



DISCOVER IMD

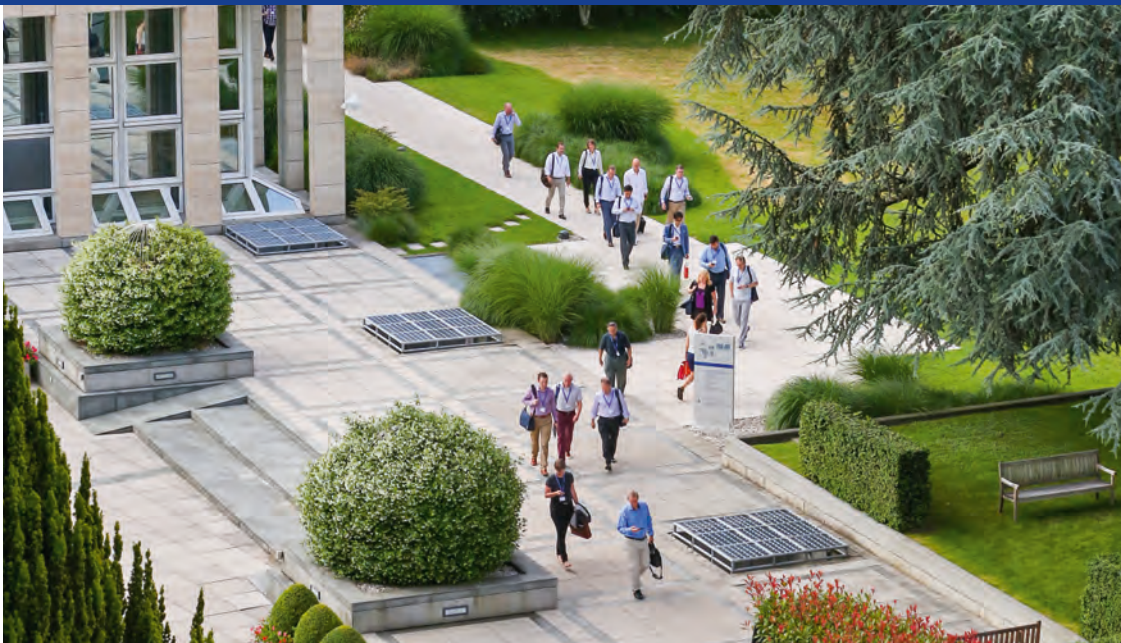
Developing leaders
Transforming organizations
Impacting your future



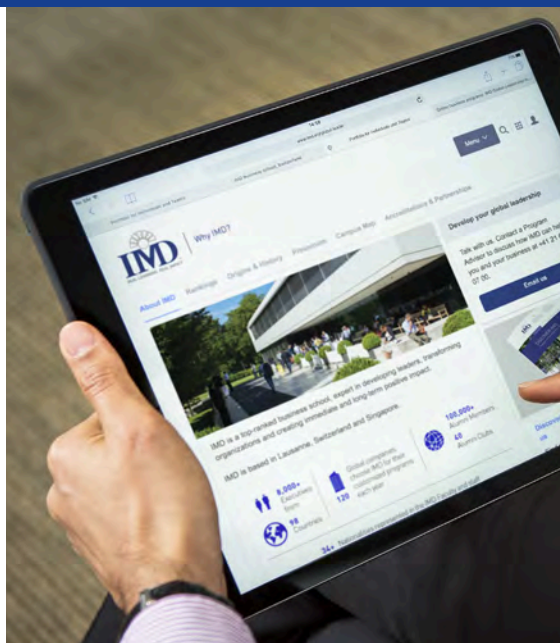


WELCOME TO IMD

www.imd.org



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pages to discover:



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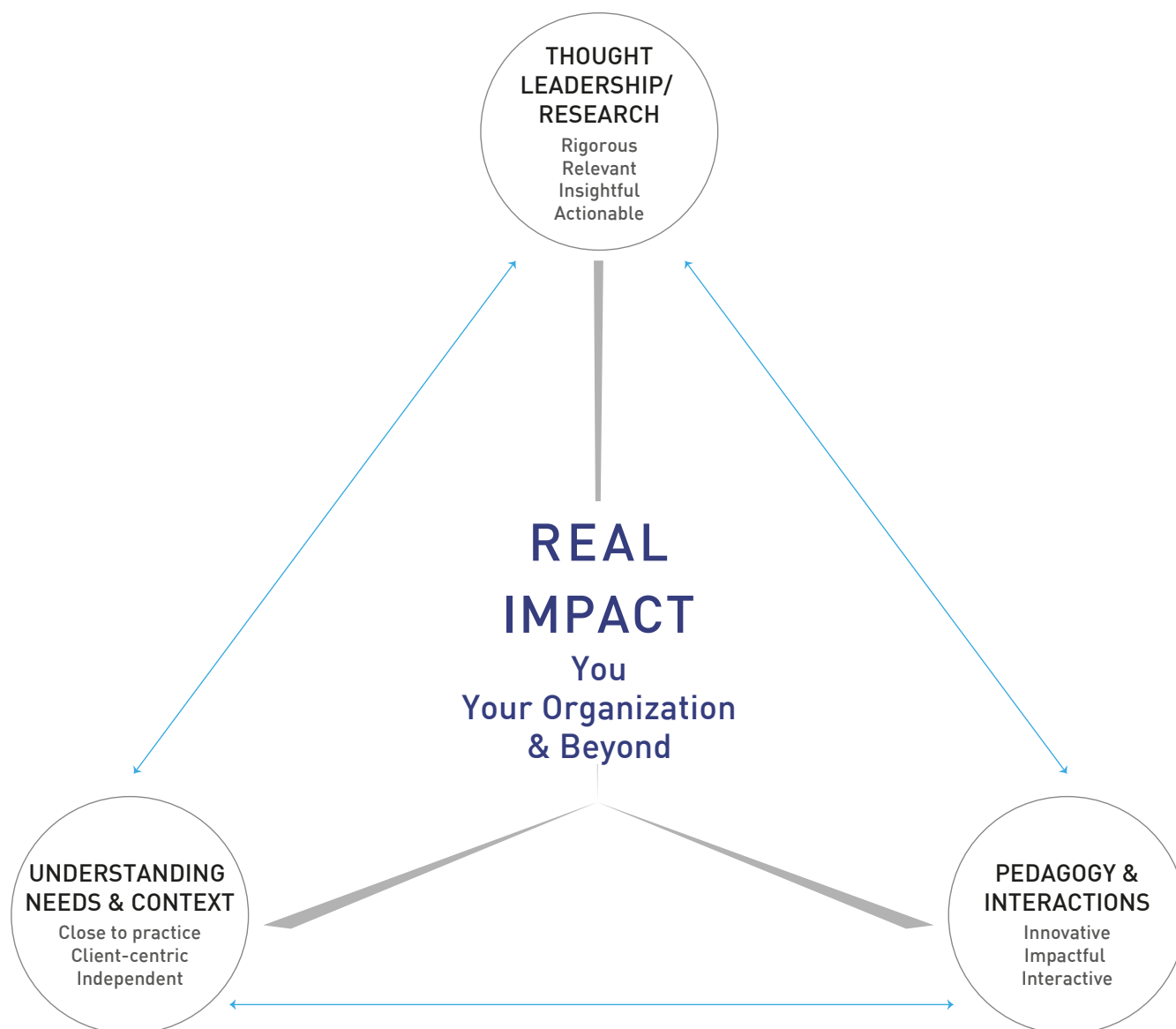
IMD is an independent business school, with Swiss roots and global reach, expert in developing leaders and transforming organizations to create ongoing impact.

