



Open Programs
Advanced Management

Advanced Management for Senior Professionals

**Embark on a
transformational
leadership journey.**

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WHU – Otto Beisheim
School of Management
Executive Education

Get ready to drive transformation in your organization

The WHU Advanced Management for Senior Professionals Program is designed for experienced professionals. The Program focuses on strategizing during periods of corporate transformation, inspirational leadership, and the ability to make an impact within organizations and a globalized economy.



Participants will engage in tailored learning interventions, including interactive classroom and group reflection sessions, case studies and peer-to-peer coaching.

What You Can Expect

This empowering six-day program consists of two modules with three in-class days each. The **first module** starts with a deep-dive into strategic issues relevant to senior professionals from a range of different angles: together with peers, you will reflect upon your leadership purpose and style and also discuss how to approach strategizing in times of uncertainty and transformation. In addition, you will gain insights into how to mobilize supervisory and executive boards. We will provide you with a CEO's perspective on corporate transformation, and you will be able to work on a real-life corporate transformation case. At the end of this first module, you will have gained useful tools for building a strategic vision in order to lead your organization through transformational change. Participants are encouraged to bring their individual strategic challenges into the classroom and discuss these with peers and our program facilitators in a confidential and closed environment.

The **second module** of this exceptional learning journey is all about mastering disruptive threats and implementing strategy. Immerse yourself in different strategic challenges such as digitalization, shareholder activism, and the "consumer revolution", and boost your skills to enable you to tackle these problems. We also aim to enhance

your capability to successfully implement strategic change: together with your peers, you will master strategic negotiations and stakeholder communication. At the end of module 2, we will combine all the different perspectives and look together at how to inspire others to follow you.

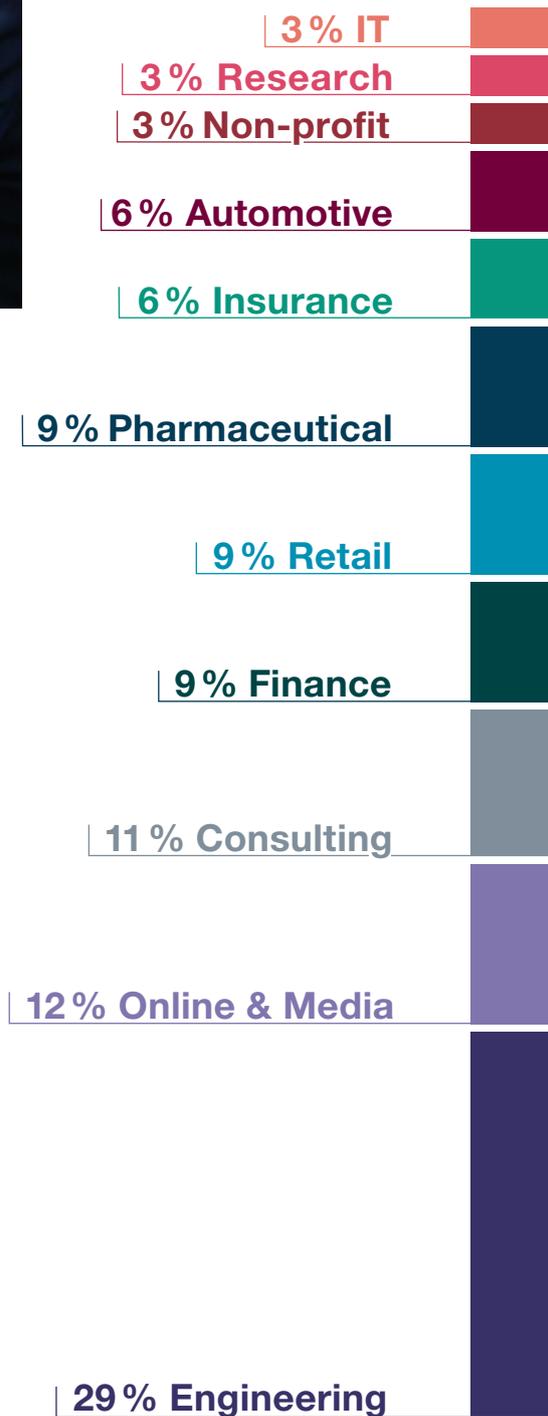
All sessions are designed to challenge your view on transformation and leadership using a mixture of different methodological elements – **interactive classroom sessions, peer-to-peer feedback, and individual as well as group reflections.**

Be prepared to be challenged by our renowned program faculty! To ensure that you get the most out of this program, we have lined up top experts from academia and business practice to be your session facilitators.

Make yourself comfortable and be inspired by our exceptional learning environment! Enjoy our authentically styled learning facilities, which trigger creativity and keep distractions at bay. To ensure that you maximize your networking opportunities, we have integrated a welcome reception and closing dinner into the curriculum. You will receive a **WHU Certificate of Attendance** after successfully completing the program.



