



CENTRE FOR  
EXECUTIVE EDUCATION



# Global Advanced Management Programme

Sep- Dec, 2024

Follow us on



# Programme Overview

Market Volatility, Emerging Digital Technologies, and Innovation are changing the way companies compete in today's Global Economy - and increasing the demand for business leaders who are Global Growth Drivers and Change Makers.

The Global Advanced Management Programme is designed to bring about a full-scale change that empowers executives to create and renew competitive advantage for their organizations, on the Global Arena.

GAMP is a transformative journey designed for senior leaders looking to enhance their business acumen and global leadership competencies. The Programme is focused on leadership in a world of disruptive change. It aims to enable participants to anticipate changing business needs, seize new opportunities for growth, and transform insights and ground breaking models into innovative strategies, profitable solutions and growth horizons for their businesses.



# Who Should Attend and Why ?

The Global Advanced Management Programme (GAMP) is tailored for seasoned leaders seeking to navigate and excel in the dynamic landscape. GAMP is designed for executives focused on enterprise-level decision-making and executing on a global strategy as they take on roles with the broadest impact on organizational direction and performance.

## Potential Participants could be:

- Executives in roles that such as CMO, COO, CFO, CTO, Executive Vice President, Divisional Head, Senior General Manager
- Senior Executives with 15+ years of management experience shouldering strategic responsibility
- Mid-to-senior level executives with a functional or cross-functional responsibility
- Executives with proven leadership of large organizations who hold positions one or two levels from the CEO and have been identified as central to the company's succession plan
- Executives who hold C-suite level positions at small/mid-size companies with significant opportunities for growth



## Programme Details

### Phase 1:

Mahindra University Immersion,  
Hyderabad, India | 9 September, 2024  
Onwards

### Live-Virtual

22, 24 October, 4 and 6  
November, 2024

### Phase 2: November 2024

- Individual Assessment through IMD's proprietary Future-Ready Leaders Diagnostic Tool
- Executive Coaching Session with an IMD Coach

### Phase 3:

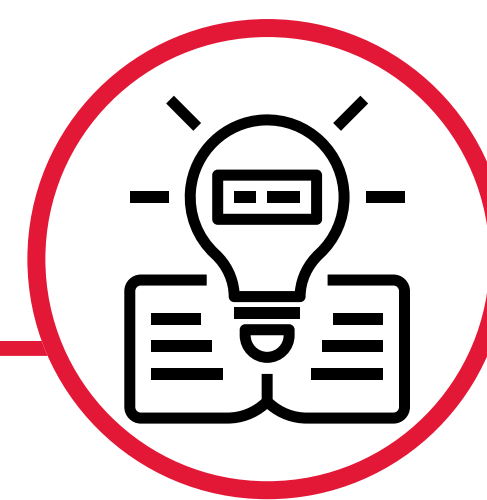
IMD Immersion, Lausanne Campus,  
Switzerland | 9-13 December, 2024

# Unique Programme Benefits



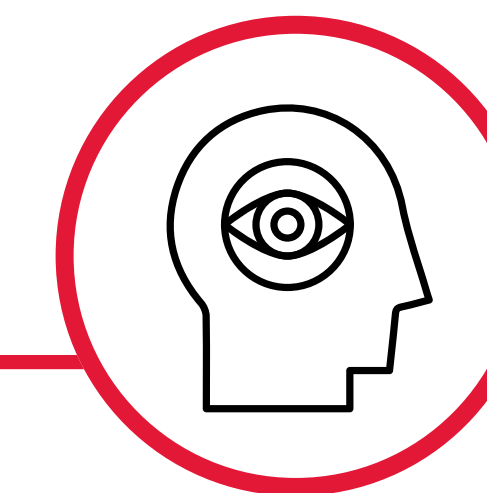
## Develop a Highly Informed Global Perspective

Gain a comprehensive understanding that equips your organization to capitalize on emerging opportunities, ensuring sustained competitiveness in the dynamic global landscape.



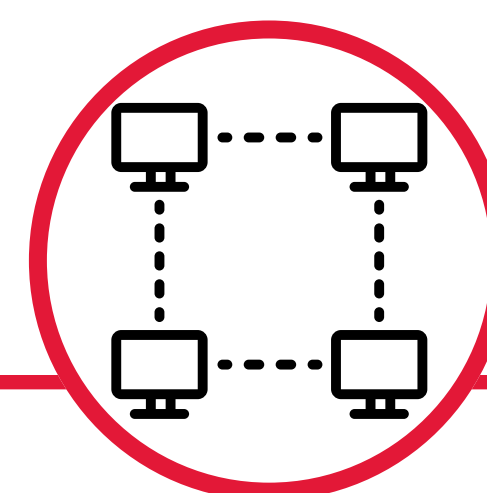
## Develop Actionable Strategies for Growth and Profitability in the Digital Era

Learn how to reshape your company's strategies to be customer-centric, and drive sustainable Growth and Profitability, in the dynamically developing landscape of the Digital Era



## Develop Leadership Capabilities for Leading in Complexity

Equip yourself with competencies to navigate the complexities of Digital transformation and to foster a culture that encourages innovation and adaptability



## Build a Strong Global Peer Network

Get connected with accomplished peers from other corporates, and build a strong network for future collaborations



## Cohort Social Activities

Enhance your learning experience through social activities with your cohort, including team dinners at iconic locations. These activities foster camaraderie and collaboration beyond the formal learning environment.

