

Advanced Management Program

Strategically rethink
your business today
to stay ahead tomorrow

IMD / Real learning
Real impact



Consistently top-ranked
in Executive Education

Design your business strategy to withstand the test of time

Today, navigating organizational uncertainty is one of the biggest challenges facing senior leaders. Modern business means operating in a context of global economic turmoil, amidst the threat of disruption, shifts in technology, changing customer behavior, increased scrutiny and regulation – all with evolving workforces and fewer resources.

Transformation, digital disruption, sustainability, and data analytics have become dominant themes in the ever-changing business landscape. To make sense of this landscape, senior leaders

must embrace a growth mindset, a willingness to learn. The ability to reassess and renovate today's business while seeding capabilities and opportunities for continued growth tomorrow is key to long-term business survival and competitiveness.

Start your comprehensive Advanced Management Program journey and build your strategy to successfully renovate your business today, and capture tomorrow's opportunities for continued business growth, resilience, and competitiveness.



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Advanced Management Program is a very holistic program that covers multiple perspectives and, most importantly, you will be able to discover yourself along the way.



Raja Nor Dianna Raja Harun
Vice-President
Yayasan Khazanah, Malaysia

Key learnings

Strategically position your business for continued success

IMD's Advanced Management Program is a comprehensive strategy and leadership program. It will enable you, as a senior executive and general manager, to rethink and refresh your business today, and understand complex market forces so you can strategically re-evaluate and capture tomorrow's opportunities.

Take an outside-in perspective

Make sense of and think critically about the impact and potential opportunities presented by disruptive market forces on your business.

Adopt a growth mindset

Embrace an open-minded approach and a willingness to keep learning to build a business culture of experimentation, exploration, innovation, and prototyping across your organization.

Design your strategy

Develop a concrete plan to nurture and refresh your core business today while building the capabilities, and capturing promising new market segments or opportunities that are critical for the success of your business in the future.

Lead and inspire your organization

Strengthen the key leadership capabilities to effectively convince key stakeholders of your vision and enthuse your organization to contribute to the strategic direction of the business going forward.

Come with your business challenge

Work with an executive coach on your personal business challenge throughout the program, ensuring a real-world impact on your business.



Your learning journey

Broaden your perspectives,
transform the future of your business

Step 1

Reframe your thinking

LiVe virtual, 4 half-days over 1 week

- Identify your business challenge and learn a complex problem-solving framework to apply to it.
- Start to examine external and internal factors affecting your business.
- Engage your team at work and gather feedback on your business challenge.
- Work with your personal executive coach to discuss and refine your business challenge.

Key topics:

- Complex problem-solving
- Macro trends and outside-in perspective
- Strategy design and execution
- Corporate culture and high-performance teams

Step 2

Explore and design your strategy

Face-to-face, 15 days

- Deep-dive into foundational business topics to gain fresh insights.
- Engage in an immersive 3-day leadership workshop in the mountains.
- Work intensely with a global cohort of senior executives, faculty, and your own executive coach to design your strategy and a concrete action plan to resolve your business challenge for implementation back at work.

Key topics:

- Transformation and agility
- Digital disruption
- Artificial intelligence
- Sustainability
- Data-driven decision-making
- Functional topics: strategy, innovation, marketing, and finance
- Self-awareness, team dynamics, and growth mindset

Step 3

Refine and take your business forward

Individual follow-up

Engage with faculty and your personal executive coach to follow up on the implementation of your strategic plan and deliver a real-world impact on your business.

Your learning journey is tailored to you: transform your business challenge into a strategic action plan.



Meet your Program Director

Goutam Challagalla Professor of Strategy and Marketing

Goutam Challagalla focuses on how digital advances and sustainability concerns are impacting companies' business strategies and approaches to marketing. Having helped companies to rethink their business models and build new capabilities in the face of the digital revolution, he is now helping to integrate sustainability-related challenges and opportunities into their strategy.

His teaching, consulting, and research highlight the different challenges companies are facing as a result of digital and sustainability transformations. While digital advances require the development of new business models in order to become more effective or efficient, taking on sustainability goals means that organizations have to rethink their whole *raison d'être* and their relationship with all stakeholders.

