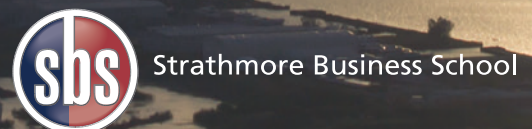


# Global CEO Program - Africa

A transformational journey

Executive Education



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# Expand your global reach

As a senior leader, you map out your company's course, chart its strategy and foster a culture guided by clear objectives and a shared mission.

Today's global, interconnected world calls for senior leaders who are uniquely attuned to the economic currents and market shifts that could advance — or undermine — their firm's long-term sustainability.

The Global CEO Program - Africa has been designed and developed for leaders like you. It will enhance your strategic vision and equip you with new tools to better navigate disruptive trends that could impact your business.

By merging the expertise of three top business schools and three global venues, the program delivers a singular learning experience like no other.

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Modules will take place in the following venues:

Lagos Business School  
Lagos, Nigeria

Strathmore Business School  
Nairobi, Kenya

IESE Business School  
New York, USA

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## The journey

### Expand Your Global Vision and Reach

The Global CEO Program for Africa includes 3 residential modules in Nigeria, Kenya and the USA.

## The experience

### Exclusively Designed for Senior Leaders

Expand your network and learn from top-level peers in an invigorating multicultural forum.

## The know-how

### Practical, Just-in-Time Knowledge

The case method, interactive lectures, workshops, group discussions, study groups and CEO panels will all stimulate actionable insights that you can immediately apply at work.

## The results

### Address a Real Business Challenge

Analyze a business challenge specific to your organization and gain invaluable feedback and support from expert peers.

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**“Lifelong learning is critical to excel in the business world since, when someone has an advantage over you, it's often because they know something that you don't. The Global CEO Program satisfied my continuous quest for knowledge. It gave me a stronger grasp of the fundamentals and a keener understanding of my decision-making process.”**



**Ibukun Awosika**  
Chairman First Bank of Nigeria

# A powerful alliance

The Global CEO Program - Africa is led by three renowned business schools: IESE Business School, Lagos Business School and Strathmore Business School. Participants gain new insights under the guidance of expert faculty.

**Individuals will be granted Alumni status in all three of the schools** and will be invited to join as members of the respective Alumni associations.



**Lagos  
Business School**

Lagos Business School is a leading institution in Africa dedicated to creating and transmitting business and management knowledge relevant to emerging markets. Located in Africa's second largest city, Lagos, LBS delivers executive education at top, middle and junior management levels, aiming to systematically improve the practice of management on the continent. We offer a wide selection of open-enrolment and executive programs prepared around essential issues in business. Customized in-company programs are also designed for organizations that need to develop large groups of staff in a particular discipline.



**Strathmore  
Business School**

In 2005, Strathmore University made a bold step; to start a business school that served leaders in positions of influence in society. It is our belief that when leaders are positively impacted, the ripple effect will be felt in the society at large. Strathmore Business School has served and influenced over 8,500 business leaders, policy makers, professionals and thought leaders across the continent. It is SBS's mission to develop transformative business leaders because the bewildering rate of change in new ethical and governance challenges increases the demand for great ethical leaders with a passion for excellence.



**IESE  
Business School**

IESE is consistently ranked among the world's leading business schools. With campuses in New York, Barcelona, Madrid, Munich and São Paulo, the school seeks to develop global business leaders with a spirit of service and a desire to make the world a better place. IESE offers a wide range of programs around the world, from full-time MBAs, to customized sessions for companies, to short programs focused on specific competencies, to medium-term general management courses. The school's alumni network includes 46,000 graduates in more than 100 countries.

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# A program for globally minded executives

The Global CEO Program - Africa is designed for top-tier business leaders including board members, C-suite executives, presidents and chief decision makers of companies with interests or a presence in Africa. Participants have an average of 20 years of experience in senior management roles, and reflect a diversity of sectors, profiles and cultural backgrounds.