# Key Takeaways for Participants

- Integrating strategic planning with innovation, fostering a culture of continuous improvement, and driving organizational growth through innovation
- Developing a comprehensive digital strategy, aligning it with organizational objectives, and integrating technology seamlessly
- Proficiency in interpreting financial signals, and strategic financial decision-making
- Recognition of global mega-trends impacting businesses and proactive planning to leverage opportunities or mitigate risks
- Harnessing the power of analytics and AI for data-driven decision-making and business optimization
- Creating scalable platforms, fostering ecosystems, and driving transformative initiatives
- Balancing technological advancements with human-centric leadership, fostering empathy, and enhancing employee engagement
- Developing leadership skills in a digital era, fostering high-performance cultures, and leading teams in virtual environments

# Key Benefits for Organizations

- Leaders capable of driving strategic initiatives, fostering innovation, and adapting swiftly to industry changes
- Anticipating market shifts, staying ahead of industry trends, and capitalizing on emerging opportunities
- Enhanced adaptability, increased collaboration, and facilitation of business model innovation
- Improved workplace culture, higher employee satisfaction, and increased organizational loyalty
- Enhanced leadership effectiveness, increased team productivity, and successful adaptation to the digital work landscape

# Pedagogy



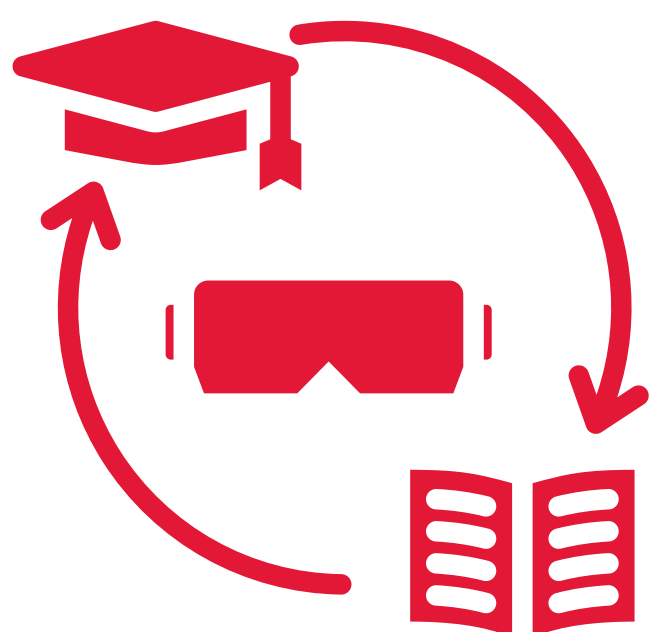
Global perspective by  
Case-Study based  
approach



Faculty-led inductive  
plenary room sessions



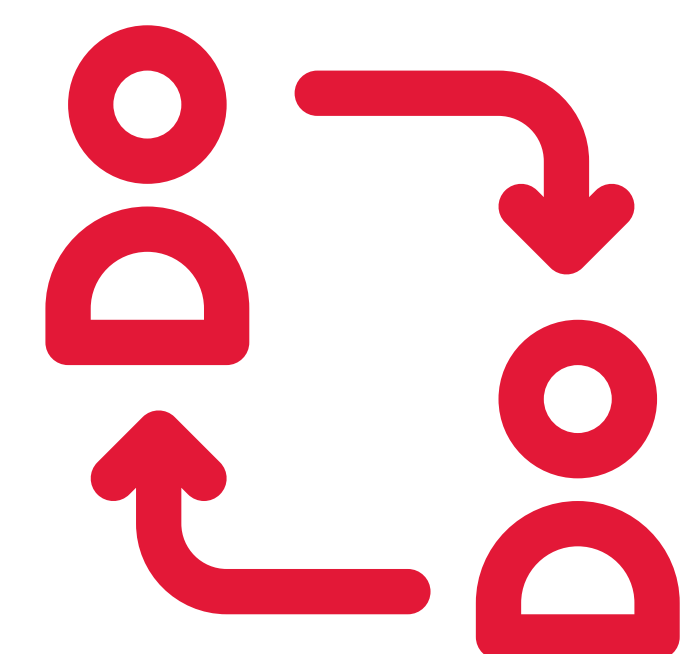
Experiential learning



Metaverse Immersion



3D-VR Leadership  
Simulation



Peer-based learning



Individual assessments by IMD's proprietary Future-Ready Leaders Diagnostic Tool based on the Ambidexterity framework.

- Each Participant will receive Feedback/Debrief on their Assessment Report from designated IMD Coaches between the two Campus immersions

# Learning Journey

## Phase 1: Mahindra University, Hyderabad, India | 9th Sep, 2024 onwards



\*Indicative Date

# Topics/ Themes Covered at MU Campus

## **Developing Strategic Mindset for Global Growth**

The Module will cover key issues of understanding industry dynamics, strategic positioning, globalization approaches, managing growth and innovation, building appropriate business models to capitalize upon global opportunities, and on developing an integrated global mindset. Participants will systematically explore the local and global opportunities for growth, and their implications for forging a global strategy for the business. Participants will learn how to pursue the opportunities, while effectively addressing and managing the strategic challenges that come up.