Former participants worked in the following industries:



The program is suited to companies of all sectors and sizes.

Short Facts



Location:

WHU Campus Düsseldorf



Format & Dates:

2 x 3 days, detailed information online



Language:

English



Certificate:

WHU Executive Education Certificate



Fees:

€ 6,995 including tuition, session materials, case studies and most meals, excluding accommodation.

Special fees available online.



Application:

ee.whu.edu/amsp



Participant Profile:

The Advanced Management for Senior Professionals Program is an intensive six-day program specifically designed for experienced leaders who have recently made a transition to a senior management position or board-level position, or who are preparing to do so in the near future. Participants should have more than ten years of leadership experience. Identified by their organization as future leaders, these executives are seeking a transformative learning experience among peers.

“The AMP has both inspired and challenged me and therefore has made an impact on my personal growth. The opportunity to exchange with other program participants in the AMP has been especially valuable.”



Tillmann Kölle, Regional Sales Manager South, Lenze Vertrieb GmbH

Your personal benefits

- Enhance your strategic impact and drive corporate transformation
- Reflect on inspirational leadership and the power of emotions
- Prepare to compete in market environments with disruptive innovators
- Excel in the execution of strategic or change initiatives
- Become part of an active network of peers and program alumni

Ideal candidate profiles include

- Senior professionals who have recently made a transition to an executive management position or board-level position, or who are preparing to do so in the near future
- Experienced professionals who are in transition between jobs
- Business owners aiming at sustaining a competitive advantage for their organizations
- Senior HR development professionals who are driving the development agenda for senior-level positions within their organization

**Sessions
are designed
to challenge
you as a
senior leader**

Timetable

Module 1			Module 2		
Day 1	Day 2	Day 3	Day 1	Day 2	Day 3
Düsseldorf WHU Campus	Düsseldorf WHU Campus	Düsseldorf WHU Campus	Düsseldorf WHU Campus	Düsseldorf WHU Campus	Düsseldorf WHU Campus
Mastering Leadership	Mastering Strategic Thinking	Mastering Transformation	Mastering Disruptive Threats	Mastering Strategy Execution	Putting it all together
Morning Session	Morning Session	Morning Session	Morning Session	Morning Session	Morning Session
<ul style="list-style-type: none"> › Setting the stage › Disruption and transformation everywhere 	<ul style="list-style-type: none"> › Strategy among uncertainty 	<ul style="list-style-type: none"> › A transformational journey from the CEO's perspective 	<ul style="list-style-type: none"> › Digitalization & digital transformation › Shareholder activism 	<ul style="list-style-type: none"> › Dealing with strategic negotiations 	<ul style="list-style-type: none"> › Inspirational leadership
Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
Afternoon Session	Afternoon Session	Afternoon Session	Afternoon Session	Afternoon Session	Afternoon Session
<ul style="list-style-type: none"> › Leadership in times of transformation 	<ul style="list-style-type: none"> › Collective strategic thinking 	<ul style="list-style-type: none"> › Real life cases: Corporate Transformation 	<ul style="list-style-type: none"> › Consumer revolution › Customer centricity 	<ul style="list-style-type: none"> › Dealing with failure 	<ul style="list-style-type: none"> › Wrap-up & graduation
Welcome Dinner		Joint Dinner		Farewell Dinner	

During the program you will have the opportunity to interact with several management board members during guest lectures. Timetable, faculty, and speakers are subject to change.

Faculty

Faculty Director:

- › **Prof. Dr. Serden Ozcan**, Chair of Innovation and Corporate Transformation at WHU

Program faculty:

- › **Prof. Dr. Martin Fassnacht**, Chair of Marketing and Commerce
- › **James Healy**, Associate Olivier Mythodrama™
- › **Prof. Dr. Martin Högl**, Professor of Leadership and Organization at LMU Munich
- › **Prof. Dr. Ayse Karaevli**, Chair of Corporate Management and Change at WHU
- › **Prof. Dr. Karl-Ludwig Kley**, Honorary Professor at WHU
- › **Prof. Dr. Miriam Müthel**, Chair for Organizational Behavior at WHU
- › **Prof. Dr. Bolko von Oetinger**, Honorary Professor at WHU

For more information regarding the faculty visit our website: ee.whu.edu/amsp



About WHU

WHU – Otto Beisheim School of Management is an internationally oriented and privately financed Business School based in Vallendar and Düsseldorf. Founded in 1984, WHU is now one of the most renowned German Business Schools with an exceptional national and international reputation.

WHU Executive Education participants profit from high-quality programs for managers, high-potentials, and (senior) executives – all of them representing the leading minds of today and tomorrow:

Leading Leading Minds.

Both Open Enrollment and Customized Programs enable executives to achieve their professional goals and improve their company's strategy by giving them deep insights into current global economic developments, by providing practice-oriented knowledge, and by offering excellent networking opportunities.

More information: ee.whu.edu

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