

	Advanced Management Programme	Transition to General Management	Management Acceleration Programme	Asian International Executive Programme	
Participant profile	<ul style="list-style-type: none"> Senior executives such as CEOs, CFOs, COOs and heads of product divisions, geographical regions and other major business units An average of twelve years' management experience, with at least five years in a general management position with significant P&L and cross-functional responsibilities 	<ul style="list-style-type: none"> Senior functional or technical managers about to make the transition to general management or recently appointed general managers At least eight years' management experience with an outstanding track record in one or more functional areas of business 	<ul style="list-style-type: none"> Functional experts whose success depends on understanding the business as a whole and working effectively across functions and cultures Individual contributors and professionals who aspire to gain, or have recently gained, management responsibilities Typically graduates with five to twelve years' work experience and a strong track record in their own functional area 	<ul style="list-style-type: none"> Executives with at least eight years' management experience, or newly appointed general managers Typically participants already work in Asia (or are preparing to) or have responsibilities that are specific to the region 	Participant profile
Programme content	<ul style="list-style-type: none"> Structured reflection by participants on how they exercise judgement Coaching and feedback to go beyond the science of management to the craft of being a senior leader Focus on the objective functions of senior leaders as defined by diverse stakeholders, and the constraints and opportunities offered by the external environment Organisational levers that leaders use to achieve goals and how they become more effective in achieving these goals through a deeper understanding of themselves 	<ul style="list-style-type: none"> An in-depth examination of the foundations of business: marketing, organisational behaviour, finance and management accounting, strategy, operations management, and the global economy All aspects of leadership: communication, negotiations and decision-making, cross-cultural management, Fair Process, team building, self-awareness, and leadership style Rigorous frameworks and tools to apply back at work 	<ul style="list-style-type: none"> Sharpening your strategic insight: principles and tools to think strategically about every decision and action you take to boost your competitiveness and innovate Broadening your business expertise: perspectives from every business function to give you the ability to recognise, create, measure and capture value Strengthening your leadership foundations: frameworks, reflection and practice to enhance your presence, increase your ability to lead in and across teams, and plan your future growth 	<ul style="list-style-type: none"> Understanding of the principles and context for general management and value creation through thorough investigation of: strategy; finance and management accounting; crisis and consumption The fundamentals of efficient management in a changing world, including judgement and decision-making, and marketing, set within an Asian context Practical advice on how to turn global strategy into Asian solutions 	Programme content
Key benefits	<ul style="list-style-type: none"> Gain insights that challenge your assumptions Develop greater confidence – by testing your assumptions and making them more robust Actionable knowledge – harnessing the knowledge you already have into workable action plans Continue the process of reflection and deepen the ongoing learning with optional follow-up coaching 	<ul style="list-style-type: none"> Gain a grounding in all the key business disciplines and integrate them into a complete view of business – essential for effective general management decision-making Experience our unique Leadership Development Process, which includes powerful 360° feedback and coaching Understand how to “manage for value”, using INSEAD’s own “Blue Line Management” concept Achieve new perspectives in a truly international class and different locations 	<ul style="list-style-type: none"> Become a more competent and confident manager with new insights, knowledge and skills Learn how to stay focused on creating value and grounded in a long-term purpose Increase the ability to manage yourself and others in conditions of uncertainty and pressure Enhance your capacity to lead, with or without formal authority, in diverse settings Maximise your ongoing learning with optional follow-up coaching 	<ul style="list-style-type: none"> Greater insight into business fundamentals and confidence to lead across functions and geographical borders Acquire a new approach to strategy, processes and up-to-date business models in an Asian context Understand which business principles and practices are more or less universal and which need to be tailored to the Asian region Ongoing up-to-date information on issues faced in Asia through invitations to panel discussions after completing the programme 	Key benefits
Length	— 4 weeks	— 2x2 weeks modular	— 3 weeks	— 2 weeks	Length
Location	<ul style="list-style-type: none"> Fontainebleau Singapore 	<ul style="list-style-type: none"> Fontainebleau + Fontainebleau Fontainebleau + Singapore Fontainebleau + San Francisco 	<ul style="list-style-type: none"> Fontainebleau Singapore 	<ul style="list-style-type: none"> Singapore 	Location