[Read full biography](#) ↗

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A visionary and agile approach, rooted in a solid understanding of disruptive market forces, is vital for any general manager seeking to secure the success of a business.

Faculty

Meet the experts who will
guide you to success



Howard Yu
LEGO® Professor
of Management and Innovation



Salvatore Cantale
Professor of Finance



Ina Toegel
Professor of Leadership
and Organizational Change



Frédéric Dalsace
Professor of Marketing
and Strategy



Öykü Işık
Professor of Digital Strategy
and Cybersecurity



Carlos Cordon
Professor of Strategy
and Supply Chain Management



See
biographies





Participants

Connect with a diverse group of global peers

Are you an experienced senior manager, C-level executive, or business owner with solid general management experience? Are you responsible for multiple geographical areas?

Then join other senior executives from different industries, cultures, and nationalities for an enriching learning experience that will broaden your perspectives. This diverse group of global peers will become a trusted resource and network as you design a forward-thinking strategy and action plan for your business.

20 years of experience

73% mid to senior level

27% C-level

36 nationalities

2023 class profile (average data).

Advanced Management Program

Real impact

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From the first day, I was genuinely inspired; not only by the content, also the way the program was structured. The time working together with other participants, listening, reflecting, opened up my thinking, and I've become a better person because of it.



Jeroen Thijs Meijers
Director
NN GROUP, The Netherlands

“

One of the best things I have done for myself in the last 10 years.



Daniel De Swaan
CEO
Meijers Insurance, The Netherlands

99%

of participants say they gained fresh knowledge and insights.

100%

of participants say they have become a more effective executive.

100%

of participants say they have taken practical steps that enhance the performance of their team/organization.

Survey of 2023 participants.

What our participants say



Phil Clifton
Divisional Managing Director
IMI Hydronic Engineering, UK

“

The program has better equipped me to leverage disruption and empower my team to drive transformation within my organization. The blended format is the best of both worlds because it balances flexibility and continuous engagement so well.



Nathalie Isautier
Head of Human Resources
GF Machining Solutions, Switzerland

“

Having the first week remotely to prepare and build connections allows you to reflect on the first learnings before coming on campus-you remain focused throughout. The exchanges and support from coaches and other participants make you ask questions that you hadn't been aware of.



Bin Zhang
R&D Director
Nitto Denko Technical Corporation,
USA

“

Be open, be ready to be challenged, be ready to grow. The program really pushed us to think outside of the box because that's where innovation comes from.



Challenging what is and inspiring what could be, we develop leaders who transform organizations for a more prosperous, sustainable, and inclusive world.

About IMD

The International Institute for Management Development (IMD) has been a pioneering force in developing leaders for over 75 years. Founded by business for business, IMD is a forward-thinking university institute with Swiss roots and global reach. With campuses in Lausanne, Singapore, a Management Development Hub in Shenzhen, and an Innovation Hub in Cape Town, IMD is the trusted learning partner for ambitious individuals and organizations. Our executive education and degree programs are consistently ranked among the world's best by the Financial Times, Bloomberg, Forbes, and others. IMD is home to global innovators and pioneering experts producing award-winning research and learning applications. By bridging management practice with academic expertise, we help leaders solve problems, scale solutions, and drive impactful decisions.



Consistently top-ranked
in Executive Education

Learn more



19,000⁺

executives come to IMD each year from 120+ countries and virtually every industry.

2,000⁺

organizations trust IMD to develop their leadership talent each year.



Most published institution in Harvard Business Review and MIT Sloan Management Review.*

145,000⁺

alumni in over 180 countries form a powerful network of global connections and opportunities.

92%

of participants report significant personal impact from attending an IMD program.**

98%

of participants would recommend IMD to a friend or a colleague.**

*After HBS and MIT authors, 2020-2024.

**Survey of 2024 participants.



Fee

CHF 32,500

[Apply now](#)

Contact

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[Schedule a call](#)

[See program dates ↗](#)