

# Executive Management Program

2023 Module Description

Sept. 26<sup>th</sup> - 29<sup>th</sup> Copenhagen

Oct. 24<sup>th</sup> - 27<sup>th</sup> Segovia

Nov. 21<sup>th</sup> - 24<sup>th</sup> Madrid



A middle-aged man with grey hair, wearing a dark blue suit jacket over a dark blue button-down shirt, is speaking on a stage. He is wearing a small yellow lapel microphone. His right arm is raised, with his hand open and fingers spread. The background is blurred, showing architectural elements of a stage. A white text overlay is positioned in the lower-left quadrant of the image.

**“Explore a changing world and unlock  
new opportunities for innovation  
and growth”**

## **Executive Management Program**

The EMP is for business managers seeking to explore a changing world and unlock new opportunities for innovation and growth deliver more personal and business impact. It provides inspiration and insights from the world's best companies, alongside the practical tools to succeed in difficult economic times.

What can you learn from disruptor innovators around the world – why Tesla is really an energy company, what made DBS the world's most innovative bank, how Amazon's flywheel really works, what is driving Siemens transformation, why people pay \$80 for 6 Oishii strawberries, how Air Company is creating clean aviation fuel from air, why Shein has changing the rules of fashion with TikTok, and how PingAn transformed from insurance to healthcare. And more.

The next 10 years will see more change than the last 250 years. Driven by new consumer agendas, incredible technologies, new business models, diversity in the workforce, and turning sustainability into the catalyst for radical new thinking. At the same time business needs to navigate turbulent markets, the challenges of climate change and social inequality, economic shocks and rampant inflation, fragile supply chains and the war for talent.

We work together to make sense of change, develop more inspiring purpose and vision, sharpen your storytelling and presentation skills. We explore scenario planning and future-back plans, sustainable innovation and agile organisations. We help you unlock new insights, develop new propositions, explore new technologies, and shape your leadership skills. And we use a unique business simulation to give you a realtime insight into business transformation. EMP gives you a path forwards – the insights and ideas, the frameworks and toolkits – to survive and thrive in a world of change.

- Peter Fisk, Professor at IE Business School





## Day 1

Session 1  
Program and Projects  
With Peter Fisk

## Day 2

Session 1  
Futures and Markets  
With Peter Fisk

Session 2  
Disrupt and Transform  
With Christian Rangen

## Day 3

Session 1  
Disrupt and Transform  
With Christian Rangen

Session 2  
Leaders and Stories  
With Line Baun Danielsen

## Day 4

Session 1 Life Talks  
Participants

## Key topics in Module 1

Future sensing: exploring changing markets  
Leading change: shaping your chosen future  
Business strategies: making better choices  
Market disruption: disrupt or be disrupted  
Business transformation: creating the future  
Managing business: making business work  
Story telling: better communication skills  
Presentation skills: engaging your audience  
Business projects: managing building blocks

## Professors and practitioners for Module 1



Peter Fisk

Academic Director,  
Global Advanced  
Management Program  
- IE Business School



Christian Rangen

Professor, Strategy  
and Transformation  
- IE Business School



Line Baun Danielsen

Journalist - LBD  
Communication





## Day 1

Session 1  
Future Scenarios  
With Peter Fisk

## Day 2

Session 1  
Customer Strategy  
With Jaime Veiga

Session 2  
Intelligent Futures  
With Bernardo Crespo

## Day 3

Session 1  
Platform Strategies  
With Ricardo Perez

Session 2  
Human Futures  
With Veronica Royero

## Day 4

Accelerating Growth  
With Peter Fisk

## Key topics in Module 2

Scenario planning: considering alternatives

Customer insights: what people really want

Value propositions: making the right offer

Brand reputations: promises and reality

Unlocking technologies: digital business

Platform strategies: new ways of competing

Human anthropology: people in a digital world

Managing sustainability: delivering more impact

Growth roadmaps: accelerating profitable growth

## Professors and practitioners for Module 2



Peter Fisk

Academic Director,  
Global Advanced  
Management Program  
- IE Business School



Jaime Veiga

Professor,  
Information Systems  
and Technology  
- IE Business School



Bernardo Crespo

Academic Director,  
Digital Transformation  
- IE Business School



Veronica Royero

Digital  
Anthropologist,  
Founder of  
Anthropologia 2.0







## Day 1

Session 1  
Strategic Innovation  
With Peter Fisk

## Day 2

Session 1  
Business Models  
With Peter Fisk

Session 2  
Transform + Perform  
With Christian Rangen

## Day 3

Session 1  
Transform + Perform  
With Christian Rangen

Session 2  
Leading People  
With Claire French

## Day 4

Project Graduation  
Participants

## Key topics in Module 3

Strategic innovation: fast, lean and creative  
Design Thinking: driven by customers  
New business models: making new money  
Business finance: debt, equity, profit, value  
Entrepreneurs inside: start-ups and corporate  
Delivering results: investors and performance  
Effective leadership: finding your style  
Managing teams: engaging people to deliver  
Business projects: ready to lead your future

## Professors and practitioners for Module 3



Peter Fisk

Academic Director,  
Global Advanced  
Management Program  
- IE Business School



Christian Rangen

Professor, Strategy  
and Transformation  
- IE Business School



Claire French

Founder of Bondita  
Consulting

## Questions?

Visit our website: [www.europeanbusinessforum.eu](http://www.europeanbusinessforum.eu)

If you have any questions, you can call our CEO Bjarke Wolmar on  
tel. (+45) 2944 8616 or send an email to [bw@europeanbusinessforum.eu](mailto:bw@europeanbusinessforum.eu).