THE IMD DIFFERENCE



You can join IMD programs at our campus in Lausanne, Switzerland, at our Executive Learning Center in Singapore and at other key locations around the world. You can also join IMD online programs.

BUILDING ON OUR HERITAGE AND EXPERIENCE TO DELIVER WHAT YOU WANT: REAL IMPACT



At IMD, we combine three interdependent elements to ensure that we are designing and delivering interventions that achieve high individual and organizational impact - both in the immediate and long-term.

RIGOROUS, INSIGHTFUL AND ACTIONABLE THOUGHT LEADERSHIP

As an institution with a strong academic pedigree, our activities are informed by world-class thought leadership – developed at IMD and elsewhere. We understand that thought leadership must be rigorous, but we also strive to develop and use knowledge that is *relevant, insightful* and *actionable*.

UNDERSTANDING YOUR NEEDS & CONTEXT

As IMD was founded by and shares continuous ties to the business community, we have an exceptional understanding of the objectives and contexts of the individuals and organizations we work with. As an academic institution, we also strive to have objective and courageous conversations with our clients.

STATE-OF-THE-ART PEDAGOGY

We employ our state-of-the-art understanding of individual and collective learning processes to design and deliver impactful interventions. From one-on-one coaching conversations to large scale transformation journeys, we structure interactions that stimulate dialogue, discovery and debate.

Our approach leverages thought leadership to create innovative and unforgettable learning experiences in the service of clear business objectives.

IMPACT AT IMD



As an independent business school, IMD is expert in developing leaders, transforming organizations and **creating positive impact – immediate and long-term**. We strive to ensure this impact is felt by the **individual, the team, the entire organization and beyond**.

Real-world learning only has value when coupled with real impact in the workplace: **exemplifying effectiveness of learning and transfer of knowledge**.

IMD adopts a relentlessly **problem-solving approach** to create **lasting value and impact**. Our world-class faculty work closely with organizations, their CEOs and learning and development leaders to design learning solutions that address the evolving needs of executives and organizations at all times.

IMD IMPACT IN NUMBERS



9,000+

Over 9,000+ executives
come to IMD each year from
100+ different countries



170+

IMD supported 170+ organizations by
delivering close to 200 customized
interventions (on&off our 2 campus)*



81%+

of participants have become a
more effective leader and have
successfully applied the new
learning to their job*

*Survey of more than 2,100 alumni 6 months after attending an IMD program (2015 -2017)

IMD IMPACT AT THREE LEVELS: INDIVIDUAL + TEAM + ORGANIZATION



GROWING AS AN INDIVIDUAL

Claudie Allaire | Site Director and Business Development | Teoxane Laboratories | Switzerland

The First 90 Days® undoubtedly is the most useful leadership program I've taken in my professional life. At every key transition of my career, I've drawn upon the methods I learned, reflectively and practically. Furthermore, I use the concepts and tools to help every new employee I hire to onboard and integrate successfully.



CHANGING YOUR TEAM

Vito Angelillo | General Director | Terre des Hommes - Helping Children Worldwide Foundation | Switzerland

IMD has created a very powerful course that unleashes the full potential of the participants and teams. My experience of **High Performance Leadership (HPL)** was so powerful that I decided to send our senior management team on it too. Moreover, we have integrated the HPL approaches and tools throughout our organization. Since then, we have been on an intense, incredible transformational journey.



TRANSFORMING AS A COMPANY

Henrik Andersen | Group President & CEO | Hempel A/S | Denmark

IMD is a real powerhouse. It offers the best in academia and the best case studies. Their extra edge comes from the -countless real-life experiences of executives and companies whom they work closely with and which informs everything they teach. Our **Summer Class for the top leadership team** allowed us to oxygenate our brains and understand which steps were necessary for us to move from products to solutions and to interact more effectively with our customers. IMD created a truly customized learning solution producing immediate results.



