SENIOR EXECUTIVE LEADERSHIP PROGRAM—MIDDLE EAST

HARVARD BUSINESS SCHOOL
Executive Education
Shape Your Future—and Your Company’s Success

Lead with vision and impact. Create more value.

Hone your competitive edge. Nurture innovation.

Build a thriving organization.
**DRIVE GROWTH AND INNOVATION IN THE MIDDLE EAST AND BEYOND.**

In the complex and ever-changing Middle East, each country's political and economic conditions pose distinct business challenges. Will you be the far-seeing leader who can spot and cultivate the best opportunities? Accelerate your growth in the Senior Executive Leadership Program—Middle East (SELPME), which will help you become a bold decision-maker, global thinker, and skilled strategist. You’ll prepare to:

- Explore competitive advantage in the global economy
- Promote a culture of innovation
- Execute sound competitive strategies
- Maximize your company’s potential

**IS SELPME RIGHT FOR YOU?**

This program is designed for experienced senior executives who are general managers or functional leaders. It is particularly appropriate for those assuming new responsibilities or driving new growth initiatives in organizations that have experienced success within the Middle East, whether on their own or with regional partners. Participants could represent a number of organizations, including:

- Large, established companies
- Entrepreneurial ventures
- Family businesses
- Multinational firms with an increased presence in the Middle East
- Nonprofit organizations
- Government agencies, especially those working closely with the private sector

“I’ve learned that by looking at the big picture, I can more easily identify a challenge’s root causes and discover solutions.”

Amr Habis
Deputy Secretary-General
Olayan Financing Company
Saudi Arabia
BECOME A MORE CAPABLE LEADER.

Innovative Modular Format
The unique SELPME format maximizes learning and the development of a global perspective, while minimizing consecutive days away from home and work. Through four modules over the course of nine months—two in Boston and two in Dubai—you’ll explore the challenges of greatest concern to corporate leaders today, throughout the Middle East and across the globe. This accelerated program requires only seven weeks away from the office.

Stimulating Exchange with Executive Peers
A nine-month program creates the opportunity to build close, trusting relationships with a select group of peer executives who can understand your challenges—but who are not part of your organization. Working with a small group throughout the program, you will:

- Gather global insights by working with executives from different countries, cultures, and professional backgrounds
- Exchange wide-ranging perspectives as you discuss the next day’s cases and assignments
- Complete small group exercises and projects as a team
- Give and receive confidential feedback and advice in a safe environment

HBS Executive Coaching
Our distinctive coaching method is highly integrated into the program to accelerate both individual and team growth. Through one-on-one and group coaching, assessments, and peer feedback, your professional HBS Executive Coach can help you realize your true leadership potential.

Using conversations and assessment tools as a starting point, your personal coach will work closely with you to identify your strengths, target areas for improvement, and help you develop a personal action plan for ongoing development.

OUR FACULTY
SELPME is developed and taught by a multidisciplinary team of HBS faculty who are skilled educators, groundbreaking researchers, and award-winning authors. Through board memberships, consulting, and field-based research, they address the complex challenges facing business leaders across the globe.

Dennis Campbell
PERFORMANCE MANAGEMENT

Rohit Deshpandé
MARKETING

Kristin E. Fabbe
UNDERSTANDING THE GLOBAL ECONOMY

C. Fritz Foley
CREATING SHAREHOLDER VALUE

Francesca Gino
NEGOTIATION, DEAL MAKING, AND CONFLICT RESOLUTION

Nien-Hê Hsieh
LEADERSHIP AND CORPORATE ACCOUNTABILITY

Karim R. Lakhani
DIGITAL TRANSFORMATION AND BIG DATA

Anthony Mayo
PERSONAL LEADERSHIP

Tsedal Neeley
LEADING AND COMPETING GLOBALLY

Krishna G. Palepu
GLOBAL STRATEGY AND GOVERNANCE
Because conditions differ enormously from place to place, business leaders need a firm grasp of the global economy and the local business environment. The Senior Executive Leadership Program—Middle East provides the entrepreneurial toolkit and contextual intelligence that executives need to evaluate and exploit emerging opportunities.”

— Tarun Khanna
Faculty Chair, SELPME, Entrepreneurship in a Global Context

Hallmark HBS Case Method
Pioneered by HBS, the case method engages you in a dynamic and collaborative process of identifying relevant issues and applying practical business solutions to your own situation and organization.