## **International and Cross-Cultural Negotiations**

This topic focuses on equipping participants with essential knowledge and skills for successful negotiation in international and cross-cultural settings. Participants will gain insights into navigating cultural differences, understanding diverse negotiation styles, and employing effective tactics to achieve favorable outcomes across various cultural contexts. Key topics include cultural intelligence (CQ) in negotiation, Hofstede's Cultural Dimensions Theory, negotiation styles (competitive, collaborative, avoidant) in different cultures, communication strategies, relationship building, preparation for cross-cultural negotiations, and ethical considerations. Through interactive exercises and role-play scenarios, participants will enhance their cultural awareness and negotiation capabilities to excel in global business environments.

## **Developing Financial Acumen**

It is important for Senior Managers to be able to judge the financial strength of their strategic and operational decisions. This topic provides a concise overview, of how managerial decisions impact market value for an organisation, and how value creation impacts the day-to-day life of managers. Through the use of a Business Simulation & Case Studies, the programme helps participants in understanding Financial Statements, interpreting them to identify a firm's strengths & weakness, evaluating costing & pricing strategies, forecasting cash flows, identifying new financially viable investment opportunities, and understanding drivers for profitable growth.



# Phase 2: Future-Ready Leadership

## Assessment | Nov 2024

Participants will go through IMD's proprietary Future-Ready Leaders Diagnostic Tool, based on the ambidexterity framework. This tool assesses key leadership areas of each individual such as strategy, stakeholder management, self-leadership, people leadership, and execution, providing valuable insights into your leadership capabilities. Engage in a Debrief Session on the Assessment Report, through an IMD Coach, and identify your areas for future development. This tailored approach ensures a thorough understanding of your leadership strengths and areas for growth, enhancing your capacity for impactful leadership.

### Leading Strategy

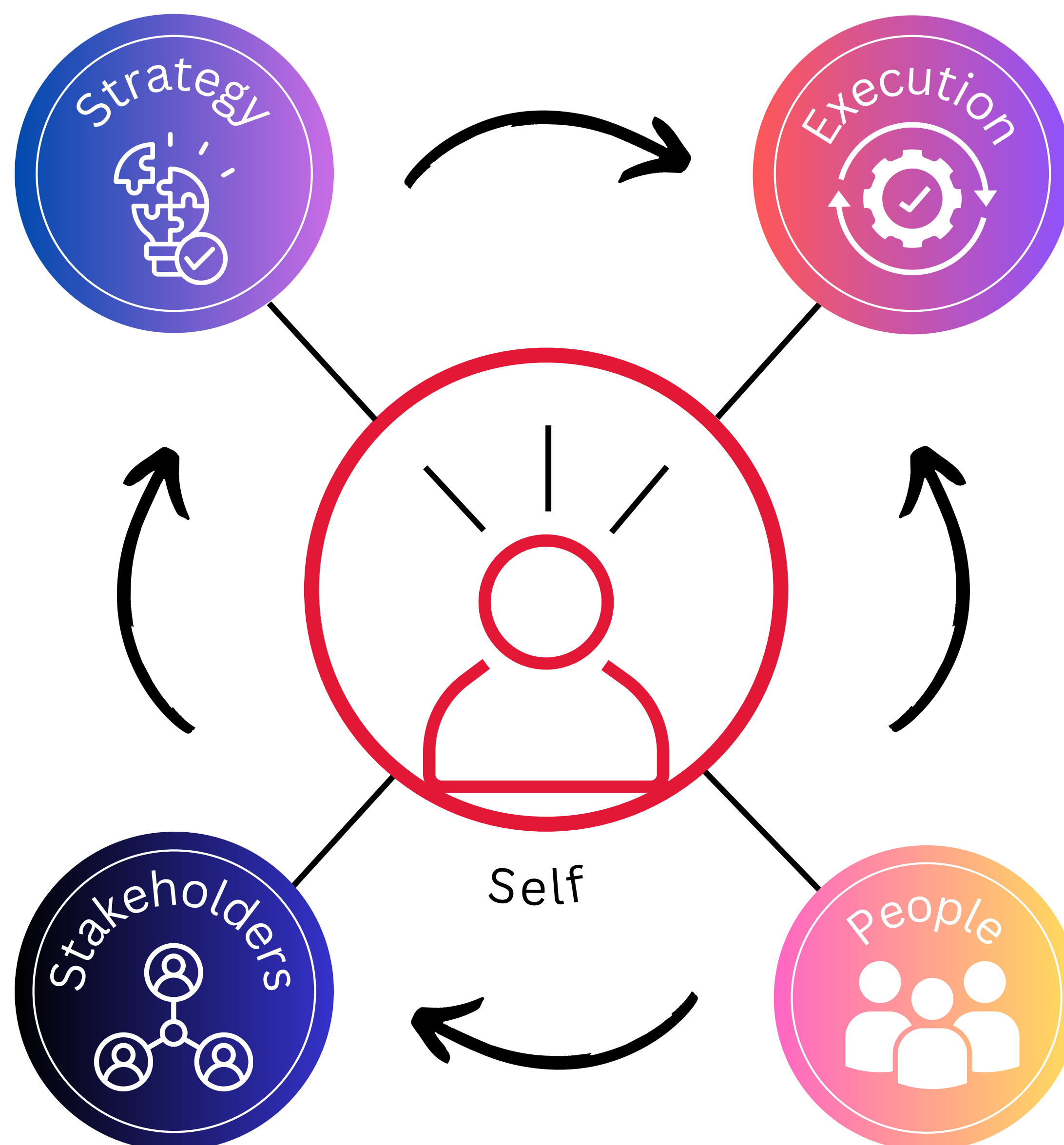
Combining Knowledge of the Market with a Customer Centric Mindset, the Leader Develops a Long-Term Transformational Plans as well as Strategic Adjustments to take advantage of short term's Opportunities