56%+

of participants on open programs are referred by alumni word of mouth or are returning alumni themselves



1ST

#1 in Open Programs
Top 3 Executive Education worldwide
7 years in a row Financial Times
rankings 2012-2018



100,000+

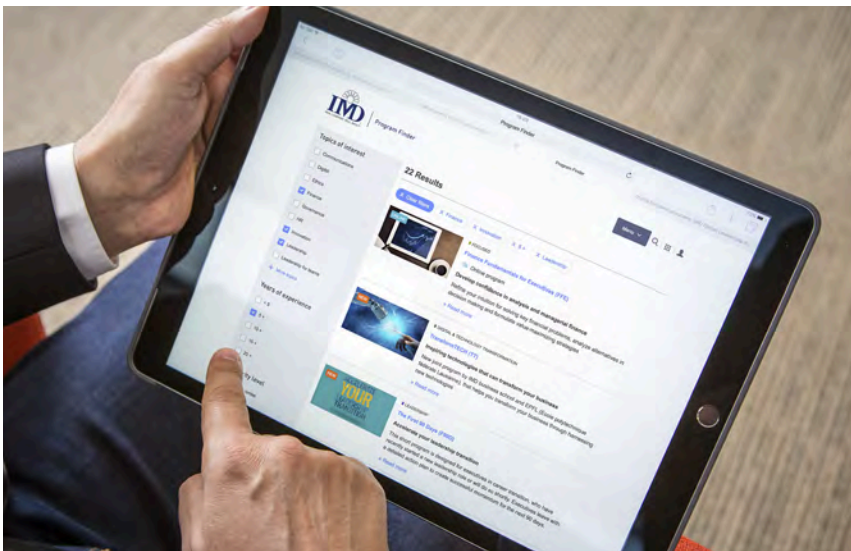
alumni form a powerful global
network of business executives

PROGRAMS FOR INDIVIDUALS AND TEAMS

Use IMD's program finder or program recommender to find the right learning journey for you.

PROGRAM FINDER

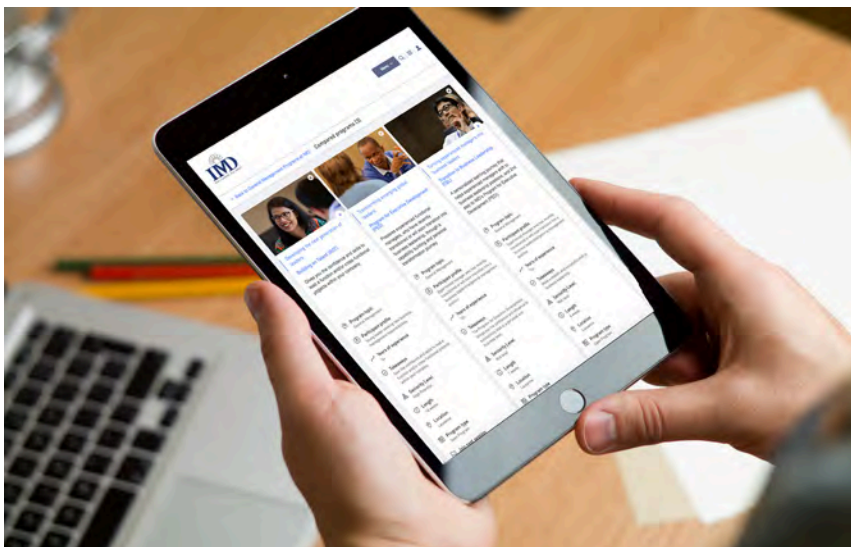
By searching by topic of interest, your level of seniority and years of experience... and by the program's location, duration and learning type (open, degree, custom or online), you identify the programs best suited to your needs.



VISIT OUR
PROGRAM FINDER
www.imd.org/pf

PROGRAM COMPARE

Compare our executive education programs to discover which one is best suited for your professional profile and your needs. You can compare programs in the General Management, Digital Transformation, Leadership and Focused categories.



WE ARE HERE TO HELP YOU

- Build Your People's Leadership Capabilities
- Embrace Digital Transformation
- Accelerate Innovation and Business Excellence

IMD offers a portfolio of programs, designed to help individuals and teams to develop a full range of capabilities, bringing impact to their organizations.


GENERAL MANAGEMENT

Building on Talent (BOT) | **NEW FORMAT**
 Foundations for Business Leadership (FBL)
 Transition to Business Leadership (TBL)
 Program for Executive Development (PED)
 Advanced Management Program (AMP) | **NEW**
 Breakthrough Program for Senior Executives (BPSE) | **NEW FORMAT**
 Orchestrating Winning Performance (OWP) | **30+ NEW TOPICS**




DEGREE

Master of Business Administration (MBA)
 Executive Master of Business Administration (EMBA)

DIGITAL TRANSFORMATION

Leading Digital Business Transformation (LDBT)
 TransformTECH (TT) | **NEW**
 Digital Strategy (DS) | **NEW**
 Mastering Digital Technologies (MDT) | **NEW**
 Digital Analytics (DA) | **NEW**
 Digital Execution (DE) | **NEW**
 Digital Finance (DF) | **NEW**
 Leading in the Digital Age (LDA) | **NEW**
 Digital Marketing Strategies (DMS) | **NEW**
 Digital Supply Chain Management (DSCM) | **NEW**
 Digital Disruption (DD) | **NEW**
 Business Analytics for Leaders (BAL) | **NEW**

LEADERSHIP

The First 90 Days® (F90D) | **NEW**
 Mobilizing People (MP)
 Strategies for Leadership (SL)
 High Performance Leadership (HPL)
 Advanced High Performance Leadership (AHPL)
 Cultivating Leadership Energy through Awareness and Reflection (CLEAR) | **NEW**
 Leadership Essentials (LE) | **NEW**
 Inspirational Leadership (IL)
 Changing Employee Behavior (CEB) | **NEW**

