



## Managing Strategy for Action

### Basic Program Information



#### Who should attend

- Senior Management position holders, ideally with potential for Top Management position, e.g.:
  - Leaders of function or business unit who are accountable for implementing strategy in their field of responsibility
- Role-specific leadership program is prerequisite (exceptions to be discussed individually)



#### What you learn

- Strategy
- Consumer behavior
- Technology incl. data
- Change management
- Innovation
- Role of ambidextrous leadership



#### How you learn

Virtual sessions include:

- Live HBS Online session with key faculty to frame program and discuss expectations (group vs. individual)
- Post-classroom follow-up session to discuss individual take-aways and action plans

Classroom sessions include:

- 4-day program on-campus at Harvard Business School (HBS), Boston
- Case studies and practical workshops with faculty
- Innovative methods of learning and group discussion



#### Benefits

Participants will:

- Understand and apply state-of-the-art frameworks to effectively navigate industries and markets by gaining a stronger command over: Strategic lenses, execution paradigms and leadership capabilities
- Gain insights into and practice proven methods for the ambidextrous leader (exploit vs. explore)

### Key Details

#### Your contacts



Cathrin Beitelhoff  
Program Manager



Steven Moran  
Chief Learning Officer

#### Facilitators / Partners

Harvard Business School

#### Program language

English

#### Date and location



[Current program dates](#)

Boston, MA, United States

#### Duration

4 days (incl. pre-/post online)

#### Participants

Min. 40 participants  
Max. 50 participants

#### Booking information

Nomination by divisional Heads of HR only

#### Investment

Participants pay hotel and travel expenses



[Current dates of all nomination programs on Jam](#)