

NEW
Pre- and post-
program included



T O P M A N A G E M E N T P R O G R A M



The Strategy Challenge

Top executive
challenge series
Strategy – Leadership – Organization





You can attend TSC

What

The Strategy Challenge (TSC) is the first of a three-part top executive challenge-series program focusing on Strategy, Leadership and Organization.

As a top executive, how you prepare yourself today to deal with future strategy, leadership and organizational challenges is critical. Throughout The Strategy Challenge, IMD Faculty explore what it means to compete in complex, interconnected environments where traditional recipes for success are quickly becoming obsolete.

In TSC, you will:

- Develop an interconnected view of your business and the world in which it operates to become a more effective leader
- Gain an understanding of the core competencies you, your team and organization must possess to be successful in a world without boundaries
- Learn how to develop and execute a winning strategy to compete effectively in tomorrow's continually changing business environment

Pre- and post-program support

We will work closely with you during and after the program to ensure that the lessons learned during TSC can be applied to your company.

Prior to the program, we will ask you (and potentially your team) to start thinking about the major trends affecting the environment around you, and how you believe these will impact your business.

Throughout the program, we will provide toolkits that you can take back to your company to engage with your teams.

After the program, you will have the opportunity to remain in close contact with our Faculty, who will continue to support you as you work to challenge your teams back in the office.

Who

TSC is aimed at senior executives (CEOs, regional heads, local or international top executives, top executives of mid-size companies in high-growth economies) who are responsible for ensuring their organization's success today and in the future.



in Singapore...



...or in Sao Paulo, Brazil



PROGRAM DIRECTOR

How

In the program, we explore three themes to help us prepare for the challenges of the future:

Theme 1 – Understanding a world without boundaries

We start by attempting to understand the new shapes of the world in which you, your team and your organization will compete in the future. How is the world changing? How can we map the players and the roles that each will play? Who are your future competitors, customers and consumers?

Theme 2 – Defining the requirements for success

As a leader, you are usually under great pressure to leverage your core capabilities. But what if they aren't the right ones for the future? What will it take to succeed in 5 to 10 years? What are you doing to prepare today? What new partnerships are you creating to position your firm in new ways?

Theme 3 – Winning in the new real world

Lastly, we will focus on critical issues that must be addressed, to ensure consistent execution. How are you aligning and engaging your entire organization today? How are you preparing your organization for uncertainty and volatility? And for continuous change to stay ahead?

As we explore these critical themes, we will challenge you at each step, enabling you to re-think what each means for your business in terms of the opportunities and challenges that you will face in the future.

Cyril Bouquet

French | Canadian

Strategy

PhD Richard Ivey School of Business

University of Western Ontario

Program Director

Thomas Malnight

American

Strategy and General Management

DBA Harvard Business School

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TOP MANAGEMENT PROGRAM

Where

In Sao Paulo (Brazil) and Singapore

Duration

3 days (with additional pre- and post-program support)

When

TSC 1 in Sao Paulo	August 29–31	2012
TSC 2 in Singapore	November 28–30	2012

Fee 2012: CHF 9,500* (excludes accommodation)

*IMD reserves the right to modify the program fee at any time

Special team offer

Third participant from the same company is free!

Applications

Return a completed application package to the Information and Registration Office at the address below. To provisionally reserve a place, send us a completed tentative reservation form. This carries no obligation and is not a substitute for the formal application package. All forms can be found online at: www.imd.org/tsc.

Further information

For more details visit www.imd.org or contact a Program Advisor at +41 21 618 07 00 or at info@imd.org.

Discover IMD

IMD is a world pioneer in executive education. More than a business school, we collaborate with individuals, teams and organizations to resolve real business issues, build capabilities and prepare for the future. We do so through a unique Real World, Real Learning approach, which stems from our ongoing partnerships with leading international companies.

Delivered from our campus on the shores of Lake Geneva in Switzerland and key locations worldwide, our top-ranking programs and services combine practical experience, thought leadership and a global mindset. Come join our open and inspiring learning environment to challenge your perspectives, expand your horizons – and unlock your full potential.

Follow us on:



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