FOCUSED


Governance

High Performance Boards (HPB)
 Digital Transformation for Boards (DTB) | **NEW**
 Team Dynamics for Boards (TDB) | **NEW**
 Finance for Boards (FFB) | **NEW**


Family Business

Leading the Family Business (LFB)
 Leading the Family Office (LFO)

Innovation

Driving Strategic Innovation (DSI)
 Disruptive Innovation (DI)




Finance

Strategic Finance (SF)
 Business Finance (BF)



Negotiation

Negotiating for Value Creation (NVC)

Strategy

 Strategic Thinking (ST)
 Strategy Execution (SE)
 Strategic Partnerships (SP)

Marketing


 Marketing Management (MM)
 B2B Pricing Strategy (PS)

Organizational Learning

Organizational Learning in Action (OLA)

Sustainability

 Building Business Sustainability (BBS) | **NEW**

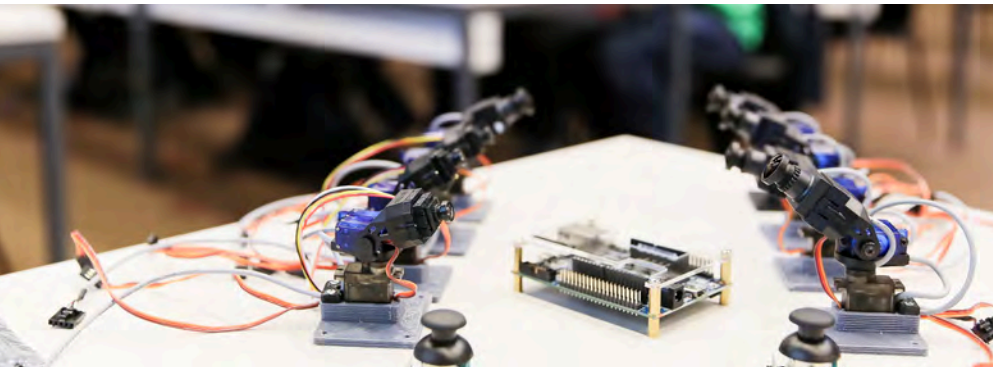
 **IMD ONLINE PROGRAMS**
 Delivered online and applied to your business context with personal coaching

TALK WITH US

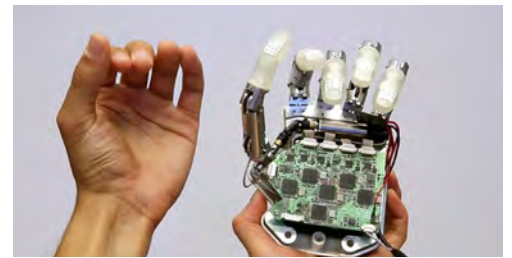
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info@imd.org

DIGITAL TRANSFORMATION



Digital transformation brings turbulence and unpredictability. Yet it offers exciting opportunities to venture into new territory, forging greater successes and new ventures.



IMD, leader in digital business transformation

IMD is offering a suite of programs designed to optimize digital capabilities. From developing a new digital strategy to executing it, there is a program to fit your needs, helping you create new value for your company. IMD senior faculty are experts in this field.



The Global Center for Digital Business Transformation, an IMD and Cisco initiative, draws on full-time researchers with diverse backgrounds to drive the Center's thought-leadership strategy.

