Program Overview

MIT Sloan Executive Education is excited to advance to a new frontier in the world of executive education by bringing a diverse multinational audience together to experience MIT’s world-class education in a global multilingual setting. The idea behind the Global Executive Academy (GEA) is to bring MIT content to the non-English speaking world by offering a multilingual educational experience on the MIT campus that draws on our existing open enrollment portfolio. While this offering provides non-English speaking executives access to the same MIT education that is currently available to their English-speaking counterparts, it also affords them unique benefits such as a multicultural environment, diversity of perspectives, cross-border networking, and a global experience.

Academy participants will take part in four of MIT Sloan’s open enrollment courses that cover critical management issues:

- Leadership: Leadership and Change (Sep 8–9, 2015)
- Organizational Performance: Creating High Velocity Organizations (Sep 10–11, 2015)
- Effective Communications: Communication and Persuasion in the Digital Age (Sep 14–15, 2015)

Participants in the Academy will earn a MIT Sloan Executive Certificate in Management and Leadership. It is an ideal option for executives and senior managers seeking to enhance their general management skills in order to become effective leaders in a dynamic global business world. All four programs need to be completed to earn the certificate.

Takeaways

The Global Executive Academy is a one-of-a-kind, transformative learning experience designed to fit the time and language constraints of seasoned executives from around the globe. It offers a unique way to:

- Access the world-class education that is currently not available to non-English speaking executives—in a global multilingual setting
- Engage with MIT Sloan’s world class faculty around both their latest research and the “tried and true” in such areas as leadership, organizational performance, strategic marketing, and innovation
- Enhance your understanding of business concepts and language that your global partners speak
- Leverage multiple perspectives to advance an important business challenge away from day-to-day operating pressures
- Increase cultural awareness and improve ability to think on a global scale
- Expand professional networks within your country and internationally
- Enhance your value to your employer and business

Global Experience

The programs will be delivered “United Nations style”—with simultaneous translation in up to six languages: Arabic, English, Mandarin, Portuguese, Russian, and Spanish.* Executives and managers from different geographies, industries, companies and functions will learn together and draw on each other for their assigned projects and discussions. There will also be social activities designed to bridge the language barrier.

*Note: Languages are subject to change or cancellation. Also, we will consider adding another language to the program if at least 10 participants can be confirmed. Please contact us at execacademy@mit.edu if you would like to discuss.
Leadership and change are key concepts in the uncertain, dynamic environment that we live in today. Both are examined closely in this course. Leadership is treated as a set of four interrelated capabilities (sensemaking, relating, visioning, inventing) and change is seen from three perspectives (strategic design, political and cultural). By the end of our sessions, you will have analyzed your own leadership “signature” and understand how each perspective is required when planning and undertaking organizational change.

Upon completion of this program, participants will gain an understanding of:

- Critical leadership capabilities and effective strategies for leading people and organizations
- Organizational cultures, the role and process of cultural change, and what managers can do to understand and shape that culture
- Innovative perspectives on using networks and power to solve managerial problems

**Faculty**

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

- **John Van Maanen**, Erwin H. Schell Professor of Management and a Professor of Organization Studies at the MIT Sloan School of Management

"This program was very useful. It was scholarly, insightful, practical, and street-smart. Loved the constant rotation of small groups where we did exercises, allowing me to learn from a lot of talented people. Still have the chart with ‘Sensemaking, Visioning, Relating, and Innovating’ on my office wall to remind myself to attend to each of these important areas regularly. Bottom line, it was the best leadership course I’ve ever taken—it offered me practical advice that I still use on a daily basis."

—Donald B.
Past Participant
Read this review and more on the program website.

http://executive.mit.edu/gea
September 10-11: Creating High Velocity Organizations

Some organizations achieve such exceptional levels of performance—time to market, quality, safety, affordability, reliability and responsive, dependability, and adaptability that put their rivals to shame. What is the “secret” of their success? The select few are capable of generating and sustaining such high velocity, broad based, relentless improvement and innovation that they achieve unparalleled levels of excellence. This course introduces the fundamental principles by which such acceleration occurs, providing examples of those principles in practice and giving participants an opportunity to test how those principles can be applied and translated to their own work.

Creating High Velocity Organizations employs several teaching techniques—presentations, case discussions, video dramatizations, and an in-class simulation—emphasizing a participatory style to maximize the opportunities for “learning by doing”. The material is organized into thematic modules designed around the four key principles of building the discovery capability in an organization—smart work design, creative problem solving, continuous knowledge sharing, and developing of discovery skills among employees. Each module consists of several sessions, which demonstrate, first, the positive impact through successful application of those key principles, and then provides examples of negative results when those principles were clearly needed but not applied.

Many sessions are punctuated by facilitated small- group exercises, in which participants can actively apply the ideas and examples offered in class to their own specific, real-life situations, enabling participants to:

• Create an organization where work is done by harnessing the best-known approaches available and signaling the need for new knowledge
• Solve problems as they arise and develop new understanding that prevents the problems from recurring
• Multiply the impact of local discoveries by making them useful systemically throughout the organization
• Lead an organization where discovery is encouraged, supported, and promoted at all times

Participants should come prepared to work on an important challenge in their organization as the course will provide multiple opportunities for participants to explore their own processes.

Faculty

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

• Roberto Fernandez, William F. Pounds Professor in Management/Professor of Organization Studies
• Steve Spear, Senior Lecturer

“This is the first course I have ever taken where I felt that 100% of the information delivered was entirely pertinent and immediately applicable. This course is a must for anyone striving to create momentum and improve results in their organization.”