**Transformer and Operator**

### Leading Stakeholders

Able to Skilful leverage formal and Informal channels to influence, build Relationships and drive change.

**Networker and Administrator**



### Leading Execution

The Leader Drives the operational rigor manages risks grows new capabilities, organizes work effectively, and consistently Delivers results

**Experimenter and Implementer**

### Leading People

Coaches and Motivates People and Teams to achieve extraordinary things while holding people accountable for performance

**Coach and Conductor**

# Future Ready Leadership Assessment

During Phase 2 of the Programme, participants will go through an online assessment of “The Future Ready Leaders Diagnostic Tool” survey, built by IMD on Ambidexterity Leader’s Framework. Powered by Leadership Psychometric Data, a comprehensive Development Report will be generated, which includes insights on the Participant’s Leadership Behaviours, Personality Traits, Potential Derailers, and Development Recommendations.

Following the generation of the Assessment Report, designated IMD Coaches, will conduct one-one-one Executive Coaching Session, for each participant, where they will debrief on the report contents, its recommendations, and also provide additional coaching inputs.

## IMD Campus Session on "Future-Ready Leaders Assessment Debrief"

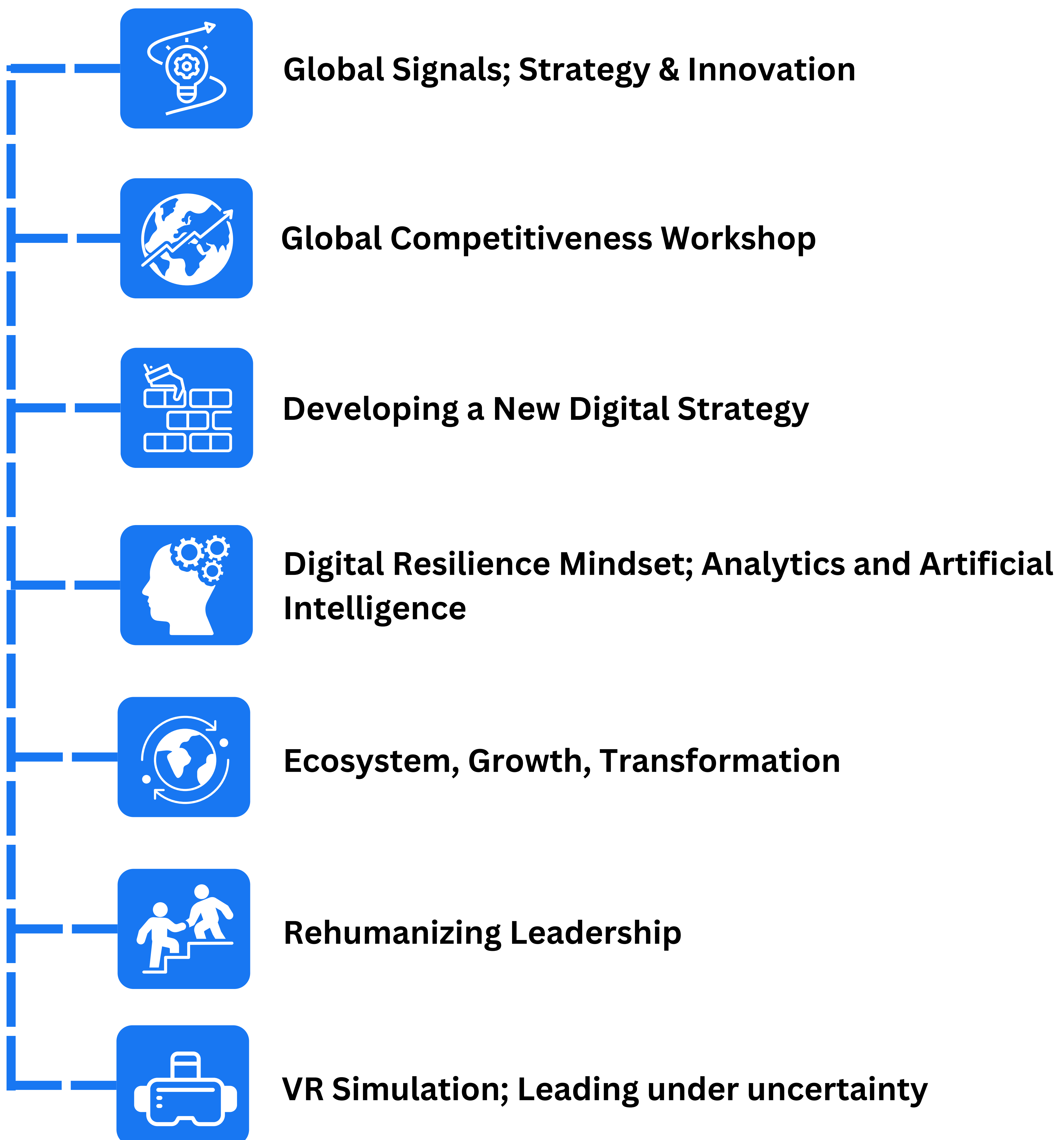
Facilitated by seasoned experts, leaders embark on an exploration of their Leadership Ambidextrous Assessment results. The discussion revolves around quintessential domains crucial for shaping future-ready leaders: Leading Strategy, Execution, Stakeholders, People, and Self. Participants dissect these components, uncovering their relationships with the dynamic requirements of being a future-ready leader.

