PHASE 1
November 17 - 24, 2019
ISB, Hyderabad Campus

PHASE 2
December 09 - 13, 2019
Kellogg School of Management,
Evanston, Chicago, USA
Leading in the dynamic, ever-evolving business landscape today requires a skillset that integrates the newest frameworks, tools and competencies for transformative results. Global leaders are the face of responsive effectiveness, driving up not just the valuation of their business with perfectly timed mergers and acquisitions, but also its reputational and brand value. They are the first to spot both threats and opportunities, and are always prepared with a marketing strategy that can leverage a crisis into an advantage with the power of compelling communication. These leaders are change agents who can ignite stakeholder relationships both internally and externally in a way that nurtures passion, and integrity, which are critical to leading a culture of innovation.

The ISB-Kellogg Global Advancement Management Programme (GAMP), an executive education programme, is designed to shape such global leadership. A result of two world-class business schools coming together, it gives global leaders a unique opportunity to learn in two of the world’s most invigorating business environments: India and the USA. The programme delivers a rich experience via learning with peers from diverse backgrounds who are armed with various contrasting perspectives, which in turn creates a rich and dynamic learning environment.

Programme Details

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<td><strong>November 17 (7.00 pm) - 24 (5.00 pm), 2019</strong>&lt;br&gt;Indian School of Business, Hyderabad, India</td>
<td><strong>December 09 (8.30 am) - 13 (5.30 pm), 2019</strong>&lt;br&gt;Kellogg School of Management, Evanston, Chicago, USA&lt;br&gt;Check-in: December 08, 2019&lt;br&gt;Check-out: December 14, 2019</td>
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Fee INR 9,00,000 plus GST @18%

Fee includes food and accommodation at both the campuses or at an equivalent facility based on availability. Travel, visa charges and airfare not included in the fee.
ISB-Kellogg Global Advanced Management Programme

Across the two phases of this programme, participants will explore a wide range of business topics that are critical to senior and top management, to further advance their leadership capabilities. The programme is specially enriched with a pool-in of iconic corporate and academic names, which will lend special focus on transformational leadership, winning the global war for talent, creating global brands, becoming a successful global competitor and more.

Participants will also enrich their knowledge about critical business competencies like innovation, cost-effective service excellence, supply chain management, global operations, cross-cultural management and customer-centric organisations.

This programme has an eclectic mix of faculty, comprising of academicians and business leaders with domain expertise across multiple industries, who have been an integral part of building global organisations.

“Great programme that optimally blends academic learning with practical experiences”.

Anujeet, Head - Internal Audit, IIFL
The programme is divided into two phases - the first phase is held at the Indian School of Business, while the latter half of the programme is delivered at the Kellogg School of Management.

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<td>Strategic Thinking; Innovation and Change Leadership; Operational Excellence; Negotiation Strategies and Business Model Innovation</td>
<td>Valuations, M&amp;A's, Crisis Communication, Managing Organisational Reputation, Strategic Marketing, and Persuasion</td>
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“It was definitely an enriching experience. A perfect fit for senior professionals waiting to go back to basics and leverage the same for decision making”.

Pushan Chakravarthy, CFO, ABP News Network
Key learning takeaways

The programme will help you define and measure strategic leadership competencies for innovation, while architecting and implementing a holistic enterprise strategy and develop processes that are inclusive, transparent and value-driven.

• Industrial insights from within a fast-growing emerging economy
• Industrial insights from the world’s most influential, globalised country
• Modern frameworks for strategic thinking
• Understanding more about yourself, your leadership characteristics, and competencies
• Ability to reflect upon your business, its activities, and your career as a business leader
• Ability to equip yourself for the challenges of global business environments

Who should attend?

The likely job titles are: CEO, CFO, COO, President, Managing Director, Vice President, Regional Director, Country Manager, General Manager, and Divisional Director.

This programme is for you if you are a senior executive with at least fifteen years of management experience, with strategic responsibility within your organisation. Since the programme has an international focus, it is most suitable for participants from Indian companies and foreign multinationals operating in India and other parts of Asia and Africa.
Key concepts covered

Strategic Thinking: Innovation and Change Leadership
This module starts with introducing you to the most current tools and frameworks in strategic analysis and scenario planning for a changing dynamic. The action scenarios will be followed through with a wild ride into the future, exploring the unstoppable business tsunamis that are profoundly changing the operating context for global business. The module will challenge you to engage deeply with what the world of 2030 might look like and what this means for future customers, engagement with future talent and the overall business relevance in the future.

Negotiation Strategies
This module will help enhance your understanding of the negotiation process and strategically evaluate your own strengths and weaknesses. Through concepts of human psychology you will understand how to improve your influencing skills and leverage your position for mutually beneficial outcomes.

Operational Excellence
This module explores how to achieve operational excellence and how to use it to a firm’s competitive advantage. It delves deeper into innovation, IP creation and protection, global competition and process view of the organisation.

Business Model Innovation
This will help you operate successfully in today’s dynamic business landscape. Equip yourself with value-creation and customer-facing business processes, operational and strategic performance metrics and business models. You will also learn how to align value creation and extraction strategies while balancing profitability, growth and risk.

Mega-trends in the World Economy
Deepen your understanding of the world economy and learn to tackle the various exigencies that it routinely gives rise to. Participants will get an opportunity to review medium and long-term economic trends that have far-reaching consequences, and understand how they can position their business to benefit from the resulting structural changes. The subjects being studied will include the internationalisation of the value chain, the role of quality and branding, the challenge of ageing demographics, the future of commodity prices, structural changes in the U.S. economy, reverse innovation, globalisation, currency manipulations and local production.
Valuations and M&A

Master the art of valuing investments with greater accuracy, by balancing bold calls with sound financial decisions. You will learn how to devise and execute cohesive corporate investment strategies, creating a virtuous cycle of value delivery that outlasts and outperforms business cycles. The programme will also teach you to evaluate mergers and acquisitions with a critical eye, analysing it from multiple perspectives from strategy and financing, to alliances and integration, filtering everything through a watertight M&A process geared to generate the maximum value from any restructuring.

