INSEAD offers 4 General Management programmes that support your important career transitions:

**Advanced Management Programme**
- Senior executives such as CEOs, COOs, CFOs and heads of product divisions, geographical regions or other major business units within the private or public sectors.
- An average of 12 years’ management experience, with at least 5 years in a general management position and clear cross-functional and profit and loss responsibility.

**Transition to General Management**
- Senior functional or technical managers close to making the transition to general management or recently appointed general managers.
- At least 8 years of management experience with a strong track record in one or more functional areas.

**Management Acceleration Programme**
- 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 5 to 12 years’ work experience and a strong track record in their own functional area.

**Leading Business Transformation in Asia**
- Executives with at least 8 years’ management experience, who are newly appointed general managers, heads of functions or senior functional experts seeking to build their global and regional business acumen.
- Typically, participants already work in Asia and have strategic responsibility for driving their business forward and growing their teams in the region.
- Also ideal for experienced general managers new to Asia, who are seeking to adapt their business practices to the region.

### PROGRAMME PARTICIPANT PROFILE CONTENT KEY BENEFITS LENGTH LOCATION

<table>
<thead>
<tr>
<th>Programme</th>
<th>Participant Profile</th>
<th>Content</th>
<th>Key Benefits</th>
<th>Length</th>
<th>Location</th>
</tr>
</thead>
</table>
| **Advanced Management Programme**  | - Senior executives such as CEOs, COOs, CFOs and heads of product divisions, geographical regions or other major business units within the private or public sectors.  
- An average of 12 years’ management experience, with at least 5 years in a general management position and clear cross-functional and profit and loss responsibility. | - Strategic leadership, change and unflaggable trends: honing your skills to lead in a VUCA world  
- High-performance leadership, stakeholders, engagement and results: manage the expectations of diverse and often competing stakeholder groups while creating value  
- Self-aware leadership and people: reflect upon and develop your leadership strengths and confront the gaps that are holding you back from being the best leader you can be  
- Core elements: the Personal Leadership Agenda; the ‘Strategic Encounter’ and coaching combine to help you develop your action plan for the months following the programme. | - Participate in a reflective process that offers you insights into the way you exercise judgement  
- Gain insights that challenge your assumptions  
- Develop greater confidence by testing your assumptions  
- Actionable knowledge: harness the knowledge you already have and turn it into workable action plans. | 4 weeks       | Fontainebleau, Singapore          |
| **Transition to General Management**| - Senior functional or technical managers close to making the transition to general management or recently appointed general managers.  
- At least 8 years of management experience with a strong track record in one or more functional areas. | - A focus on value creation and the role of general management and leadership in long-term business development  
- An integrated and comprehensive view of business, covering the key disciplines that comprise modern business organisations, from organisational behaviour to finance to operations.  
- A leadership development process (LDP) that is personalised, helping you to discover your ‘X-Factor’ as a leader  
- Awareness of global macro-economic trends and disruptive forces and a better understanding of how to manage businesses in our digital, disruptive age. | - Broaden your grasp of key business disciplines from INSEAD’s expert faculty and thought leaders  
- Expand your personal leadership development through our powerful Leadership Development Process (LDP)  
- Embrace diversity and develop your international perspective  
- Develop a longer-term view of your business and career thanks to a time for pause and personal reflection  
- Continue your learning and engagement through our alumni community and tools. | 2 modules of 2 weeks | Fontainebleau + Fontainebleau + Singapore, Singapore | Fontainebleau + San Francisco |
| **Management Acceleration Programme**| - 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 5 to 12 years’ work experience and a strong track record in their own functional area. | - Sharpening your strategic insight principles and tools to think strategically about every decision and action you take to boost your competitiveness  
- 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  
- Maximising your ongoing learning and development as you return to the workplace through optional follow-up coaching. | - Become a more competent and confident manager with new insights, knowledge and skills  
- Enhance your ability to lead mindfully, effectively and responsibly, with or without formal authority  
- Stay focused on creating value – grounded in long-term purpose  
- Develop a clear plan for your personal and professional development and an international network of high-potential individuals to help you achieve your goals. | 3 weeks       | Fontainebleu, Singapore          |
| **Leading Business Transformation in Asia** | - Executives with at least 8 years’ management experience, who are newly appointed general managers, heads of functions or senior functional experts seeking to build their global and regional business acumen.  
- Typically, participants already work in Asia and have strategic responsibility for driving their business forward and growing their teams in the region.  
- Also ideal for experienced general managers new to Asia, who are seeking to adapt their business practices to the region. | - Essential topics on macroeconomics, strategy, marketing, change management, leadership and decision-making to help structure your agenda on leading business transformation in your organisation.  
- Competing with "contextual intelligence": an examination of social/geo-political risks in the region; the trade-offs between global integration and local adaptation; winning strategies for success in Asia and beyond.  
- Key insights on digitalisation, innovation and entrepreneurship in Asia; how to leverage AI, machine learning and prototyping to make better organisational decisions; how to capitalise on new forms of partnerships; e-commerce/m-commerce and digital platforms for value creation. | - Understand the transformation of the global and regional business landscape, driven by integration, interconnectedness and digital disruption  
- Gain greater insight into business fundamentals as well as the confidence to lead across functions and geographical borders  
- Develop innovative approaches to strategy, marketing, organisational design and change in the Asian context  
- Learn to make effective individual and group decisions, under uncertainty and strategic interdependence  
- Understand which business principles and practices are universal and which need to be tailored to Asia. | 2 weeks       | Singapore                       |