The session is crafted to endow leaders with the foresight, skills, and tools essential for thriving in the evolving business landscape. Through interactive analysis, reflective exercises, and best practice sharing, leaders develop a personalized blueprint to bolster their leadership repertoire, ensuring they are well-prepared to steer their organizations towards success in an increasingly unpredictable global market.

## Personal Development Action Plan

Drawing insights from the Future Ready Leadership Assessment, and the Classroom session discussions, participants are prompted to select 2 to 3 areas for leadership development, committing to actionable steps. Post sessions in the IMD phase in Switzerland, participants are further encouraged to persist in their challenges, utilizing internal coaching and peer mentoring to iteratively develop within the defined areas, leveraging the collective experience of their peers.

# Phase 3: IMD Immersion, Lausanne, Switzerland | 9-13 Dec, 2024



# Topics/ Themes Covered at IMD Campus

## **Global Signals**

Within the Global Signals module, participants engage in a transformative exploration of mega trends that intricately mold the contemporary business landscape. This immersive experience is designed to empower organizations by offering invaluable insights, enabling adept navigation through transformative shifts. The module aims for participants to cultivate a strategic edge, equipping them with the skills to decipher crucial signals influencing markets, technology, and socio-economic dynamics. Emphasizing the development of a comprehensive understanding of global trends, the module facilitates participants in embarking on a transformative journey through an immersive Metaverse experience. Where, they skillfully decode the future dynamics of the business landscape, fostering adaptability and foresight.

## **Strategy & Innovation in the Digital Era**

In this module, participants confront the challenges precipitated by digital disruption in the contemporary business landscape. Amidst the imperative for organizations to navigate a volatile environment and swiftly adapt to remain competitive, the module unfolds how new, agile competitors armed with digital-first approaches are surpassing established firms. Drawing from real-world examples, the module intricately explores concepts and frameworks that transcend products, services, processes, and business models. It goes beyond the realm of mere adaptation, offering participants profound insights to proactively seize opportunities and fortify their positions against unexpected competition.

## **Building Foundations for New Digital Strategy**

In this module, participants will immerse themselves in an in-depth study of digital transformation processes, with a particular focus on their critical role in reshaping companies to prioritize customer-centric strategies. The session will intricately explore the methodologies involved in crafting seamless omnichannel experiences across the entirety of the customer journey. Participants will gain insights into designing and implementing strategic initiatives aimed at ensuring uniform high-quality interactions before, during, and after purchases. The session intends to empower the participants to foster stronger consumer relationships, ultimately leading to heightened overall customer satisfaction. The module focuses on how the adoption of these progressive approaches, will help drive the business strategically in the dynamically evolving landscape of today's digital era.

## **Digital Resilience Mindset (with Cyber crisis simulation)**

In the "Digital Resilience Mindset" module, participants will explore the concept of organizational resilience in the era of digital transformation and new technology adoption. The session delves into the dual nature of modern technologies, unraveling how they not only solve challenges but also amplify the risks of cyber-attacks, especially in the post-COVID-19 landscape. Participants will actively engage in a web simulation, where they play the role of executives facing a simulated cyber-attack. This module aims to instill a robust digital resilience mindset, equipping participants to navigate the complexities of the digital landscape with confidence and strategic insight.

## **Analytics and Artificial Intelligence**

The "Analytics and Artificial Intelligence" module embarks on an in-depth exploration, delving into how various companies have effectively utilized analytics and artificial intelligence to accelerate their transformation endeavors. By drawing inspiration from these real-world success stories, the module meticulously constructs a comprehensive analytics framework, with a specific emphasis on enhancing strategic decision-making. During these interactive sessions, participants will be actively engaging with the facilitator, seeking guidance on applying these insights directly to their unique company context. The overarching goal is to pinpoint scalable deployment strategies, ensuring the complete harnessing of the power of analytics and AI to drive innovation, efficiency, and a sustainable competitive advantage within their respective organizations.