Crisis Communications: Managing Your Ultimate Reputation-Building Opportunity

Learn to build a crisis-ready organisation, that can not only withstand the ultimate test of responding rapidly with an effective strategy at a time of emergency, but can leverage the predicament into an opportunity to win over customers old and new. Designed to equip participants with the knowledge, instinct, skill and confidence to achieve this in the fast-moving, high-stakes environment by acing ‘the crisis test’. The programme examines how difficult it can be to take a tough call and support it with an appropriate response, when the business is under pressure on all fronts, from unhappy shareholder clamour, to customers very publicly airing their displeasure, doubt building internally and facing the ever-present threat of government investigation.

Strategic Marketing for the Digitally Connected World

Keep pace with the rapidly evolving landscape of customer behaviour in an increasingly networked world, where constant connection and deep, meaningful engagement are fast replacing advertising. The modern marketing framework challenges businesses to push the needle forward from the traditional practice of making a sales pitch at every step of the communications journey, to using their brand platforms for driving impact. ‘What can we sell?’ is giving way to ‘How does this help?’. Marketers are graduating from conversations to action with an increasing focus on the experiential element of marketing and its power to create a lasting impression on the minds of their target audiences. And such outward-looking perspectives are supported by marketing strategies, developed on the foundation of tried and tested principles and frameworks like 3Vs, 5Cs, 6Vs and G-STIC.
Leveraging Networks and Leading People
Examine the shifting nature of employee networks by studying the flow of information and knowledge through the social networks they are plugged into. You will explore how to derive value by leveraging existing connections between employees and by helping them create new additions to their network. Additionally, participants will learn how to optimise employee performance with the Six Conversations framework designed to help leaders manage people more effectively. The programme will also delve into how leadership can inspire and motivate people to outperform, with a set of tools focused on rewards and recognition, that translate into a win-win situation for the employees and the business.

Storytelling and Whole Brain Persuasion
Ensure the success of important ideas and organisational initiatives by understanding one of the most important factors that help good ideas gain traction — persuasive presentation. Anchored in the latest research in cognitive neuroscience, participants will learn the techniques of persuasion that can deliver the most impact by leveraging compelling visuals, evocative stories and familiar metaphors that engage colleagues and customers in a way that inspires action. You will understand the limitations of information transmission between the different areas of the brain and help you craft communication that speaks to these multiple brain functions in the heads of your audience in a more persuasive manner.
Indicative list of past participating companies

Accenture  
Armstrong World Industries India Pvt Ltd  
Ashok Leyland Ltd  
Axis Bank Ltd  
Bennett Coleman & Co Ltd  
Bharat Petroleum Corporation Ltd  
Bombardier Transportation  
Cisco Systems India Pvt Ltd  
Dabur India Ltd  
Dr Reddy’s Laboratories Ltd  
HSBC  
Microsoft Corporation  
Ministry of Food Processing Industries  
National Stock Exchange of India Ltd  
Philips Electronics India Ltd  
PricewaterhouseCoopers SDC  
Rane TRW Steering Systems Pvt Ltd  
Reliance Industries Ltd  
Religare Finvest Ltd  
Reserve Bank of India

Industry-wise participants  
(Over the past 7 years)

Media and e-Commerce  
Healthcare and Pharma  
FMCG, Conglomerates and Retail  
ITES, Professional Services, and R&D  
BFSI  
Auto and Manufacturing  
Oil, Gas, Power, and Energy  
Others
Faculty

Rajendra Srivastava is Dean and Novartis Professor of Marketing Strategy and Innovation at the Indian School of Business.

Anton Musgrave is Founder and Senior Partner at FutureWorld International and advises businesses on strategic thinking and future innovative growth imperatives to drive flourishing growth and long-term relevance in a changing world.

Medini Singh is Visiting Faculty, Indian School of Business and Professor (Decision, Risk and Operations) Columbia University. He also teaches executive education programmes in reputed institutions in USA, China, India and Latin America.

Dr Michael Benoliel is Visiting Faculty at Singapore Management University and the Indian School of Business. He has provided negotiation services to diverse multinational companies globally.

Sergio Rebelo is the Tokai Bank Chair in International Finance at the Kellogg School of Management, where he has served as Chair of the Finance Department.

Alexander Chernev is a professor of marketing at the Kellogg School of Management, Northwestern University.
The Indian School of Business evolved from the need for a world-class business school in Asia. The founders - some of the best minds from the corporate and academic worlds - visualised the leadership needs of the emerging Asian economies. They recognised that the rapidly changing business landscape would require young leaders with an understanding of the evolving economies but also with a global perspective. The ISB is committed to its role in creating such leaders through its innovative programmes, outstanding faculty and thought leadership.
The Kellogg School of Management at Northwestern University develops brave leaders who inspire growth in people, organisations and markets. Based just outside of Chicago, the school is a global leader in management education, renowned for its distinctive thought leadership and pioneering approach to learning. Kellogg offers an innovative portfolio of programmes: four full-time MBA programmes including the accelerated one-year MBA and two-year MBA options, and joint degree programmes with engineering and law schools; an evening and weekend MBA programme; the premier executive MBA global network; and extensive non-degree executive education programmes.
How to apply

Download the application form at www.isb.edu/cee/apply and follow the mailing instructions mentioned therein (or)

Write to us at execed@isb.edu (or)

Call us on +91 40 2300 7041/42

For further information about the programme, visit www.isb.edu/cee/GAMP