

# Executive Education



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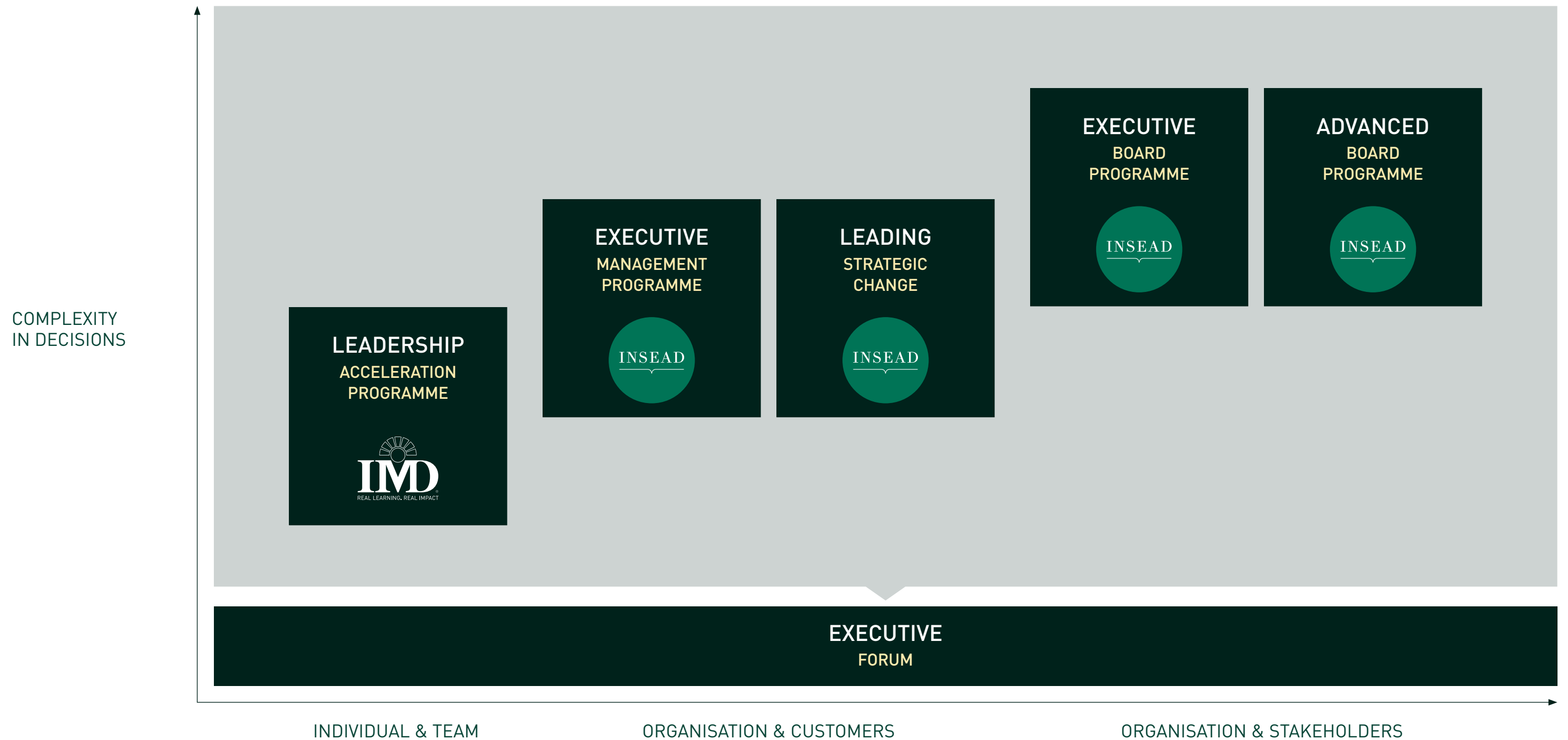


REAL LEARNING. REAL IMPACT®

*We inspire leaders*

# Education

IN COLLABORATION WITH INSEAD & IMD







## World-Class International Partners

SCANDINAVIAN EXECUTIVE INSTITUTE WORKS CLOSELY WITH THE TWO REPUTABLE BUSINESS SCHOOLS, INSEAD IN FRANCE AND IMD IN SWITZERLAND

### INSEAD

INSEAD was founded in 1957 in Fontainebleu, just outside Paris, France. The entire conceptual basis for the school was based on an initiative to strengthen international business development and cooperation. INSEAD is also known as “The Business School for the World”, a title it can definitely earn with campuses in no less than three continents; Europe (France), Asia (Singapore) and the Middle East (Abu Dhabi).

