

HEC
PARIS

**ADVANCED
MANAGEMENT PROGRAM**

Program Overview

Preparing today's leaders for tomorrow's challenges



One of the most difficult challenges for senior leaders is navigating organizational uncertainty. Navigating in a context of global economic uncertainty, disruption, technological changes, and shifting customer behavior often forces leaders to create an accelerated pace. This agility will continue to be essential.

Your organization's leadership and ability to learn faster than competitors may well be the only true sustainable competitive advantage. Partnering with us as one of the world's top executive education institutions and joining this unique new program can help your organization and leaders leap and stay ahead of others.

Who is the Advanced Management Program for?

Custom-designed for C-level executives, experienced senior-level managers and business owners.



Why join our Advanced Management Program?

- **State-of-the-art program and learning methods**

The program shapes participants' leadership versatility, which is key to drive their company toward success. More diverse ideas are better than similar ideas, and the ability to integrate and situationally adapt them with versatility makes all the difference.

We share the latest trends, approach challenges in new ways, inspire and practice new behaviors, boost and retain engagement and support your meaningful impact.

- **Designed specifically for the region**

The program brings global and regional best and next practices into a coherent learning journey. Delivered in the GCC, with modules in Doha, Riyadh, and Muscat, the Advanced Management Program focuses on participants from this dynamic, fast-growth market.

We write and publish unique business cases on firms in the region - business cases that are brought into the Advanced Management Program classroom, ensuring further relevance of the learning.

- **Exchange knowledge with outstanding participants**

We bring selected individuals together who can share experiences, face similar challenges, and operate under the same business and cultural context is highly valuable.

- **Accelerate your growth through hands-on personal development**

The Advanced Management Program sheds light on what truly constitutes a compelling vision and makes strategies work. We emphasize managing complex stakeholder relations and moving people with hard, soft, and heart skills. Through personal coaching, your leadership strengths and gaps will be assessed, while equipping you with the right tools to achieve your goals.

The Action Learning Project, core to the program, allows each participant to focus on a real business challenge, delivering a set of recommendations that will bring measurable impact to their organization.

Program Content

Enhance your leadership skills to drive excellence in your organization

Leaders need to continue to invest in themselves in order to drive growth in the organization. Knowing your blind spots, addressing them, and leading change are critical in a fast-paced competitive environment.

As a leader and the leader of an organization, you need to be conscious of the challenges you face in how to ensure sustainable success.

Today, we see that many challenges remain for leaders.



*Source: Gallup State of the Global Workplace 2022 Report/Hogan Assessments, **Amann (2021). How to build practical wisdom in executive education.

The Advanced Management Program is designed to address your needs as a business leader who drives change in your organization, manages digital transformation, aligns the business systems and resources to achieve better results, and inspires the team to create value to reach company goals.

The program is structured around several core elements that help you:

-  **Provide strategic direction**
-  **Put strategic projects in alignment**
-  **Rejuvenate your organization through innovation**
-  **Be an inspirational and engaging leader** for your team and organization.

By the end of the program, you will be able to:

Leverage a compelling vision, mission, and purpose for yourself and your organization	Ensure high engagement, well-being, and enhanced organizational energies
Prioritize your leadership efforts	Prepare strategic innovation and optimize strategy execution
Provide strategic direction for the corporate and business levels	Understand digital transformation and how it affects your organization and its strategy
Add value through sound corporate governance	Embrace and organize for uncertainty
Diversify and scale smartly across markets, product/service portfolios, and value webs	Orchestrate better decision-making

Learning Journey

Equip yourself for driving tomorrow's business growth.

Our program is offered in a modular format, consisting of 5 modules (21 days) of on-campus learning and 3 days of virtual learning. Modules in Doha and Riyadh are held from Saturday to Tuesday. The module in Paris is held from Monday to Friday.



Degree Award and Alumni Status

Successful completion of the AMP can lead to the award of academic credit towards the **Global Executive Master in Management (GEMM)** program. Participants interested in pursuing this degree program must complete an additional HEC Paris certificate or its equivalent, along with a professional thesis. Graduates of the GEMM enjoy full alumni status at HEC Paris.

MODULE 1 - Doha, 4 days

Transformational leadership

- Leverage personal and organizational purpose
- Explore strength-based leadership
- Prioritize leadership efforts

MODULE 2 - Riyadh, 4 days

Ensure organizational alignment

- Optimize strategy execution
- Add value through the corporate governance
- Design effective cluster and platform strategies

MODULE 3 - Doha, 4 days

Rejuvenate organizations

- Build personal and organizational resilience
- Evaluate and monitor investment projects
- Innovate with design thinking

MODULE 4 - Riyadh, 4 days

Engage for growth

- Foster growth mindsets
- Energize individuals, teams and organizations
- Develop talents and leverage international diversity

MODULE 5 - Paris, 5 days

Drive digital transformation

- Study digital transformation
- Simulate change in turbulent times
- Sustain your success

VIRTUAL LEARNING, 3 days

Accelerate your growth

- Coaching
- Problem-solving
- Guest speaker series



Facts and Figures

Language: English

Location: Doha, Riyadh, Paris (HEC Paris Main Campus)

Format: Modular part-time, face-to-face

Length: 6-8 months

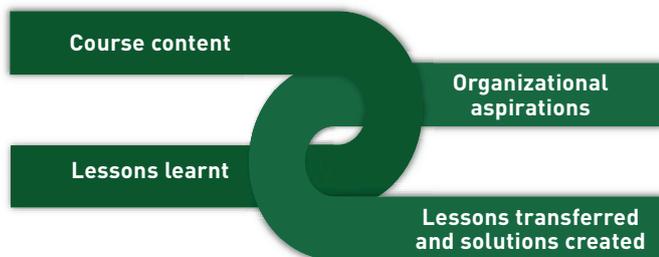
Next Intake: June 2024

Tuition Fees: \$49,250



Action Learning Project

Accompanied by a dedicated project advisor, participants identify one concrete aspiration or challenge to address in their organizations and develop a detailed solution based on insights from the program.



Coaching Approach

Overall philosophy:

Our coaching focuses on practical solutions and builds genuine strength amongst program participants.

Prioritization of asking better questions:

We combine data from leadership surveys and our program content with our high-impact coaching techniques.

Coach certifications and quality assurance:

All coaches are accredited and trained in the philosophy of the International Coaching Federation (ICF).

Scheduling:

We debrief all leadership tools jointly in plenary and add one-on-one coaching sessions to accelerate progress.

Meet your Academic Director



Prof. Wolfgang Amann

Wolfgang is a professor of strategy and leadership at HEC Paris. He has been directing degree, custom, open, and certificate programs for HEC Paris in the Middle East since 2014 and for 25 years overall. He is a graduate of key faculty development programs at Harvard, IESE, EFMD and IMD.

In addition to designing and delivering executive education seminars worldwide, he advises senior leaders and holds several board assignments. He published 50+ books for executives and compiled more than 100 case studies for his executive education seminars.

Professor Amann won five best course awards at the university level and received repeatedly the prestigious CEMS teaching award for the best course in top business schools worldwide. In his free time, he participates in long distance running and Ironman races.

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