

# High-Performance Board Member

**Focused Programs  
Strategic Management**

## **Module 1 - WHU in Düsseldorf**

November 21-23, 2022

## **Module 2 - IESE in Munich**

January 23-24, 2023

## **Module 3 - IESE in Barcelona**

March 27-29, 2023



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# Amplify your **impact** on corporate boards

Corporate boards play a pivotal role in today's disruptive business landscape, shaping the future of organizations by offering guidance and oversight on a range of issues, from business strategy and risk management to regulatory compliance.

This unique program has been designed for senior-level executives currently serving on corporate boards and those who aspire to transition into this role, as well as senior managers seeking to engage more effectively with their board.

In a dynamic learning forum, you will learn how to magnify your contribution to create strategic value and ensure a sustainable competitive advantage for your organization.

[www.iese.edu/corporate-boards](http://www.iese.edu/corporate-boards)

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## Benefits

- Deeper awareness of the roles, responsibilities and best practices of corporate boards and their impact on long-term success
- Stronger grasp of the crucial processes and dynamics of successful corporate boards
- Frameworks to analyze the key organizational challenges in fast-evolving institutional and digital environments
- Insights to foster an effective board culture, including strategies to manage boardroom conflicts and power dynamics
- Core competencies to forge strategic partnerships between the board and senior management to advance stakeholder interests
- Enhanced ability to leverage diversity in order to boost board performance

## Who should attend

The program is designed for:

- C-suite executives currently serving on corporate boards
- Top-level public officers
- Next-generation leaders preparing to transition to a board role
- Senior managers seeking to shape and engage their board of directors

## Methodology

The High-Performance Board Member Program will expand your understanding of the main responsibilities, dynamics and strategic challenges of corporate boards and equip you with actionable insights to boost overall board performance.

With a highly practical approach, the program merges a number of proven academic methodologies including the case method, interactive lectures, guest-speaker sessions, action-learning activities and team-based projects.

Two weeks before the start of the program, you will receive a pre-reading package offering a theoretical groundwork to optimize both classroom time and learning outcomes.

## Content

The program uses real-life examples to illustrate the main challenges and responsibilities of corporate boards, with a focus on strategy, operations, finance, leadership and stakeholder management, as well as implications for family-owned businesses.

Among the areas examined are:

- Key Roles and Responsibilities of Corporate Boards
- Long-Term Strategy: Board Members' Strategic Toolkit
- Governance: Corporate Boards as Early Warning Systems
- Board/Chair/CEO: Culture and Dynamics
- Corporate Boards and Digitalization
- Navigating Disruption
- Boards and Activist Shareholders
- Essential Questions for Boards: Finance, Marketing and Operations
- Boards and Stakeholder Management
- Boards, Executive Succession and Cultivating Next-Generation Leadership



**“The High-performance Board Member program has right **balance** between concepts, practice, internal structured knowledge, and great external speakers. Also, content and activities are designed to help expertise and knowledge sharing among participants. The Design in short full-time blocks is the best way to stay focused and get the best of it.”**

**Anna Oró Jordán**  
Chief Operating Officer at SAP



## Dates

### Module 1 - WHU in Düsseldorf

November 21-23, 2022\*

Day 1: A New Horizon

Day 2: Skills & Capabilities

Day 3: Responsibilities

Individual & teamwork

VIP lectures

Team building & dinners

### Module 2 - IESE in Munich

January 23-24, 2023\*

Day 1: Strategy & Strategic  
Challenges

Day 2: Stakeholders, Finance &  
Operations

Individual & teamwork

VIP lectures

Team building & dinners

### Module 3 - IESE in Barcelona

March 27-29, 2023\*

Day 1: Leadership & Change

Day 2: Integration

Individual & teamwork

Presentations

VIP lectures

Team building event

Gala dinner

\* Program dates are subject to change

## Approximate Schedule

9 a.m. to 6 p.m.



### IESE Business School

Now, more than ever, the global business world is calling for well-prepared business leaders. Leaders who possess wisdom and knowledge, solid business skills, a global mindset and a desire to make a positive impact on society.

IESE programs combine a general management perspective, an international focus and a deep understanding of the global business arena, all structured within an ethical framework. Since 1958 IESE has been committed to developing exceptional executives who also have the desire to make a positive and lasting impact on the world.



Otto Beisheim School of Management

### WHU – Otto Beisheim School of Management

WHU is a private, state-accredited business school based in Düsseldorf and Vallendar. Founded in 1984, WHU is now one of the most renowned German business schools with an exceptional national and international reputation. WHU stands for “Excellence in Management Education” and pursues this goal in three core areas: Academic Programs, Research, and Executive Education & Corporate Connections.

Quality, internationalization and practical relevance are our principal guidelines in all areas. National and international ranking results are proof of high quality. WHU offers top-level academic programs in general management: a Bachelor program, a Master in Entrepreneurship, a Master in Finance and a Master in Management program, a Full-Time MBA, a Part-Time MBA and an Executive MBA, customized company programs, open enrollment programs and the possibility of pursuing a doctoral degree and the German “Habilitation.”

## Faculty

The program harnesses the joint expertise of faculty from IESE Business School and WHU – Otto Beisheim School of Management. As accomplished educators, they enrich the learning experience by integrating insights from their frontline research and experience as strategic consultants.



**Marc Sachon**

**Academic Director**

Professor of Production, Technology and Operations Management, IESE Business School

Ph.D. in Industrial Engineering and Engineering Management, Stanford University



**Eric Weber**

Associate dean of IESE Business School and professor of Accounting and Control

He is a member of both the Executive Committee of IESE and the Harvard Business School – IESE Advisory Committee

Ph.D. in Management (Accounting and Information Systems) from the Kellogg Graduate School of Management, Northwestern University, USA



**Serden Özcan**

**Academic Director**

Endowed Chair of Innovation and Corporate Transformation Team

Ph.D. in Business Economics, Copenhagen Business School



**Martin Glaum**

Professor of International Accounting, WHU – Otto Beisheim School of Management

Ph.D. in Business Studies, Justus-Liebig-Universität Giessen

### IESE Business School

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### WHU – Otto Beisheim School of Management

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### Dates and Venue

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9 a.m. to 6 p.m.

### Online Registration

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### Application

General Fee: €13,850.00\*\*

\*\*The fee includes academic materials, meals and activities. It does not include: tax on food and beverages, accommodation and travel costs. The program entails preparatory coursework, which is made available three weeks before the start date. Payment is required to access this material. Please consult our cancellation policy on the web. Places are limited and filled in strict order of registration.

# www.iese.edu

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