The fact that INSEAD is an absolute world-class business school is evidenced by the list of top rankings from a large number of internationally recognised media. To name just a few, INSEAD’s MBA program has been named No. 1 by the Financial Times in 2017, 2018 and 2019.

Of course, the good rankings are also reflected in the educational programs that the Scandinavian Executive Institute collaborates with INSEAD on. The programs are continuously evaluated and achieve average grades of 4.7, with 5.0 being top marks.

### IMD

IMD – International Institute for Management Development – in Lausanne, Switzerland is one of the world’s leading business schools. Since 2008, the school has topped the Financial Times’ list of global top management programs.

The school’s goal is to develop successful global leaders – as individuals, in teams and in organisations – and make them the most talented in the world.

This is done through intensive training that combines groundbreaking research with practical experience from leading international companies. The educations are flexible and adapted to the needs of the participants and companies, and all learning takes place in a dynamic international environment.



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# Management Training

LEADERSHIP ACCELERATION PROGRAMME IMD



## Leadership Acceleration Programme IMD

PROFESSIONAL MANAGEMENT TRAINING  
FOR THE LEADERS OF THE FUTURE

**Leadership Acceleration Programme IMD is a concentrated and professional leadership training that makes you an invaluable sparring partner for top management and the company's strategic development.**

Leadership Acceleration Programme IMD is a leadership education for you who want the latest knowledge and inspiration in the strategic and managerial field. The education is continuously developed in collaboration with leading professors from one of the world's most recognised business schools, Swiss IMD, and leaders from Scandinavian companies.

### International Inspiration

The leadership program provides you with an international education at a high professional level adapted to Scandinavian leadership, culture and learning style.

You come home with a wide range of new tools and models within the subjects of management and strategy, tools to get implemented directly in your everyday work.

Your professional and personal leadership skills are strengthened, and you will gain insight into how to further develop your leadership role. In addition, you are equipped to work both strategically and operationally with the company's strategic challenges and opportunities.

### Highly qualified Sparring Partner

With a certificate of education from Scandinavian Executive Institute, you as a leader will have new strategic and managerial competencies, which will make you an important resource and a highly qualified sparring partner for top management in your company.





### Participant Profile

The education is aimed at those who have some years of management experience from a private company or a public organisation. You have both the potential and ambitions to have more managerial responsibility, but you can also be an experienced leader who simply wants to get updated on the newest tools and trends and for then to appear as a stronger leader.

### Benefits

*Leadership Acceleration Programme will strengthen your managerial role and give you:*

- Insight into a number of current topics such as digitisation, artificial intelligence, innovation, digital strategy execution, leadership, emotional intelligence and communication.
- Knowledge of digitisation and how to execute on the digital strategy.
- Tools for creating new solutions through innovation leading to growth and enhanced competitive advantages of your business.
- New knowledge from international lecturers updated on the competitive change happening in the world.
- A boost in competence in your professional and personal leadership skills.
- Insight into how to further develop your personal strengths in your leadership role.
- The ability to motivate and engage your employees and colleagues.
- Insight into the choice of business model in relation to concrete strategic challenges.
- Strategic insight making you a qualified sparring partner for the company's top management.
- Diploma from IMD – valuable for your CV.
- A professional network and a common frame of reference with other leaders.

### Practicalities

- We will book hotel and accomodation for you in Kolding at Hotel Koldingfjord.
- We will book hotel and accomodation for you close to IMD campus in Switzerland.
- You will have to book your own flight to Geneva as well as the train ride from Geneva Airport to Lausanne.
- Expect approximately 20 hours preparation time prior to each module.



## Program

### MODULE 1

4 DAYS IN KOLDING, DENMARK  
STRATEGY, INNOVATION, COMMUNICATION  
& LEADERSHIP

### MODULE 2

3 DAYS AT IMD, SWITZERLAND  
INNOVATION, STRATEGY, DIGITAL MANAGEMENT  
& LEADERSHIP





# Top Management Training

EXECUTIVE MANAGEMENT PROGRAMME INSEAD



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## Executive Management Programme INSEAD

STRATEGIC COMPETENCE  
AND MANAGERIAL WEIGHT

**Executive Management Programme INSEAD is an executive education that gives you new knowledge, inspiration and competence and enables you to strengthen your company's strategic position.**

The Executive Management Programme INSEAD equips you to work ambitiously to strengthen and develop your company's strategic position. You will gain the very latest knowledge within the three basic subject areas strategy, innovation and management, enabling you to develop both yourself and the company you are part of. In short, you will be inspired to "reinvent" yourself and your organisation – even if it goes well today.