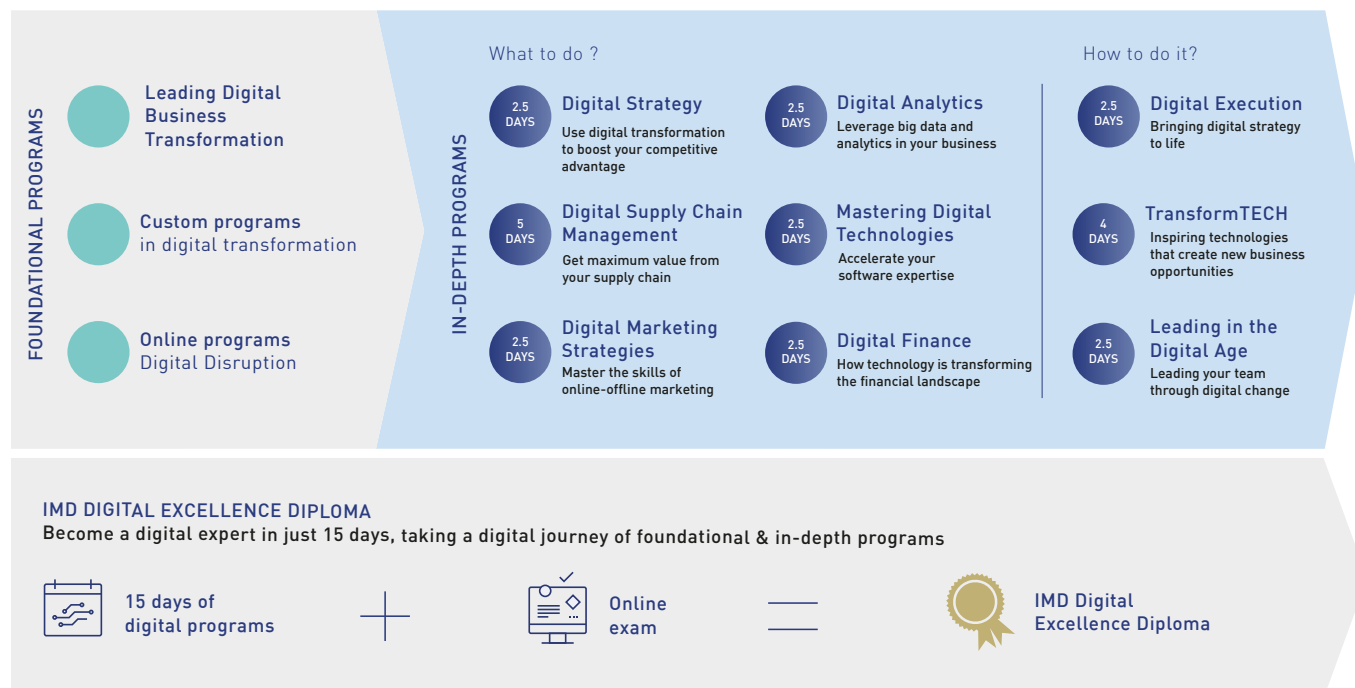


Dr Margot Tanner | Senior Consultant at walkerproject AG, formerly with Lufthansa Aviation Training Switzerland AG | Switzerland

The faculty were highly energizing and engaging. Without fail, they had the audience captured in seconds. With their excellent skills, they built our group made up of individuals into a highly participative learner team. They not only engaged with us as participants, but empowered us to harvest knowledge and experience to our advantage.

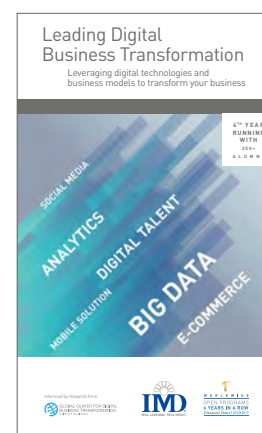
Former participant of **Leading Digital Business Transformation**

IMD'S COMPLETE JOURNEY OF DIGITAL PROGRAMS



Leading Digital Business Transformation

Leading Digital Business Transformation is Europe's largest, most established executive program of its kind. It has 350+ alumni. They form a fast-growing network of alumni executing digital transformation in their careers.



TransformTECH

Break new ground with **TransformTECH**, powered by the excellence of two top schools: IMD with its innovation and business expertise, and the Ecole polytechnique fédérale de Lausanne (EPFL) with its cutting-edge technological developments. Discover how innovation, including artificial intelligence, intelligent robotics, and the Internet of Things can radically transform your business.



CUSTOM PROGRAMS FOR ORGANIZATIONS

DEVELOP YOUR PEOPLE, TRANSFORM YOUR ORGANIZATION

Each program we develop for you is fully customized to reflect the opportunities and challenges of your organization. Working closely with our world-class faculty from day one, you will design together learning solutions that meet your unique objectives and deliver the highest impact.

APPROACH

- You partner with our faculty and tap into their real-world experience and cross-industry networks
- You benefit from an integrated and holistic learning approach
- Your evolving needs and ambitions shape our program designs

DELIVERY

- Programs delivered wherever it makes sense for you
- Highly integrated learning solutions blending together different innovative learning approaches to fit your needs
- Partnerships with cutting-edge organizations to enrich your experience and deepen the impact



World-class faculty

Work with one of our 50+ world-class faculty from day 1 to co-design and deliver your program.



Global network

Tap into our global network of 180+ leadership coaches, learning managers, functional experts and program delivery partners.



Global mindset

Benefit from our truly global mindset working every year with 170+ companies across geographies and industries.

YOUR ORGANIZATION'S TRANSFORMATION JOURNEY WITH IMD

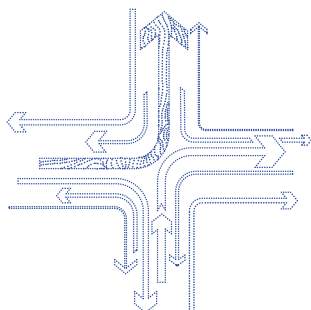
YOUR JOURNEY

IMD can partner with you at every step.



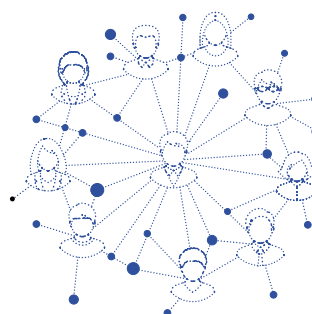
CONTEXT

You gain a clear understanding of the objectives you want to achieve as an organization.



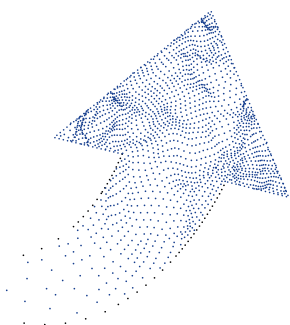
TRANSFORMATION

You build the case for change and a detailed action plan associated with key areas of choice.



CAPABILITIES

You develop the capabilities of your people in areas critical to your future success.



IMPACT

You create lasting impact as your organization sets out to lead and drive change.

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CORPORATE LEARNING NETWORK

IMPACT YOUR COMPANY'S PERFORMANCE

- Develop your managers and leaders
- Provide global networking opportunities
- Strengthen the skills your people need to solve real challenges in your organization

FLEXIBLE LEARNING, GLOBAL EXCHANGE

The Corporate Learning Network (CLN) is your gateway to IMD's innovative learning solutions. The CLN enhances individual and organizational impact by providing member organizations and their executives with access to virtual and blended learning, digital programs, face-to-face events and forums for best practice exchange. Each individual can construct their own personal portfolio of learning based on their specific learning needs, their developmental objectives and their preferred learning styles.



30+
industries



75+
members



20+
countries



Birgitte Davy | Global Leadership Development Manager | MTN Group, South Africa

IMD's methodology and pedagogy for its GLC courses are a ticket to success. The structure of the programs makes participants feel accompanied, even though they learn at their own pace. Participants are not just a number. They get constant feedback and follow up, as the programs are soundly supported by IMD's expert faculty.

