
academic and cultural expe-
rience



BRING YOUR FAMILY WITH YOU

If you have children over the age of 16, why not sign them up to the **IE University Young Leadership Summer Program** or the **IE Summer School for University Students and Recent Graduates** and obtain a 10% concession on both programs.



PARTICIPANT PROFILE

This program is ideal for Directors, Business Unit Managers, Senior Team Leaders and Decision Makers from all sectors, with a minimum of 10 years of professional experience.

For more information please contact:

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