

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
- Leading Business Transformation in Asia.

PROGRAMME	PARTICIPANT PROFILE	CONTENT	KEY BENEFITS	LENGTH	LOCATION
Advanced Management Programme	<ul style="list-style-type: none"> - 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. 	<ul style="list-style-type: none"> - Strategic leadership, change and unstoppable trends: honing your skills to lead in a VUCAD 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. 	<ul style="list-style-type: none"> - 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 and making them more robust - Actionable knowledge: harness the knowledge you already have and turn it into workable action plans. 	4 weeks	Fontainebleau Singapore
Transition to General Management	<ul style="list-style-type: none"> - 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. 	<ul style="list-style-type: none"> - 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. 	<ul style="list-style-type: none"> - 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 Fontainebleau + San Francisco
Management Acceleration Programme	<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 5 to 12 years' work experience and a strong track record in their own functional area. 	<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 - 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. 	<ul style="list-style-type: none"> - 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	Fontainebleau Singapore
Leading Business Transformation in Asia	<ul style="list-style-type: none"> - 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. 	<ul style="list-style-type: none"> - 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/geopolitical 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. 	<ul style="list-style-type: none"> - 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