When you are choosing an online program you want to be sure that you’ve chosen the best. Here’s what sets your IMD learning journey apart from the rest.

Your experience is fully customized

You, your needs, your aspirations are at the heart of the journey. From Day 1 your coach will connect with you to determine your personal learning objectives and monitor these with you throughout the journey. Together, we ensure you reach (or surpass) your targets and deliver measurable impact.

My coach really cared about my learning and was really engaged in the specific assignment that I had to carry out trying to suggest alternatives and deeper looks into the concept and make them meaningful for my case.

SERGIO REA
Dow Chemical Iberica SA
European Distribution Manager

Your personal coach guides your success

IMD online programs do not leave you on your own. Your dedicated coach interacts with you throughout the journey and provides bespoke feedback on every individual assignment you submit.

The coaching and live coaching sessions are a great plus to really come to the essence of the programme and support a great course. They were very well prepared, deep (to the point) and really useful to go further in my journey to improve myself and build better self-awareness.

DAVID EVEQUOZ
TPG – Transports Publics Genevois
Marketing & Digital Manager

Your in-house reputation is enhanced

You don’t work in a bubble. The actions you undertake impact your colleagues, your direct reports, your boss. On IMD’s online programs your co-workers become your co-contributors. Assignments, dialogue reviews, structured interactions you will lead across your business will enable you to show the increased value you are bringing to your organization.

This course is designed and delivered in such a simple and clear manner that it helps you grasp the concepts very quickly and also be able to quickly apply the learning to our work environment.

GITA SIVANANDAN
MTN Group Dubai
Manager Sourcing and Supply Chain Solutions

You are equipped for the future

An excellent use of time with high quality course materials accessible at your convenience so you can fit this into your busy schedule. Highly recommend to any business leader to take this course to stay relevant in today’s evolving digital vortex.

SALLY SHACKLETON
UBS – Group COO Area

IMD prides itself in rigorous, relevant research which underpins all our programs. Your online experience ensures you are up-to-date with the latest thinking and are fully equipped–theory and practice–for the challenges of tomorrow.
You become part of a community

IMD’s rigorous application process ensures that both you and your co-participants bring the right mix of experience and motivation to share and learn with each other. Throughout your journey you will share experience and tips with the entire cohort of seasoned professionals, you will grapple with project challenges in small groups of 4-6 executives and will build deep bonds with your learning buddy who will likely become a lifelong sparring partner.

You tap into your emotions to engage yourself and others

You will engage both your head and your heart in this online experience. Research shows that when your emotions are engaged, the learning experience is enhanced, and the impact is greater. Prepare for an unforgettable, holistic learning experience.

“Absolutely fabulous! I have learned so much about inspirational leadership in the last eight weeks. Most of all I feel a renewed sense of purpose, and a new lease of life and leadership. This has been a life-changing course and I can only encourage other leaders to follow its path of success.”

ELIZABETH DENIS
International Organization for Standardization
ISO – Team Leader, Creative Content and ISO focus editor in Chief

You apply your learning immediately

IMD means ‘Real World, Real Impact’. In each unit you will become proficient with concepts and tools. You will deploy them in your workplace immediately through structured assignments. Every week you will see for yourself (as will your colleagues) the impact you are making.

“A blend of highly relevant theory with a plethora of very practical tools.”

JAY P DESAI
Founder & Managing Director
UC STRATEGY | India

You will be stretched and challenged to go further

Your assignments and summative assessment will not enable you to rely on past achievements. You will need to up your game and deliver more than you have before in order to earn your IMD certificate.

“I just want to send a huge thank you for arranging the IMD course. It has been challenging to keep up with but extremely worthwhile. I’m not overstating it by saying the course has changed my outlook on work, teams, teams, communication and conflict.”

AUGUSTE HOCKING
IATA – International Air Transport Association
Assistant General Counsel