### Heaviness as a top manager

The program strengthens your managerial role and enables you to achieve strategic accuracy in a turbulent world. You will be equipped to reinvent your company's strategic ambition and see the strategic opportunities that digital transformation and new business models offer. In addition, you will gain insight into the importance of partnerships and alliances, and how you form the basis for new thinking and innovation in your company. In short, the Executive Management Programme will give you even greater weight and security as a top manager.

### Strategic sharpness

The teaching is practically oriented and based on a large number of cases, giving you a comprehensive insight into relevant subject areas. You will continuously spar with both leading international lecturers and the other participants, letting you anchor your new knowledge both theoretically as well as practically. With a certificate of education from the Scandinavian Executive Institute and INSEAD, you as top manager is left with a strategic sharpness waiting to be communicated and implemented.



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### Participant Profile

The education is aimed at those who have significant management experience, typically at C level or equivalent. In addition, it is crucial that you both speak and understand English, as the education takes place exclusively in English.

### Benefits

*The program will give you greater managerial weight and enable you:*

- To achieve great strategic accuracy in a turbulent world.
- To reinvent your company's strategic ambition and business model.
- To see the possibilities that digital transformation offers.
- To devise new unique business models.
- To understand the strength of strategic partnerships and alliances.
- To create new thinking and innovation in both your management team as well as in your organisation.
- To realise the human potential that the company holds.
- To gain self-confidence and weight as a top manager.

### Practicalities

- We will book hotel and accomodation for you in Kolding at Hotel Koldingfjord.
- We will book hotel and accomodation for you close to INSEAD in France.
- We make sure you are picked up at Charles de Gaulle airport and transported to and from INSEAD.
- You will have to book your own flights.
- Expect approximately 20 hours preparation time prior to each module.

INSEAD

## Program

### MODULE 1

4 DAYS IN KOLDING, DENMARK:  
STRATEGY, INNOVATION, LEADERSHIP & COMMUNICATION

### MODULE 2

4 DAYS AT INSEAD, FRANCE:  
STRATEGY, LEADERSHIP & INNOVATION

### MODULE 3

4 DAYS AT INSEAD, FRANCE:  
STRATEGY, LEADERSHIP & PROJECT



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# Top Management Training

LEADING STRATEGIC CHANGE INSEAD



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## Leading Strategic Change INSEAD

SUCCESS WITH EXECUTION INITIATIVES  
AND CHANGE PROJECTS

**Leading Strategic Change INSEAD is an international top management program for you who want to succeed in executing ambitious strategies and transformation projects.**

The Leading Strategic Change program provides deep insight into all the important aspects of successful strategy execution as well as a wide range of tools and models for you to bring back and apply directly in your own company or organisation.

Over five concentrated days at INSEAD you will gain the inspiration, insight and tools to build bridge between the rational strategy and the real world – a world where the strategies have to stand the test.

### Successful Processes

There are many both rational and emotional elements associated with successful strategy execution, and successful processes therefore act largely about the ability to combine these two elements in the right way. The program equips you to handle heavy strategy execution processes and transformation projects successfully.



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### Participant Profile

The Leading Strategic Change program is designed for you as a manager or executive with significant management responsibility and who have special interest in succeeding in implementing ambitious strategies or change projects. The program is also ideal for former participants of our Executive Management Programme INSEAD or Leadership Acceleration Programme IMD.

### Benefits

*The program provides the foundation to succeed with strategic implementation and transformation. You will be able to:*

- Evaluate whether you have a viable strategy ready for execution.
- Develop realistic plans for execution.
- Identify the hidden barriers in your organisation.
- Understand how to overcome these barriers.
- Deal with the psychological barriers existing between project stakeholders.
- Acquire the management skills required by you and your team.
- Build a continuous system for learning.

### Practicalities

- We will book your hotel and accommodation close to the INSEAD campus in France.
- We make sure you are picked up from Charles de Gaulle Airport and is driven to and from INSEAD.
- You will have to book your flights yourself.
- Expect approximately 20 hours of preparation time prior to the module.

