The approach—combining flight simulators, case studies, and team problem-solving—coupled with the outstanding caliber of teachers made this course a powerful experience for me and my company. I was also truly impressed with the outstanding opportunity to network and learn from participants from diverse backgrounds.

Program Overview
In a world of growing complexity, many of the most vexing problems facing managers arise from the unanticipated side-effects of their past actions. In response, organizations struggle to speed learning and adopt a more systemic approach. The challenge is to move past slogans about accelerating learning and “thinking systemically” to practical tools that help managers understand complexity, design better operating policies, and guide effective change.

This program introduces participants to system dynamics, a powerful framework for identifying, designing, and implementing high-leverage interventions for sustained success in complex systems. It has been used successfully in diverse industries and organizations, such as Airbus, Compaq, General Motors, Hewlett-Packard, Intel, and Merck. Developed at MIT more than thirty years ago by computer pioneer Jay Forrester, systems dynamics led to the creation of management flight simulators that allow managers to experience the long-term side effects of decisions, accelerate learning, and design structures and strategies for greater success.

I was amazed to see how the field of system dynamics can be used to model and deal with such a wide array of problems, from project management to marketing to epidemiology to climate change to education, and am excited about the possibility of using it to solve real world problems.

Don B., Past Participant
Read his full program review on the program’s webpage

Program Benefits
Effective decision making and learning require tools to better understand how the structure of complex systems influences the behavior of individuals within them and the overall outcomes. The concepts and frameworks covered in Business Dynamics will enable participants to:

- Discover why dysfunctional dynamics persist in organizations
- Understand why success in one area often means trouble for other areas, and how to avoid this problem
- Identify and understand complex situations and the dynamics they produce
- Assess in advance the likely impact of different policies and decisions on the growth, stability, and behavior of organizations
- Design integrated growth strategies
- Reduce critical delays in new product development and introduction
- Make strategic decisions that result in outcomes consistent with overall objectives
- Develop the ability to think systemically and dynamically
- Implement successful change initiatives

Program Experience
Through intensive, hands-on workshops and interactive experiments, participants will be exposed to the principles of systems thinking and practical methods for putting them into action. They will be introduced to a variety of tools, including mapping techniques, simulation models, and MIT’s management flight simulators. Throughout the week, participants work in small groups and interact closely with the course leaders, Professors Sterman and Repenning. All participants receive a copy of Business Dynamics and a copy of the simulation software, which will enable them to apply the tools they learn to their own business environment as soon as they complete the program.

http://executive.mit.edu/bd
Business Dynamics
MIT’s Approach to Diagnosing and Solving Complex Business Problems

Who Should Attend

Business Dynamics is designed for executives, managers, planners, strategists, and consultants who work with management teams. It also benefits administrators of public and not-for-profit organizations, management scientists, and educators.

Titles of past participants have included:
- Chief Executive Officer
- Vice President, Learning and Innovation
- Chief Investment Officer
- Decision Consultant
- Manager, Continuous Improvement
- Director, Forecasting and Market Intelligence
- Quality and Process Director
- Vice President, Performance Measurement and Management
- Director of Process Management
- Senior Quality and Business Excellence Consultant
- Director of Programs and Strategic Planning
- Manager, IT Strategy and Competencies Development
- Director, Corporate Planning
- Change Manager
- Director, Customer Investment Program
- Operations Improvement Manager
- Director, Enterprise Risk Management
- Director, Process Improvements Initiatives
- Vice President, Global Network Services
- Director, Sustaining and Process Engineering
- Manager of Corporate Planning
- Operations Research Analyst

The benefits of the program are reinforced when three or more participants from the same organization attend. Companies are encouraged to sponsor cross-functional team participation.

Faculty

Please note that faculty are subject to change and not all faculty teach in each session of the program.

John Sterman, Faculty Director
Nelson Repenning

“An absolutely insightful way to look into the complex, dynamic, and counter-intuitive world of systems. Business Dynamics allows us to expose, test, explore, and calibrate our own mental model.”

Riichiro Oda
General Manager
Japan for Sustainability, Japan

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