Member, IMD Corporate Learning Network



THE CORPORATE LEARNING NETWORK OFFERS 6 PILLARS OF LEARNING:

IMD ONLINE PROGRAMS

IMD online learning provides flexible, 5 and 8 week online programs, with personalized feedback from a coach at each learning step. Ideal for business professionals with around 6 – 10 years' experience.

DISCOVERY EVENTS

Intensive 1.5-day working sessions drawing on the latest research from IMD faculty.

CXO ROUNDTABLES

CEO, CIO, CFO, CMO, CLO... Each event features keynote speakers who are experts in their fields, and provides ample time for high-level networking.

VIRTUAL PLATFORMS

2 dynamic platforms - the Learning Hub and Global Knowledge Platform - featuring webcasts, podcasts, articles and leadership videos from IMD. Partner level members and up get additional access to a wide range of global business sources.

WORLD COMPETITIVENESS ONLINE

World Competitiveness Online is a unique and comprehensive database on the competitiveness of nations with relevant data spanning more than 25 years.

EXECUTIVE EDUCATION ADVISORY COUNCIL

The Executive Education Advisory Council is an advisory board which brings together heads of management development, CLOs and EVP human resources to review, shape and influence IMD's teaching and research activities.

**CHOOSE
FROM 4 DIFFERENT
MEMBERSHIPS PACKAGES:**
Strategic Partner, Senior Partner,
Partner, Business
Associate

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cln@imd.org

ALUMNI COMMUNITY

A FAR-REACHING AND INFLUENTIAL NETWORK

The IMD Alumni Network is an exclusive network of global business leaders. Our mission is to support and accelerate the leadership journey beyond our on-campus programs and to foster a rich, close-knit network. We create value for alumni around two focus areas – **lifelong learning** and **powerful business networks**.

In 2016, the alumni and IMD created a number of new opportunities for interacting, building networks and above all taking part in a powerful joint-value cycle. Alumni enjoy member-only access to networking reunions, events (in person and online), numerous inspiring resources and a directory allowing them to connect with their peers.

IMD and our alumni enjoy a mutually rewarding relationship. Over half of the participants on our open program (56%) are either alumni coming back for further training or participants referred by alumni.



100,000+
alumni



140
countries



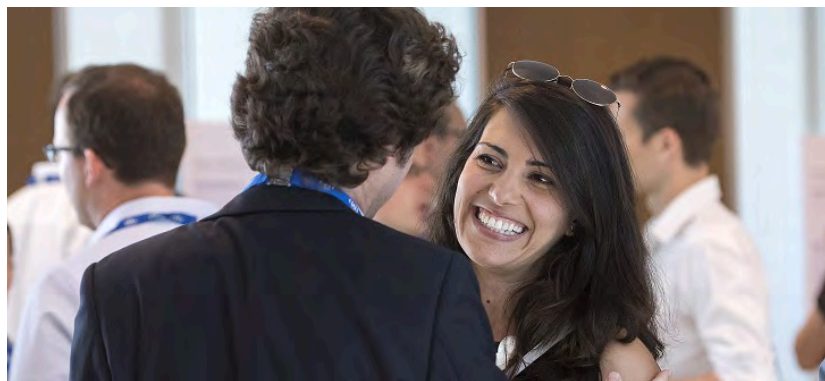
46
alumni clubs



Biauwei Chi Ong | Chairman of Medical Board | Sengkang Health Pte Ltd | Singapore

The program I went on allowed me to find surprising commonality across various industries and it took me to the next level of leadership. My class members, from other industries, offered fresh perspectives and a true willingness to share. What an eye-opener! We have stayed in touch as alumni and we help each other along, today.

Former participant of **Breakthrough Program for Senior Executives**



Alumni have three channels through which they can engage with their peers: Alumni Clubs organized by **where alumni live and work**, by the **program they have taken**, and by their **given industry and area of expertise**.



ALUMNI CLUBS

Alumni Clubs organize a variety of activities by geography. They offer opportunities to learn, discuss leading-edge business thinking and expand business relationships among fellow, local alumni.



PROGRAM COMMUNITY

Program Communities serve groups of IMD alumni who have formed close bonds, attending a particular program together. They meet to share and amplify the learning they gained together. One example is the Alumni Community for Entrepreneurship (ACE).



EXPERT COMMUNITY

Expert Communities bring together alumni who share the same interests, in profession, industry and expertise, to share and exchange know-how. All IMD alumni are welcome to join. Examples include: the Digital Transformation Community and the Life Sciences Community.

Plus **official and program-specific alumni groups on LinkedIn**, which facilitate expanding and strengthening your professional network.

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alumni.relations@imd.org

THOUGHT LEADERSHIP

WHERE ACADEMIA AND PRACTICE MEET

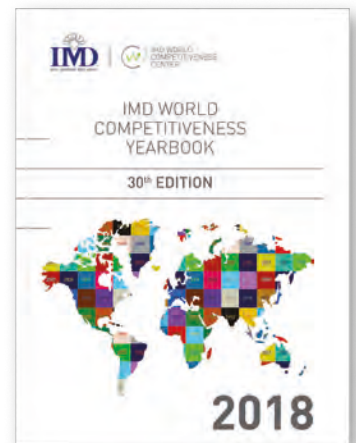
IMD's research efforts are informed by our philosophy of "Real Learning, Real Impact". Our unique brand of thought leadership is rigorous and relevant, yet insightful and actionable. The most valuable form of thought leadership is the one that is least easily captured – insights from the world of research and practical experience that are communicated to our executive education participants and to the organizations we partner with.

More than 100 research projects and initiatives are ongoing at any time, ensuring that our classroom material is constantly updated with new ideas and insights. Each project is led by one or several IMD faculty members who work closely with executives.