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## Participant Profile

45

Average Age

25%

Women

35

Class Participants

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## Typical roles include

Board Member

President

Owner

CEO

Chief Operating Officer

Chief Financial Officer

Chief Marketing Officer

Chief Technology Officer

**“The program offers a unique platform to see the world from a higher vantage point and to gain a new perspective. Knowledge comes from both the professors and the questions they pose, as well as from the insights provided by other executives.”**



**Alejandro Lago**  
Academic Director  
IESE Business School

**“The business terrain in Africa, as in the rest of the world, is changing rapidly and in unexpected dimensions - disruptive influences have quickly come to the fore. Any CEO, especially those operating from Africa, thinking of coming to or diversifying out of the continent, needs to think beyond the local operating environment and develop global standards internally.”**



**Henry Onukwuba**  
Academic Director  
Lagos Business School

**“Through the growth and development of the strategic and leadership-based skills of our executives, we can harness and unleash the full potential of our organizations and of Africa.”**



**Carl Wagner**  
Academic Director  
Strathmore Business School

# Admissions process

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## Applications

Candidates can apply online at:  
[www.iese.edu/gcp-africa](http://www.iese.edu/gcp-africa)

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## Fee

The program fee of \$28,000 and additional \$4,000 will be added if accommodation is included.

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**Get in touch with us today and discover how the GCP can transform your future.**

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# Global CEO Program-Africa

## Global exposure for a global impact

Insightful and energizing modules in Lagos, Nairobi and New York will give you a stronger grasp of the issues facing your company.



### Module I

#### Africa

**Strathmore Business School  
Nairobi, Kenya**

4-9 November, 2018

- Discussion of country-to-country internationalization strategies and analysis of how to adapt their key elements of organization to the global context
- Governance and the CEO's role in complex business organizations

### Module II

#### Africa

**Lagos Business School  
Lagos, Nigeria**

3-8 February, 2019

- Concepts of global and African economics, strategy definition and scenario planning
- Role of the CEO and the management team as transformational leaders in the African context

### Module III

#### North America

**IESE Business School  
New York, USA**

1-6 April, 2019

- Managing innovation and entrepreneurship within and outside the corporation
- Exposure to the new strategies brought by the digital revolution and the capabilities needed to make innovation a reality

#### 1. Integrative thinking

Chart your company's future and establish its long-term course within a global context.

#### 2. Innovation mindset

Think like an entrepreneur to identify relevant trends and better leverage technology, resources and talent.

#### 3. Decision analysis

Heighten your decision-making skills in information-scarce scenarios.

#### 4. Change agents

Drive change in your organization to improve systems, processes and outcomes.

#### 5. Communication

Clearly articulate and communicate your corporate mission, and assure that it underscores everything you do.

#### 6. Negotiate & influence

Balance the needs of your stakeholders, from investors to employees and customers.

#### 7. Self-management

Lead with integrity by listening and learning from the world around you.

#### 8. Governance

Build a legacy to ensure your organization's long-term sustainability.

# Admissions process

## Applications

Applications are accepted throughout the year, but should be received no later than two months before the start date.

The Admissions Committee, comprised of representatives from IESE, Lagos Business School and Strathmore Business School, thoroughly reviews all applications. Due to class-size constraints and the need to maintain a balanced mix of professional profiles, it is possible that even highly qualified applicants may not be admitted.

Candidates can apply online at:  
[www.iese.edu/gcp-africa](http://www.iese.edu/gcp-africa)

## Fee

The program fee of \$28,000 and additional \$4,000 will be added if accommodation is included.

An initial installment of \$10,000 is required to reserve a place in the program within two weeks of acceptance, and full payment is due 45 days before the program starts. Cancellations received within 30 days of the program start date will be subject to a 25% fee.

**Get in touch with us today and discover how the GCP can transform your future.**

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# www.iese.edu

Barcelona  
Madrid  
Munich  
New York  
São Paulo



A Way to Learn  
A Mark to Make  
A World to Change