Value Mapping Strategy Project
Throughout the program, you will have the opportunity to work on an individual project that addresses a strategic challenge facing your organization. You will:

• Analyze the value of your offering or business line from the customer’s perspective
• Compare your offering with those of competitors
• Refine your competitive strategy and develop a short presentation based on feedback from faculty, peers, and your personal coach
• Share your Value Mapping Strategy with your organization and team
• Develop an action plan for driving the changes that will improve value and increase success

Learning Between Modules
Between intensive in-class modules, you will return to your workplace and begin to apply your learning. As you work on sharpening leadership skills, you will have the opportunity to reflect on your experience, receive feedback from your boss and colleagues, and bring new insights back to the classroom.

Global Curriculum—Regional Focus
The curriculum and cases draw on faculty research across the globe, including the work of our research centers in 14 cities around the world. While executives from any country may participate, the program’s location will naturally attract many who are working in the Middle East, affording a valuable opportunity for networking within the region.
NINE MONTHS OF PERSONAL AND PROFESSIONAL GROWTH.

Four intensive in-class modules—two in Boston and two in Dubai—include faculty presentations, case discussions, guest speakers, and skill-building exercises. Each module will address a variety of issues facing your organization, including examining the practices of successful business leaders around the world. Between modules, you will continue to sharpen your leadership skills, building confidence in yourself as a leader and key decision-maker.

**Imperatives for Today’s Organizations and Leaders**
- Think entrepreneurially about your company and its offerings in the context of the local, regional, and global business environment
- Explore the dynamics of globalization
- Recognize the opportunities and challenges created by the interactions among business, government, and the international economy
- Identify, evaluate, and select high-potential opportunities in developed or emerging markets

**Creating Innovative, High-Performance Organizations**
- Design and execute sound competitive strategies and growth plans, focused on specific markets
- Nurture a culture of innovation—in services, organizational structures, and business processes
- Embrace the strategic and tactical opportunities presented by new technologies and trends
- Create corporate value by strengthening financial management
- Translate corporate mission and strategy into a comprehensive set of performance measures
- Improve management-board relationships while strengthening governance, accountability, and risk management

**Creating Customer Value and Strategic Advantage**
- Adapt your leadership style to the needs of your team and your organization
- Foster a culture of customer-centricity and deliver what customers truly value
- Develop service excellence as a competitive advantage
- Update your brand strategy to better represent your company’s goals
- Determine your company’s ideal size—and whether to operate locally, regionally, or globally
- Refine your personal leadership strategy with an action plan for added value

**Becoming a Transformational Leader**
- Invest in and empower the people who will enable your organization to succeed
- Recognize and exploit disruptive opportunities that drive change
- Maximize the value of partnerships, mergers, and acquisitions
- Embrace corporate accountability and use leadership to drive strategic goals

**HBS Alumni Status and Lifelong Learning**
After completing SELPME, you will become a lifetime member of the global HBS alumni community. Along with a peerless network, you will have exclusive access to a wealth of resources and support tools that facilitate lifelong learning, growth, and success.
LIVING AND LEARNING AT HBS.

You will enter an immersive experience where every aspect of the learning model and physical environment has been carefully designed to facilitate your growth. Driven by the renowned HBS case method, learning takes place on your own, in your living group, and in the larger classroom.

Diverse Living Groups
At HBS, eight bedrooms—each with a private bath and personal computer/TV—are situated suite style around a common living area. HBS carefully selects living group members who span industries, countries, and functions. This diversity of perspectives not only enriches your learning experience but also expands your global network.

Private Fitness and Wellness Offerings
When it’s time to balance mind and body, exercise your options. In Shad Hall on the HBS Campus, you’ll find extensive fitness equipment, indoor and outdoor ball courts, a pool, and classes to suit every need. In Dubai, enjoy the Taj Dubai’s spa, pool, and fully equipped fitness center.

A Classroom Experience Second to None
You will engage in a consistently dynamic, eye-opening exchange with expert HBS faculty and executive peers, supported by our signature HBS classroom in Boston and state-of-the-art facilities at the Taj Dubai.

A Stimulating Cultural Setting
From Harvard Square and the vibrant and historic Boston-Cambridge area to the ancient traditions and ultra-modern architecture of the city at the heart of the Emirates, you’ll find a rich array of cultural and culinary attractions to complement your learning.
FOR MORE INFORMATION
Harvard Business School Executive Education works with Eruditus Executive Education as a program recruitment partner for the Senior Executive Leadership Program—Middle East. Prospective participants with questions on the program are encouraged to contact Eruditus Executive Education for further information.

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DATES & PROGRAM FEES
MAR–DEC 2022
Program Fee: $75,000 plus Value Added Tax (VAT)

Module 1: 20–25 MAR 2022
HBS Campus

Module 2: 19–30 JUN 2022
Taj Dubai, Dubai, UAE

Module 3: 28 AUG–08 SEP 2022
Taj Dubai, Dubai, UAE

Module 4: 04–16 DEC 2022
HBS Campus

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