In the last five years, IMD faculty members and research teams have won 56 awards and generated more than **3,000 new research outputs**. These include 685 case studies, teaching notes and supplementary material, 65 books and 42 book chapters. IMD's faculty published 290 articles in academic management journals and 36 articles in top 50 journals, as ranked by the Financial Times. We also communicated our research insights through 479 issues of Tomorrow's Challenges, 55 insights@IMD, 8 Perspectives for Managers, 4 In the Field and more than 1,300 articles published in elite, popular and online journals.

imd.org/research/education-publications

Below:
Leading annual report on
the competitiveness of nations



Mithran Doraisamy | Executive Director and Consultant | IMD Advisory | Australia

The program was very well structured. The theory covered was reinforced through field visits, then reapplied against the frameworks. We had excellent discussions, stemming from a sound, broad coverage of all key technologies, great case studies, great lecturers and a senior and diverse course cohort of global participants.

Former participant of **Leading Digital Business Transformation**



Kim Vinkler | Head of Finance | Arriva Denmark | Denmark

The program at IMD gave me great models, case studies and documented important learnings. The combination of case studies in different teams, an intense learning environment and the social activities all served to expand and improve my network. All this, combined with great faculty! Since the program, I have also attended alumni sessions, bringing me yet more benefits.

Former participant of **Strategic Finance**



Above:
A selection of 2017 publications from IMD

IMD GLOBAL AND RESEARCH CENTERS



IMD has been a pioneer in board education since 1977. The IMD Global Board Center brings together world-class thought leadership and best practices from around the globe and provides unmatched educational and advisory services for boards. It offers guidance on enhancing governance within corporations, financial institutions, institutional investors and non-profits in many regions worldwide.

imd.org/boardcenter



The Global Center for Digital Business Transformation provides world-leading research and analysis on digital business transformation. It prepares executives to lead their organizations into the digital era by re-imagining their businesses to take advantage of digital opportunities and manage disruptive threats. Full-time researchers draw from diverse backgrounds to drive the DBT Center's thought leadership strategy.

imd.org/dbtcenter



A senior executive's ability to continuously learn, adapt and change is the central leadership challenge of the 21st century. The primary mission of the IMD CEO Learning Centre is to question, challenge and provoke learning by senior executives. In this highly disruptive and turbulent era, the capacity to "learn while leading" will serve to grow and sustain organizations, industries and society.

imd.org/ceo



The IMD Global Family Business Center is a world-leading family business research and education Center of Excellence. Dedicated to the real issues facing family businesses, family offices and family foundations, we help families ensure the sustainable success of their business and family, whether large or small. We offer impactful educational programs and deliver customized programs worldwide.

imd.org/gfbc



As the world pioneer in the study of competitiveness, the IMD World Competitiveness Center has the mission to improve people's lives by helping countries and companies generate long-term value. Its activities focus on the design and delivery of competitiveness workshops, and on the production of research materials to foster understanding of the pillars of competitiveness of firms and national economies.

imd.org/wcc



Cristina Agostinelli | Ferrero University | Ferrero International SA | Luxembourg

Learning at IMD offered me a very good mix of frameworks, theory and practice, cases from industry, as well as different points of view. They all contributed to my own perspective and approach.

Former participant of **Organizational Learning in Action**

CLIENT ENGAGEMENT TEAM

IMD's Client Engagement Team has extensive experience in executive development and works directly with our corporate customers worldwide.

DEVELOP CUSTOMIZED LEARNING SOLUTIONS FOR YOUR COMPANY.

EXPLORE OUR PORTFOLIO OF OPEN PROGRAMS. FIND YOUR CONTACT PER REGION OR COUNTRY:

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FIND YOUR LOCAL IMD BUSINESS AGENT IN YOUR REGION:

Spike Braunius

Business Partners Director
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FACULTY

RECOGNIZED WORLD AUTHORITIES

IMD's faculty members balance teaching, research and working with leading international companies to stay on top of the latest management thinking and trends. Their global view, keen insights and concrete understanding of business challenges ensure thought leadership and real-world learning in the classroom.



Jean-François Manzon
Canadian | French
President and Nestlé Chaired
Professor

IMD FACULTY 2018



Shlomo Ben-Hur
Israeli | American
Leadership, Talent Management
and Corporate Learning



Ralf Boscheck
German
Lundin Family Professor of
Economics and Business Policy



Cyril Bouquet
French | Canadian
Strategy



Arturo Bris
Spanish
Finance, Director of IMD World
Competitiveness Center



Ben Bryant
British | Australian
Leadership and Organization



Bettina Büchel
German | Swiss
Strategy and Organization



Salvatore Cantale
Italian
Finance



Bala Chakravarthy
American | Indian
Strategy Leadership and
Execution



Goutam Challagalla
American | Indian
Marketing and Strategy



Carlos Cordon
Spanish
LEGO Professor of Strategy and
Supply Chain Management



Didier Cossin
Swiss | French
Finance and Governance,
Founder and Director of IMD
Global Board Center



Albrecht Enders
German
Strategy and Innovation



Vanina Andrea Farber
Argentinian | Italian
eIea Professor for Social
Innovation



Bill Fischer
American
Innovation Management



Stéphane Girod
French | Italian
Strategy and International
Business



Knut Haanaes
Norwegian
Strategy and International
Management



James E. Henderson
Canadian
Strategic Management



Robert Hooijberg
Dutch
Organizational Behavior



Tawfik Jelassi
French | Tunisian
Strategy and Technology
Management



Jennifer Jordan
American
Leadership and
Organizational Behavior



Amit Joshi
American | Indian
Digital Marketing and Strategy



Denise H. Kenyon-Rouvinez
Swiss | American
The Wild Group Professor of Family
Business, Family Office, Governance