## **Building Platforms and ecosystems for growth and transformation**

The "Building Platforms and Ecosystems for Growth and Transformation" module unfolds as an exploration into future-oriented transformation. It scrutinizes how various companies across diverse industries have successfully developed platforms and ecosystems. The module meticulously examines exemplary methods of creation, urging executives to contextualize and apply these insights to their unique situations. The focus is on enhancing strategic innovation and collaborative opportunities, ensuring sustainable growth and a competitive advantage in their respective fields. Through this session, participants gain valuable perspectives and tools to navigate the evolving landscape of platforms and ecosystems, fostering an environment conducive to growth and transformation in their organizations.

## **Rehumanizing Leadership**

The "Rehumanizing Leadership" module unfolds as an impactful session where leaders learn to be visible and positive role models, leading with purpose and empathy. The focus is on equipping leaders with essential capacities and practical tools to harness the strengths of their teams, thereby driving success and transformation effectively. Throughout the session, participants are guided on becoming architects of a high-performance culture, fostering an environment of trust and psychological safety. This approach proves integral for nurturing innovation, collaboration, and a resilient organizational culture, ensuring long-term success and adaptability in today's dynamic and evolving landscape. The module serves as a transformative experience for leaders, emphasizing the human aspects crucial for effective leadership in contemporary organizational contexts.

## Leading Under Uncertainty

This module unfolds as an immersive virtual reality simulation, offering a dynamic exploration of the intricacies involved in leading under uncertainty. The session adeptly demonstrates both rational and emotional sense-making processes. Through interactive experiences and role-playing, participants engage with organizational dynamics, gaining a deeper understanding of situational contexts. The simulation encourages participants to experiment, collaborate, show vulnerability, open their minds, and learn how to respond effectively under stress. This hands-on session provides a unique and safe opportunity for participants to practice and develop essential leadership skills in a controlled virtual environment, fostering resilience and adaptability in the face of uncertainty.

## Digital Leadership and high-performance culture

The "Digital Leadership and High-Performance Culture" module unfolds as an insightful session where participants delve into cultivating the necessary leadership mindset crucial for driving digital transformation across diverse organizations. The session closely examines organizational culture, providing strategies to build upon and leverage the unique cultural aspects of participants' companies, turning them into catalysts for digital change. Leaders are equipped to navigate the complexities of transformation effectively. The approach ensures the creation of a supportive environment that encourages innovation and adaptability, fostering a high-performance culture conducive to digital success.



# Other Salient Features

## Global Competitiveness Workshop

The Global Competitiveness Centre at IMD presents an insightful session aimed at providing participants with an advanced understanding of the economic performance of nations. Led by the esteemed World Competitiveness Centre, a forefront authority in the analysis of economic performance of nations, this workshop delves into the intricacies of key territories and industries, offering a comprehensive view of their relative performance. The facilitator representing the centre, through pertinent examples and success stories, illuminate the complex dynamics defining competitive advantage in today's global economy. Participants will gain valuable insights to critically assess their organizations' global standings, learning to benchmark performance against international standards and peers effectively. This session promises to be an invaluable experience for leaders seeking to navigate their organizations through the intricacies of global competitiveness and carve out a distinctive position in the international marketplace.

## Experiential Learning

Engaging simulations in GAMP enhances experiential learning, allowing participants to apply theoretical knowledge in realistic scenarios, fostering practical skills development and strategic decision-making acumen. Simulations provide a risk-free environment for leaders to test and refine their strategies, promoting adaptability and preparedness in the face of complex business challenges.

## Cyber Crises Simulation

As technology advances, the creeping threat of cyber-attacks, particularly ransomware, becomes increasingly apparent. The Cyber Crisis Simulation provides leaders with a safe, simulated environment to emulate their response to such attacks, fostering preparedness and equipping participants to navigate the complexities of the ever-evolving digital landscape.

## Leading Under Uncertainty

Leading under uncertainty is crucial for leaders as it hones their ability to make informed decisions in unpredictable environments, ensuring organizational resilience. The interactive virtual reality simulation engages participants in a hands-on experience, emulating organizational dynamics to enhance their situational understanding. By experimenting, collaborating, and navigating vulnerability in a safe virtual environment.

# MU Phase Faculty



## **Srinivas Rangan**

**Professor of Strategy at Babson College, USA**

*“Strategy is the compass that charts the course, and execution is the wind that propels the ship. Together, they navigate the waters of success, turning vision into reality “*

Srinivas holds the Lukšić Chair Professorship in Strategy and Global Studies at Babson College in the United States. His teaching, consulting, and research focus on competitive strategy, globalization, and alliances.



## **Dr. Ramakrishna Velamuri**

**Professor of Entrepreneurship and Chair of the Strategy & Entrepreneurship Department at CEIBS**

Dr. Ramakrishna Velamuri, visiting professor at Mahindra University, He was Chengwei Capital Prof. of Entrepreneurship & Chair of Strategy & Entrepreneurship Dept. at CEIBS. He served as Acad. Dir. of CEIBS Center for Entrep. & Invest. & of CEIBS Global EMBA Program. Previously at IESE Business School, he taught at ISB, Frankfurt School, Bocconi Univ., & other global schools. His research on ethical behaviors of founders, entrep. strategies & firm growth is published in top journals. He has taught exec. programs for Tencent, Roche, Bosch, Vodafone, among others. Consulted for World Bank & IFC on projects in Africa & India. Experienced in intl. business at Grupo Tudor.



