



CUSTOM  
PROGRAMS



## ABB

### Global Leadership in the Cloud programs at ABB

ABB has begun using IMD's Global Leadership in the Cloud programs, which are designed to assist executives on the go in honing their business competencies without their having to spend valuable time away from their offices. Participants in IMD's new Global Leadership in the Cloud series engage in a highly-personalized and interactive experience, with individual coaching, learning partners, feedback and recommendations provided throughout the programs. One of the programs were recently awarded a gold medal by the Brandon Hall Group, a leading learning and development research firm, for representing the most significant advance in unique learning technology in 2015.

# Overview

## Context

IMD has launched a series of highly-personalized, online-based programs bringing the quality of its top-ranked face-to-face learning to the offices of executives worldwide. [Page 3](#)

## Challenge

Providing companies, like ABB, with a cost and time effective solution for exposing large numbers of executives to learning about essential business fundamentals. [Page 4](#)

## Custom approach

IMD provided personalized cloud learning based on ABB's business challenges. These programs are modular and can be combined with in-person teaching for a 100% customized experience. [Page 5](#)

## Impact

The award-winning cloud programs give execs with a strong grasp of crucial issues with minimal time away. Coworkers from distant locations connect through learning. [Page 6](#)

“ I was maybe a little bit skeptical on how well an online course could actually engage and inspire, but it did both. There were also a lot of off-line assignments. The program far exceeded my expectations ... I appreciated the interactive element designed into the course: the coach and the changing weekly working groups offered a great network of fellow leaders from different countries, organizations and backgrounds. Exchanging ideas and reflecting on the weekly topics in this kind of environment was great.



**Maija Karhusaari**  
Senior Vice President  
ABB, Finland

# Context

IMD has launched a series of online-based programs bringing the quality of its top-ranked face-to-face learning to the offices of executives worldwide. Participants in IMD's new Global Leadership in the Cloud series engage in a highly-personalized and interactive experience, with individual coaching, learning partners, feedback and recommendations provided throughout the programs.







# Challenge

Providing companies, like ABB, with a cost and time effective solution for exposing larger numbers of executives to learning about essential business fundamentals. Offering the best and most impactful learning experience but also allowing participants to continue to perform at their jobs all over the world.

# Custom approach

The Global Leadership in the Cloud programs offer a high amount of interaction with other participants and personalized feedback from dedicated coaches. Off-line and group work give participants the opportunity to apply the concepts to real world situations. Sections of the programs are tailored to identifying and developing individual skills. IMD's Global Leadership in the Cloud programs can be offered to companies like ABB as stand-alone programs on specific business challenges or can be separated into targeted modules and combined with face-to-face sessions to create a 100% tailored learning experience.





# Impact

IMD's Global Leadership in the Cloud program Learning Leadership was recently awarded a gold medal by Brandon Hall Consulting, a leading learning and development research firm, for the best advance in unique learning technology in 2015. The entries were evaluated by an international panel of independent industry experts and Brandon Hall Group senior analysts. The judging was based on design, functionality, usability, innovation and

overall measureable benefits. Judges said that the personal approach to every learner was what differentiated the program. Individual assignments and interaction with program coaches and partners take the learning to a personal level.





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Senior Vice President  
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# Develop your people, transform your organization

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## Your journey

### IMD can partner with you at every step

Are you looking to develop the individual capabilities of your people in areas critical for growth? Or are you considering a deeper organizational transformation, where you question the very purpose of your business?

Whatever your aspirations and needs may be, we can develop fully customized programs for you that 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.

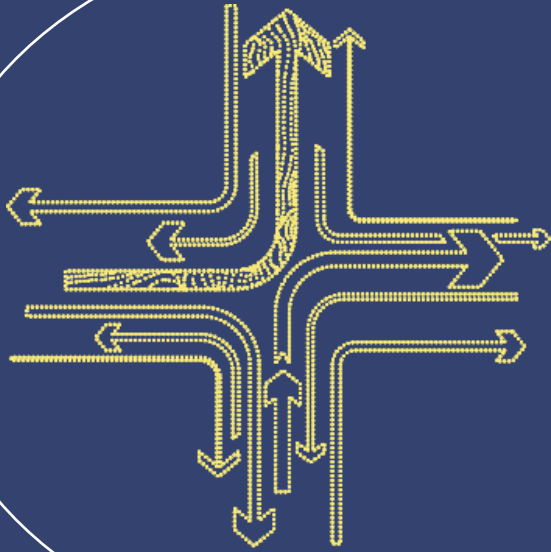
#### Context

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

You develop new insights on your business as we challenge your assumptions, reframe your perspectives and uncover new growth areas and blindspots. Together, we define what success should look like as we co-design your learning journey.







## Transformation

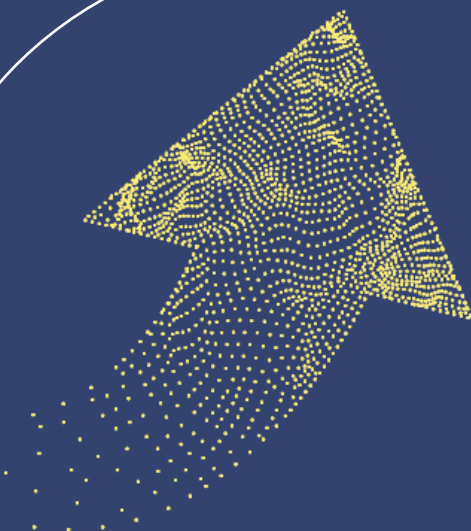
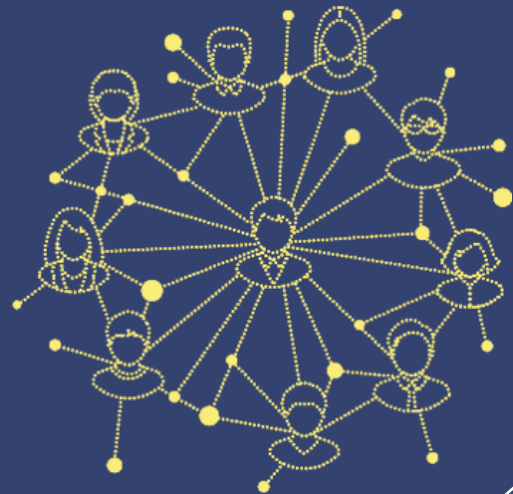
You build the case for change and a detailed action plan associated with key areas of choice.

You explore and identify alternative directions in which leaders could take the business, and specific areas of choice moving forward. You build an aligned view of what it will take to be successful in the future and reshape your organization's strategic, organizational and leadership agenda accordingly.

## Capabilities

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

You empower your people to realize your organization's ambition by developing their capabilities in areas such as strategy, innovation, leadership and change management. The top team cannot succeed alone. You energize and align your people around a shared commitment moving forward.



## Impact

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

What you learned and created at IMD becomes ingrained deep into your organization. You embed new ways of working and foster an agile organizational culture ready to embrace the future. We allocate time, resources and processes to facilitate and track your implementation progress.



IMD is ranked **1<sup>st</sup>**  
in open programs worldwide  
*Financial Times 2012– 2016.*



## The IMD Difference

IMD is a top-ranked business school.  
We are the experts in developing global leaders  
through high-impact executive education.

### Why IMD ?

- » We are 100% focused on real-world executive development
- » We offer Swiss excellence with a global perspective
- » We have a flexible, customized and effective approach

[www.imd.org](http://www.imd.org)

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