

# GENERAL MANAGEMENT PROGRAMMES COMPARISON GRID

To succeed, businesses need leaders who bring new perspectives, new thinking and new ideas – and who have the skills and knowledge to manage in an uncertain world. INSEAD offers 4 General Management programmes that support your important career transitions:

- Advanced Management Programme
- Transition to General Management
- Management Acceleration Programme
- Asian International Executive Programme.

PROGRAMME	PARTICIPANT PROFILE	CONTENT	KEY BENEFITS	LENGTH	LOCATION
<b>Advanced Management Programme</b>	<ul style="list-style-type: none"> <li>- 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</li> <li>- 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.</li> </ul>	<ul style="list-style-type: none"> <li>- Strategic leadership, change and unstoppable trends: honing your skills to lead in a VUCAD world</li> <li>- High-performance leadership, stakeholders, engagement and results: manage the expectations of diverse and often competing stakeholder groups while creating value</li> <li>- 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</li> <li>- Core elements: the 'Personal Leadership Agenda', the 'Strategic Encounter' and coaching combine to help with the development of your action plan for the months following the programme.</li> </ul>	<ul style="list-style-type: none"> <li>- A reflective process that offers participants insights into the way in which they exercise judgement</li> <li>- Gain insights that challenge your assumptions</li> <li>- Develop greater confidence by testing your assumptions and making them more robust</li> <li>- Actionable knowledge – harness the knowledge you already have and turn it into workable action plans.</li> </ul>	4 weeks	Fontainebleau Singapore
<b>Transition to General Management</b>	<ul style="list-style-type: none"> <li>- Senior functional or technical managers about to make the transition to general management or recently appointed general managers</li> <li>- At least 8 years' management experience with an outstanding track record in one or more functional areas of business.</li> </ul>	<ul style="list-style-type: none"> <li>- An in-depth examination of the foundations of business: marketing, organisational behaviour, finance and management accounting, strategy, operations management and the global economy</li> <li>- All aspects of leadership: communication, negotiations and decision-making, cross-cultural management, fair process, team building, self-awareness and leadership style</li> <li>- Rigorous frameworks and tools to apply back at work, including the INSEAD-developed Blue Line Management concept.</li> </ul>	<ul style="list-style-type: none"> <li>- 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</li> <li>- Experience our unique Leadership Development Process, which includes powerful 360° feedback and coaching</li> <li>- Understand how to 'manage for value', using INSEAD's own Blue Line Management concept</li> <li>- Gain new perspectives in a truly international class and in different locations.</li> </ul>	2 modules of 2 weeks	Fontainebleau + Fontainebleau  Fontainebleau + Singapore  Fontainebleau + San Francisco
<b>Management Acceleration Programme</b>	<ul style="list-style-type: none"> <li>- Functional experts whose success depends on understanding the business as a whole and working effectively across functions and cultures</li> <li>- Individual contributors and professionals who aspire to gain, or have recently gained, management responsibilities</li> <li>- Typically graduates with 5 to 12 years' work experience and a strong track record in their own functional area.</li> </ul>	<ul style="list-style-type: none"> <li>- Sharpening your strategic insight: principles and tools to think strategically about every decision and action you take to boost your competitiveness</li> <li>- Broadening your business expertise: perspectives from every business function to give you the ability to recognise, create, measure and capture value</li> <li>- 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</li> <li>- Maximising your ongoing learning and development as you return to the workplace through optional follow-up coaching.</li> </ul>	<ul style="list-style-type: none"> <li>- Become a more competent and confident manager with new insights, knowledge and skills</li> <li>- Enhance your ability to lead mindfully, effectively and responsibly, with or without formal authority</li> <li>- Stay more focused on creating value – grounded in long-term purpose</li> <li>- Develop a clear plan for your personal and professional development – and an international network of high-potentials to help you achieve your goals.</li> </ul>	3 weeks	Fontainebleau Singapore
<b>Asian International Executive Programme</b>	<ul style="list-style-type: none"> <li>- Executives with at least 8 years' management experience, or newly appointed general managers</li> <li>- Typically participants already work in Asia (or are preparing to) or have responsibilities that are specific to the region.</li> </ul>	<ul style="list-style-type: none"> <li>- Understanding the principles and context for general management and value creation through the thorough investigation of strategy, finance and management accounting, crisis and consumption</li> <li>- The fundamentals of efficient management in a changing world, including judgement and decision-making, and marketing, set within an Asian context</li> <li>- Simulations and case studies based on real-life business dilemmas from Asia and beyond to test your skills and knowledge in a highly competitive and risk-free environment.</li> </ul>	<ul style="list-style-type: none"> <li>- Gain greater insight into business fundamentals and confidence to lead across functions and geographical borders</li> <li>- Acquire a new approach to strategy, processes and up-to-date business models in an Asian context</li> <li>- Understand which business principles need to be tailored to fit Asia</li> <li>- Continue receiving up-to-date information through invitations to panel discussions after completing the programme.</li> </ul>	2 weeks	Singapore