INSEAD

## Program

### DAY 1

FROM STRATEGY TO EXECUTION INITIATIVES

### DAY 2

STRATEGY GENERATION AS BOTTOM-UP PROCESS

### DAY 3

BARRIERS IN STRATEGY EXECUTION

### DAY 4

CULTURAL ASPECTS IN STRATEGY EXECUTION

### DAY 5

FORMAL AND INFORMAL NETWORKS





# Board Training

## EXECUTIVE BOARD PROGRAMME INSEAD

## Executive Board Programme INSEAD

A STRONG KEY ROLE IN THE BOARDS OF THE FUTURE

**The Executive Board Programme INSEAD gives you new knowledge, inspiration and competence, so you can play an active and value-creating key role in the board work of the future.**

Executive Board Programme is an international board education adapted to Scandinavian conditions and culture. The programme provides practical as well as theoretical knowledge, enabling you to strengthen your position as a strong and valuable board member.

Through practically oriented teaching with relevant cases and ongoing sparring with experienced board members, inspiring INSEAD teachers and the other participants, you get concrete tools and important knowledge that significantly raises your board competencies.

The new knowledge and the new tools make you a valuable resource – both as an individual board member, in collaboration with the rest of the board, the company's owners and the day-to-day management.

### Future Board Positions

The Executive Board Programme gives you an in-depth insight into the complexity of board work, knowledge of the board's responsibilities and duties in relation to legislation and good corporate governance, as well as valuable knowledge about the interaction between the board, management and owners.

You also gain a solid insight into prioritisation of efforts and effective decision-making under time pressure, as well as knowledge of risk management and value creation.

With the certificate of education from Scandinavian Executive Institute and INSEAD, you will be a resourceful board member who is ready to take on the challenging and complex board roles of the future.



### Participant Profile

The Executive Board Programme INSEAD is designed for business owners, board members, directors, investors, executives and others involved in board work.

### Benefits

*The program will strengthen your role as a valuable and alue-creating board member and provide you with:*

- An expanded understanding of what effective boards are.
- Practical skills to challenge, support, collaborate and make effective decisions.
- Understanding of the similarities and differences between governance in public, private, family-owned and non-profit organisations.
- Knowledge of modern risk management philosophy and instruments.
- An important network with other highly qualified business leaders and board members.
- An INSEAD certificate after graduation.

### Practicalities

- In Denmark we will book your hotel and accomodation at the Hotel Koldingfjord in Kolding.
- In Norway we will book your hotel and accomodation at the Lily Country Club in Oslo.
- We will book your hotel and accomodation close to the INSEAD campus in France.
- We make sure you are picked up from Charles de Gaulle Airport and is taken to and from INSEAD.
- You will have to book your flights yourself.
- Expect approximately 20 hours of preparation time prior to each module.

INSEAD

## Program

### MODULE 1

2 DAYS IN KOLDING, DENMARK OR IN OSLO, NORWAY:  
RESPONSIBILITY, LEGISLATION, PERFORMANCE  
& CORPORATE GOVERNANCE

### MODULE 2

4 DAYS AT INSEAD, FRANCE:  
RESPONSIBILITY, LEGISLATION, PERFORMANCE  
& CORPORATE GOVERNANCE





# Board Training

ADVANCED BOARD PROGRAMME INSEAD



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Executive Education

## Advanced Board Program INSEAD

BOARD TRAINING FOR EXPERIENCED CHAIRMEN  
AND MEMBERS OF THE BOARD

**Advanced Board Programme INSEAD is a unique board education that aims to develop the mindset and competencies of board chairmen and members.**

The Advanced Board Programme gives you a unique opportunity to develop your board professional skills, while preparing you for the challenges of the future in a world that offers constant change, increased uncertainty and endless digital transformation initiatives.

To keep pace with developments, all of these upheavals require board chairmen and members to be able to reassess their roles, acquire new knowledge, and “un-learn” old habits and routines.

The program offers a high degree of interactivity, and the participants’ own experience and thoughts are an important part of the program.

### Board Work in a Global Context

Advanced Board Programme builds on the Executive Board Programme INSEAD, and functions as a “superstructure” to this program. Among other things, you will deal with why the independence of the chairman and members of the board of directors is extremely important, and how you handle the factors that hinder this independence in your board function. The role of the board in an increasingly globalised world with many and rapid changes will also be part of the program, where, among other things, environmental, economic, social and political trends are on the agenda.