George Kohlrieser
American
Leadership and
Organizational Behavior



Benoît F. Leleux
Belgian
Stephan Schmidheiny Professor
of Entrepreneurship and Finance



Thomas Malnight
American
Strategy and General
Management



Seán A. Meehan
Irish
Martin Hilti Professor of
Marketing and Change Management



Stefan Michel
Swiss
Marketing and Service Management



Amit Mukherjee
American | Indian
Leadership and Strategy



Anand Narasimhan
British | Indian
Shell Professor of Global
Leadership



Jayanth Narayanan
Indian | Singaporean
Organizational Behavior
and Leadership



Winter Nie
American | Chinese
Management, Regional Director of
South East Asia and Oceania



Mikolaj Jan Piskorski
American | Polish
Strategy and Innovation



Phil Rosenzweig
American
Strategy and International
Management



Ralf W. Seifert
German | Swiss
Operations Management



Leif M. Sjöblom
Finnish
Financial Management



Ginka Toegel
German
Organizational Behavior and
Leadership



Ina Toegel
German | Bulgarian
Leadership and
Organizational Change



Omar Toulan
American
Strategy and International
Management



Dominique Turpin
French | Swiss
Dean of External Relations and
Dentsu Chair



Peter Vogel
Austrian | American
Family Business and
Entrepreneurship
Debiopharm Chair of Family Philanthropy



Michael Wade
British | Canadian
Innovation and Strategy, Cisco Chair in
Digital Business Transformation



John Walsh
Irish
Marketing



Michael Watkins
Canadian
Leadership and
Organizational Change



John Weeks
American
Leadership and Organizational
Behavior



Michael Yaziji
American
Strategy and Leadership



Howard H. Yu
Chinese (Hong Kong)
Strategic Management
and Innovation

ADJUNCT FACULTY 2018



Christos Cabolis
Greek | American
Economics, Finance



Duncan Coombe
British | South African
Organizational Behavior
and Leadership



Kazuo Ichijo
Japanese
Organizational Behavior
and Management



Francisco Szekely
Mexican | Hungarian
Global Leadership
and Sustainability

EMERITI FACULTY 2018



Preston C. Bottger
Australian
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IMD'S ULTIMATE GOVERNING BODIES

Comprised of key stakeholders – including CEOs from companies with which IMD has strong learning partnerships, members of other academic institutions and IMD faculty – the IMD Foundation Board and IMD Supervisory Board are responsible for governance at IMD as well as ensuring we remain relevant to the evolving needs of the global corporate community.



IMD FOUNDATION BOARD

The role of the Foundation Board is to take all useful measures to administer and represent IMD and generally, all steps permitting IMD to achieve its objectives. At their annual meeting in November, IMD Foundation Board members approve IMD's overall strategic direction and the financial results and elect board members.

IMD SUPERVISORY BOARD

The Foundation Board appoints the Supervisory Board from among its members to support, challenge and supervise IMD's operations. The Supervisory Board has the overall responsibility for IMD's vision, strategy and management to support its success in the market place.

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Vice-Chairman of IMD Foundation and Supervisory Boards

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IMD Circle

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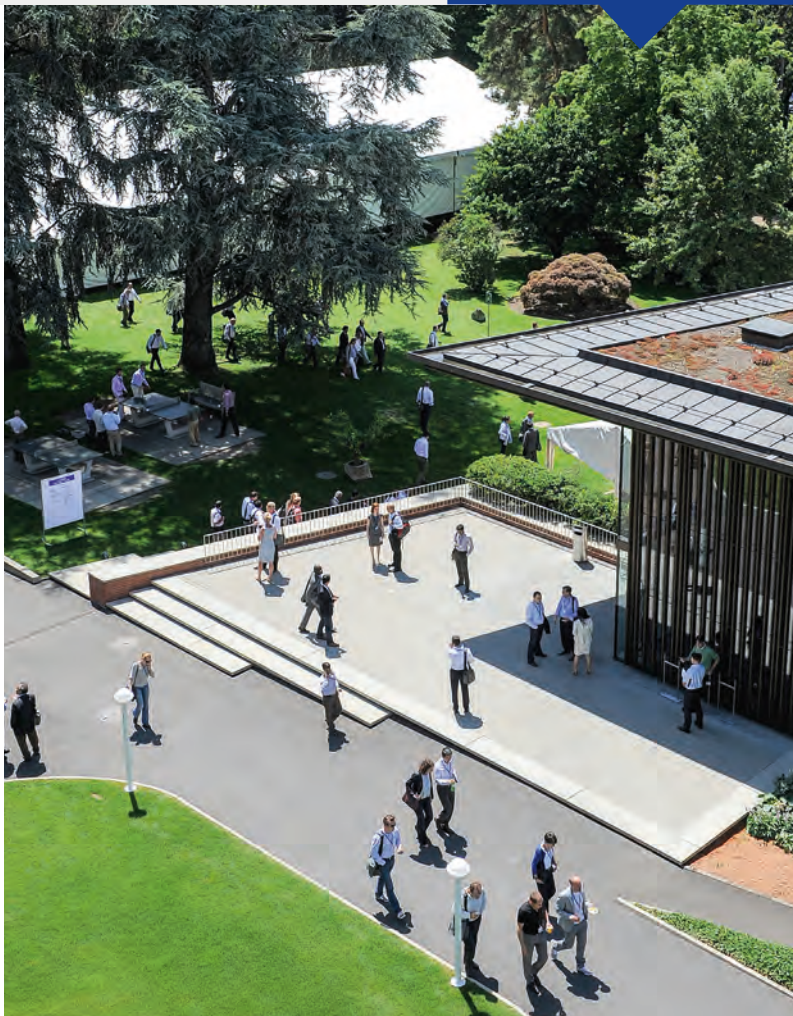
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