## **Prof. Olivier Tabatoni**

**Professor of Finance at IAE Aix-en-Provence, France**

Olivier Tabatoni, visiting faculty at Mahindra University, He is a Finance Prof. at IAE Aix-en-Provence, France. He's taught at top universities globally and won awards for excellence. His interests include Profitable Growth, Real Options, Value Creation, and Strategic Flexibility. He's involved in designing exec. programs for multinational organizations worldwide, focusing on Strategy, Finance, and Leadership interactions.



# IMD Faculty



## Patrick Reinmoellar

### Professor of Strategy and Innovation

*“The strategic creation of knowledge fosters innovation but many companies fail to exploit opportunities to use external sources of insight to create knowledge. They miss out on a lot.”*

Patrick Reinmoeller is the author of numerous articles, case studies, and projects. His teaching, research and consultation focus is on strategic thinking with a particular emphasis on customer-centric innovation.



## Öykü Işık

### Professor of Digital Strategy and Cybersecurity

*“Digital resilience is very important for sustainable digital transformation. It is like a muscle we have neglected – it will get stronger as it is used, but it is certainly sore in the beginning.”*

Öykü Işık is an expert on digital resilience and the ways in which disruptive technologies challenge our security and organizations. She is named on the Thinkers50 Radar 2022 list of up-and-coming global thought leaders.



## Zhike Lei

### Professor of Leadership and Organizational Behavior

*“Engaging with power for a good purpose still makes us vulnerable to failure or becoming blissfully unaware. Leaders can overcome these challenges by relentlessly cultivating a healthy work culture, where courage, psychological safety, and compassion are both emphasized and expected.”*

Zhike Lei is an award-winning organizational scholar and an expert on psychological safety, team dynamics, organizational learning, error management, and patient safety.