—Robert I.
Past Participant
Read this review and more on the program website.
September 14-15: Communication and Persuasion in the Digital Age

Advancements in technology and the rapid proliferation of digital and social media, globally dispersed teams, and new levels of collaboration require executives to lead their organizations with sophisticated communication skills, adapted for these new ways of working. To be a successful leader today, you must be able to effectively persuade and influence at all levels, in person and virtually, and across the globe. Grounded in extensive cognitive research on how we learn and observe, Communication & Persuasion in the Digital Age is designed to help executives and managers become successful communicators in person and in virtual contexts: from public speeches and group discussions to video conferencing and social media.

This program draws on cutting-edge research in communication, theories of persuasion, parasocial interaction, and the phenomena of social media in business. Session topics include speaking persuasively, visual persuasion, social media management, adapting messages to audiences, and how to use persuasion to gain compliance.

Upon completion of this program, participants will gain an understanding of:

- Methods of effective persuasion
- How to tell a compelling story
- Key trends shaping the social media industry
- What spells the difference between social media success and failure
- The ways online behavior can affect your perception as a leader
- Persuasive strategies for changing behavior

Faculty

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

- Ed Schiappa, John E. Burchard Professor of Humanities; Head of Comparative Media Studies/Writing
- Ben Shields, Lecturer in Managerial Communication at the MIT Sloan School of Management

“A concise, structured overview of the complete spectrum of marketing activities, including how they fit into the business, and how it has changed in response to the digital revolution.”

—Gary S.
Past Participant
Read this review and more on the program website.

“Fantastic course. Can’t recommend it enough.”

—John W.
Past Participant
Read this review and more on the program website.
September 16-17: Building, Leading, and Sustaining the Innovative Organization

This course is designed to help spark the breakthrough ideas business leaders need to create successful competitive products for the future. Drawing on the latest MIT Sloan research, the course offers a set of strategies for growing companies in the face of changing markets, technologies, and consumer demand. Specifically, participants will be presented with:

- Tactics for dealing with the internal politics and resistance to change that can threaten innovation initiatives and early-stage developments
- Techniques for building innovation streams
- Processes for collecting competitive intelligence, forecasting technology change, and gathering information on user needs
- Methods for identifying better innovations more quickly, including the lead-user method for discovering breakthrough products, services, and strategies
- Innovation toolkits that enable managers to design their own mass-customized products and services

Building, Leading, and Sustaining the Innovative Organization will explore the elements of innovation and outline the steps that need to be taken to implement and manage a culture of innovation in your organization. Led by senior MIT faculty and experts in developing successful corporate innovation programs, participants will learn about the people, teams, and cultures required to support a successful innovation effort and the processes one must put into place in order to forecast technological change and predict changing customer needs.

Organized around a four-part framework developed at MIT for leading and organizing for breakthrough innovation, the program will enable participants to:

- Assemble the right mix of people and skills to generate innovative ideas efficiently
- Develop the processes required to support these people
- Build cultures that encourage innovative behaviors
- Develop sources of information on current and new technologies and consumer needs
- Come up with innovative ideas for new products and services, and new sources of innovation
- Make timely decisions about implementing ideas and choosing projects
- Decide which ideas are right for investment, and which new business opportunities are worth pursuing
- Develop proof of concept around new innovations to a point where their value is recognized in the organization

Faculty

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

- **Ralph Katz**, Senior Lecturer, Technological Innovation, Entrepreneurship, and Strategic Management
- **Jay Paap**, President, Paap Associates

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"Excellent program from experts with years of experience. This program was very well-rounded with content that provided modern-day application."

—David K.
Past Participant
Read this review and more on the program website.

http://executive.mit.edu/gea
Global Executive Academy

The Global Executive Academy is geared primarily towards general and technical executives who carry significant leadership roles in their companies and whose English language skills are not sufficient to effectively participate in executive education programs held exclusively in English. Participants will have an opportunity to experience the Academy in one of the following six languages—Arabic, English, Mandarin, Portuguese, Russian, or Spanish. The English language cluster is meant to accommodate those who are highly proficient in English and who wish to take the four courses and earn a certificate in the unique multilingual setting of the Global Executive Academy.

• VPs of Marketing, Product Development, HR, Business Development
• CIOs
• Chief Technologists
• Corporate Strategists and Planners
• Senior Executives in R&D, Engineering and Manufacturing
• Head Scientists
• Managers with Responsibility for Process Excellence
• Managers of Other Functions and Business Lines

Language Requirements
The Global Executive Academy is designed for executives and managers who prefer to experience the program and actively participate in discussions in their native language, but who have a basic working knowledge of the English language. Participants’ language of high proficiency should be one of the following: Arabic, English, Mandarin, Portuguese, Russian, or Spanish.

All email inquiries as well as the pre-program administrative processes will require the use of English, so please plan accordingly when completing these steps:

• Application form
• Customer service inquiries
• Follow-up communications regarding acceptance, payment, and visa issues

Contact Information
Please contact us in English via email at execacademy@mit.edu.

Application and Payment Requirements
Applications for the Global Executive Academy are now being accepted. Please register online at http://executive.mit.edu/gea.

Once admitted, you must submit a non-refundable deposit of $2,900 in order to secure your enrollment in the program. The remaining balance of $12,000 is due at least two weeks before the beginning of the program. Standard cancellation and deferral policies apply to this amount.

U.S. Entry Requirements
It is the participant’s responsibility to understand and comply with the entry requirements for travel to the United States. Please note that some citizens are required to hold a Machine Readable passport or visa in order to enter the United States. Visit the U.S. Department of State website, or contact your local embassy or consulate, to determine the requirements based on your country of origin. If you require a visa invitation letter, please email us at execacademy@mit.edu as soon as possible after your non-refundable deposit has been made, and we will provide you with the letter.

http://executive.mit.edu/gea