### Digital Expertise in Board Work

The program also goes in depth with how comprehensive digital changes affect the work of the board, and what strategies a board should use, so that even at this level one manages to acquire digital expertise – and thus be at the forefront of rapid development. How to lead a board, how to handle the company’s stakeholders and how you work with The CEO and executives are also topics that will be addressed. As chairman of the board, you must be able to balance the use of your authority with a facilitating role so that you are able to handle the dynamics of your board.

With a certificate of education from the Scandinavian Executive Institute and INSEAD, you will be left with a resourceful board capacity that is equipped for the challenging and complex board roles of the future.



### Participant Profile

The Advanced Board Programme is a governance programme which requires certain level of experience and maturity, it is designed for chairs and directors of listed and private corporations, government agencies and organisations, as well as NGOs.

Experience of an independent director is a prerequisite for this course. Graduates from Executive Board Programme are exempt from this requirement.

### Benefits

*This program offers conceptual frameworks and practical tools to do just that. Over the three days you will:*

- Deepen your understanding of the global environment in which your company operates and will understand key trends that will shape this environment in the next decade.
- Learn how digital technology reshapes the work of the boards and the opportunities it creates.
- Discover what director's independence really is and how to develop a mindset of an independent director.
- Understand the role of the board chair and become familiar with practices of effective board and committee's chairing.
- As a bonus you will discover the specifics of the French leadership and governance models and the beauty of the famous chateau de Fontainebleau..

### Practicalities

- We will book your hotel and accomodation close to the INSEAD campus in France.
- We make sure you are picked up from Charles de Gaulle Airport and is driven to and from INSEAD.
- You will have to book your flights yourself.
- Expect approximately 20 hours of preparation time prior to the module.

INSEAD

## Program

### DAY 1

INTRODUCTION, INDEPENDENCE OF THE BOARD OF DIRECTORS, BOARD WORK IN GLOBAL CONTEXT

### DAY 2

INTRODUCTORY REFLECTIONS, DIGITALISATION AT BOARD LEVEL, CASTLE VISIT WITH PROFESSIONAL CONTENT

### DAY 3

REFLECTIONS AND ACTION PLANNING, BOARD LEADERSHIP, SUMMARY AND FEEDBACK





## Executive Forum

### UNIQUE AND INSPIRING LEARNING FORUM

Executive Forum is Scandinavian Executive Institute's exclusive learning forum for Scandinavian leaders who want to focus on and develop their managerial and strategic knowledge and competences.

The forum gives you the opportunity to gain knowledge and inspiration from IMD and INSEAD as well as sparring with other managers – and thus provides breeding ground for a continuous development of both management professional and personal dimensions. In addition, it is a unique opportunity to maintain contact to previous participants if you have participated in one of Scandinavian Executive Institute's training programs.

#### Masterclasses

Each masterclass is a full day of relevant and interesting learnings where current themes and trends are brought up.

You will meet some of the world's leading business professors and experience the dynamic and intensive learning environment for which they are so well known. In addition, you get a unique opportunity to contribute with your experiences and bring your own own challenges into play.

#### Local – and international

Executive Forum provides you with the framework to network and spar with like-minded people and leaders from various industries. At the same time you are inspired and challenged by some of the most re-known business professors in the world. You take part in a forum where you get international inspiration – for local implementation.



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# Scandinavian Executive Institute

– WE INSPIRE LEADERS

Scandinavian Executive Institute was established in 2007, and is a leading provider of management and board educations at a high professional level to top executives, managers and board members throughout Scandinavia. The cornerstone of the educations is a close collaboration with the internationally recognised business schools, INSEAD in France and IMD in Switzerland, both of which are pioneering and reputable universities that have received numerous awards and recognitions.

Scandinavian Executive Institute's vision is to be the Nordic region's favorite provider and facilitator of educations and networks through a strong collaboration with world-class partners.

We help organisations as well as top managers, managers and board members to reach their highest potential by bridging the gap between global knowledge and local application. In collaboration with our international partners, we continuously develop the top management educations Executive Management Programme INSEAD and Leading Strategic Change INSEAD, Executive Board Programme INSEAD and Advanced Board Programme INSEAD as well as the Leadership Acceleration Programme IMD. Moreover, we offer masterclasses in the business forum Executive Forum.

*Read more at [www.se-institute.com](http://www.se-institute.com)*



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