# IMD Faculty

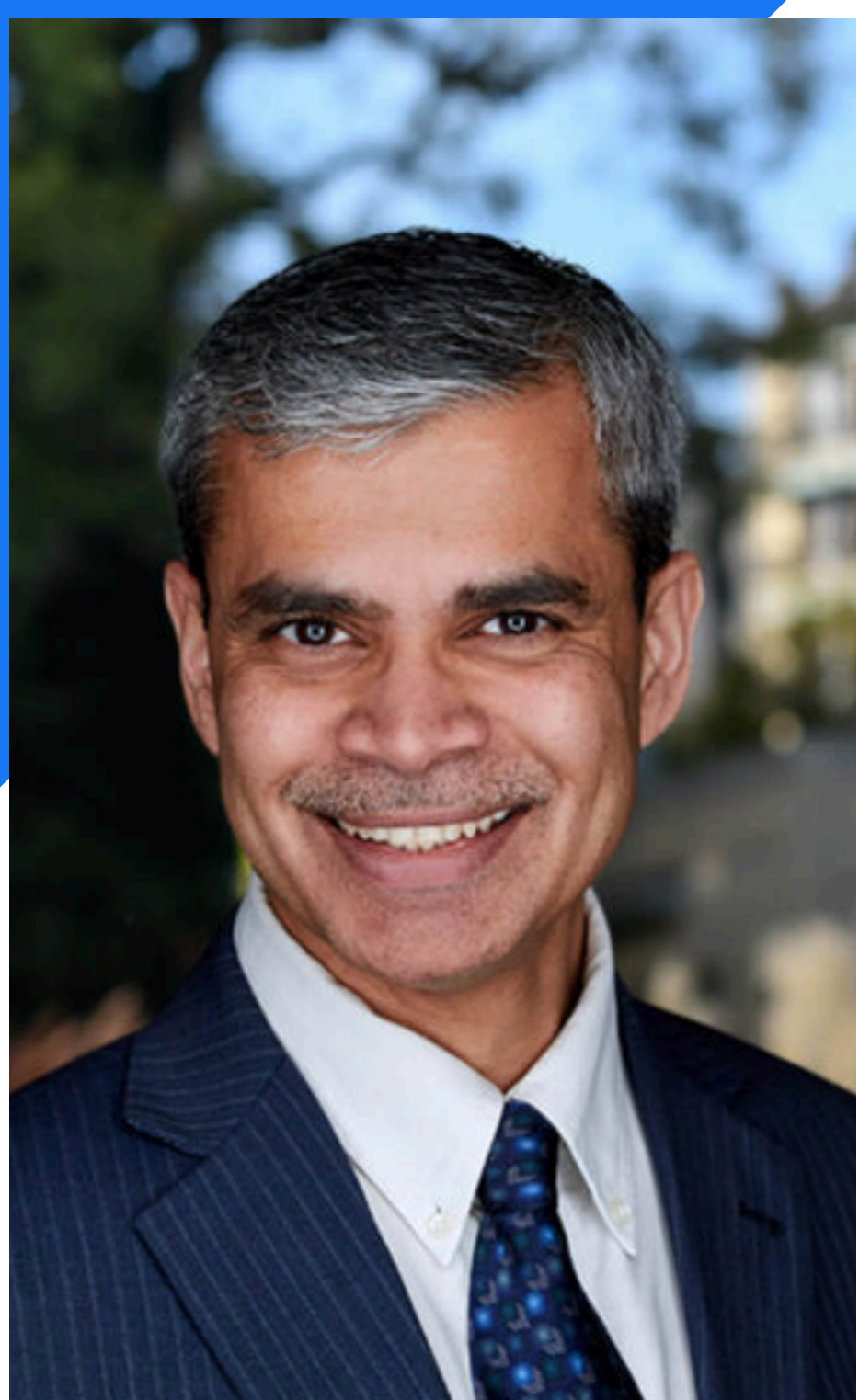


## Mohan Subramaniam

### Professor of Strategy and Digital Transformation

*“The transformational impact of digital technologies on business is comparable to what steam power, electricity, railroads, and computers has done to the industrial world over the last three centuries.”*

Mohan’s focuses on the digital transformation of incumbent industrial firms and new sources of competitive advantage in the digital age. He outlines his thinking in his 2022 book, *The Future of Competitive Strategy: Unleashing the Power of Data and Digital Ecosystems*, which describes a new paradigm for competitive strategy anchored in data and digital ecosystems and the game-changing role of digital technologies in the modern economy.



## Amit Joshi

### Professor of AI, Analytics and Marketing Strategy

*“Organizations struggle to identify optimal AI strategies and how to implement them. Demystifying machine learning and understanding its uses and limitations is crucial to organizational success.”*

Amit specializes in helping organizations use artificial intelligence and develop their big data, analytics, and AI capabilities. He is an award-winning professor and researcher, and has extensive experience of AI and analytics-driven transformations in industries such as banking, fintech, retail, automotive, telecoms, and pharma.



## Programme Fee

- INR 8.5 Lakh per participant (Plus GST)
- **Fee Covers**
  - 3 Days at Mahindra University Campus (Tuition Fee, Accommodation, F&B) Followed by 4 Live-Virtual Sessions from Aix-en-Provence, France spread across 3 Weeks
  - 5 Days at Lausanne (Additional Costs for Participants: Travel and Stay at Lausanne for the 5-Day Module)
- **Corporate Discount:** Secure a complimentary Nomination for every 4 nominations!

# MU Overview

Established in May 2020, Mahindra University stands as a beacon of global education and knowledge, fostering a multi-disciplinary environment dedicated to academic excellence. Situated on a sprawling 130-acre campus in Bahadurpally, Hyderabad, the university offers a range of undergraduate and postgraduate programs across five Schools: Ecole Centrale School of Engineering, School of Management, School of Law, Indira Mahindra School of Education, and School of Media and Liberal Arts. Providing a modern lifestyle amidst a predominantly green campus, MU leverages state-of-the-art technology in Lecture Theaters, Seminar Halls, and Syndicate Rooms to offer a multimedia, interactive learning experience.

At the heart of Mahindra University is the Centre for Executive Education (CEE), a vital center that specializes in creating and delivering bespoke learning programs for working professionals. Meticulously designed, these programs provide timely and relevant knowledge, insights, and perspectives, empowering participants to excel in their current and future organizational roles. As an integral part of Mahindra University, CEE significantly contributes to positive organizational impact by enhancing the performance of executives. The Executive Education Programs at Mahindra University span diverse business disciplines, engineering, data science, and law, catering to varying seniority levels in both national and international contexts. Serving as a hub for impactful interactions between business leaders and academia, CEE collaborates with esteemed faculty from top Indian institutions and leading global business schools. Participants benefit from the innovative research and consulting expertise of the faculty, the diverse experience of their peer group, and insights from industry practitioners armed with robust domain knowledge.



# IMD Overview

The International Institute for Management Development (IMD) has been a pioneering force in developing leaders who transform organizations and contribute to society since it was founded more than 75 years ago. Led by an expert and diverse faculty, with campuses in Lausanne and Singapore as well as a Management Development Hub in Shenzhen, IMD strives to be the trusted learning partner of choice for ambitious individuals and organizations worldwide. Our executive education and degree programs are consistently ranked among the world's best by the Financial Times, Bloomberg, Forbes, and others. Our leading position in the field is grounded in our unique approach to creating real learning, real impact. Through our research, programs, and advisory work we enable business leaders to find new and better solutions: challenging what is and inspiring what could be.





# THANK YOU

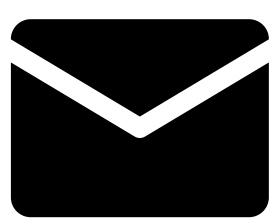
## CONTACT US :



### Call

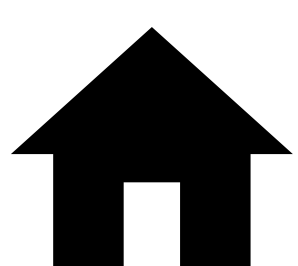
Rakesh: +91-90595 38001

Abhishek: +91 84472 23410



### Mail

[executive.education@mahindrauniversity.edu.in](mailto:executive.education@mahindrauniversity.edu.in)



### Address

Mahindra University, Hyderabad