

# Leadership Essentials

Jumpstart your journey  
to top leadership

**IMD** / Real learning  
Real impact

If your program is not in the category GM/Leadership:

- > Go to Links and right click on:  
*20230423-Brochure-Pages-GM-Leadership*
- > Relink all instances
- > Select *00\_Links* and select the category you need

**IMPORTANT:** Unclick “show import options”

All the pages with origamis have now been updated.

Concerning the cover:

- Do NOT move the headline up or down.
- Use the hero image of the program. You can find it in the folder *00\_Identity* of your program.
- If your image doesn't have enough room for the title on the left, use the extended image created by the web team. If it doesn't exist, don't hesitate to create an extended version of the image (save in same folder, and add “-extended.jpg” at the end fo the name)
- If it works, you can also play with a colored background and a gradient feather to win some room.
- Ensure a good legibility of the title and logo.  
Add contrast (or decrease it) if needed.

# Unleash your leadership potential

Leadership Essentials is designed to help you excel in your current or next leadership role.

You'll gain valuable insights into your personality, values, and leadership style, while identifying your strengths and areas for growth.

As you progress, you'll build key competencies for managing power, influencing others, fostering creativity, and developing high-performance teams. You'll also master motivation techniques

and practical skills for conversations and giving

Supported by an experienced coach, you'll gain actionable insights into leadership challenges and opportunities in your organization.

**Text proportions to be adapted based on judgement call - according to length of title, main text, and quote. Watch out for balance!**

Ex. main text starts higher, extend quote to the left, push title higher, etc

Align bottom of the line to bottom of the name/title



Xavier Mombrand  
Client Relationship/Project Manager  
WIZE by Teamwork, Switzerland

## IMAGE SELECTION

PAX image to be selected on the DAM or from secondary SM assets/web assets if applicable

> ensure it hasn't been used on too many programs (see in caption/description of the picture)

## IMPORTANT

- Stick to requested age/seniority
- Alternate gender throughout the brochure
- Ensure to show different ethnicities throughout the brochure

impact of the program was really positive as it helped me to transition faster and faster to a leadership role. I felt more ready with practical tools to apply.

# Key learnings

Empower the leader in you – from self-discovery to team excellence

IMD's Leadership Essentials is a toolbox with key concepts that give you a deeper understanding of leadership and the skills required to mobilize others more effectively. With newly sharpened capabilities, you will be able to accelerate your leadership goals and make a profound impact on your team and organization.

## Maximize your influence

Understand where your power comes from and how to influence and persuade others.

## Lead with impact

Be a more effective leader through understanding how to manage others.

## Foster innovation

Enhance the creativity and innovation of your teams.

## Ignite self-discovery

Know yourself and identify the core values that guide your life.



# Your learning journey

Design  
to jun  
your j  
to top

Refer to file:  
**20230423-Brochure-Page-Learning-Journey**

Find the layout requested by the stakeholder,  
or the layout you judge best (based on the content provided).

Right click on the page

- > “Move page to
- > Pick the name of your program brochure working file.

Close and **DO NOT SAVE the file 20230423-Brochure-Page-Learning-Journey**

Go back to your program brochure working file, slide this parent page on top of  
your page (or ensure you have the ECRU background) .

Adapt the learning journey page as you see fit!

Meet your

# Program Director



**Jennifer Jordan**

Professor of Leadership  
and Organizational Behavior

Jennifer Jordan is a social psychologist and a digital transformation and business ethics expert. Her teaching, research, and consulting focus on ethics, digital leadership, influence, and power. In 2019, she was named by Poets&Quants as one of the world's leading business school professors under 40.

Read full biography 



Leaders in today's society need to constantly learn, unlearn, and relearn. They know that they have to learn. The challenge is how to unlearn and relearn. In working with leaders, my aim is to facilitate that process.



Define  
your learning  
objectives.



Overcome  
your challenges.



Review your progress  
on a weekly basis.



Translate  
what you learn  
to your own context.

## Coaching

Benefit from one-on-one coaching  
throughout the program

With the support of a dedicated coach, you dive deeper into the content and make it meaningful and specific to your own context. Your coach provides guidance and feedback through each step of the program, challenges your perceptions, and encourages you to reflect on your learning journey.

# Online learning

Designed for impact. Delivered for you.

## Access to thought leadership, regardless of location

Programs designed and taught by IMD faculty, world-renowned experts in their fields.

## Bite-sized knowledge for improved learning outcomes

Micro-learning focused on knowledge retention and actionable insights.

## Personalized expert coaching

One-on-one support from an experienced executive coach to ensure that learning objectives are attained.

## Compelling multimedia content

Carefully designed multimedia material for a dynamic online experience.

## Interaction with peers

Group and pair work with participants from around the world enriches learning through exposure to fresh perspectives.

## Applied learning for real impact

Programs grounded in practical assignments guarantee the immediate application of new knowledge and techniques.



Nothing to modify,  
use this page as it is.



Survey of 2024 participants.

# You are

A new or experienced manager  
in any function

and you want to strengthen your performance  
and develop your own leadership style.

A manager or emerging leader  
and keen to build on your emotional  
intelligence

to communicate more effectively and motivate  
others to accomplish your company's goals.

A team willing to improve  
your teamwork

and enhance the learning impact across  
the organization.



Connect with  
a diverse group  
of global peers

14

years of  
experience

38

average age

30

nationalities

13

industries

# Real impact

Over **98%** of our 2024 online program participants stated:



I gained fresh knowledge and insights.



I reflected on/questioned my assumptions and practices.



I gained practical tools/ideas that are relevant for me.



I committed myself to taking a few concrete actions.



## What our participants say

“ Leadership Essentials was exactly what I needed and gave me **a path to follow** for my career. I was able to implement, step by step, the very **useful leadership methods**, and develop my skills and knowledge. IMD can make you a leader and, if you are already one, you will learn to **lead better!**



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Pasion Suma  
Production Manager  
Sharrcem (Titan Group), Kosovo



## Earn the IMD Online Executive Certificate

IMD's Online Executive Certificate offers an immersive, fully online experience designed to enhance your expertise and skills in key business areas. To earn your certificate, complete the following steps over 24 months:

Step 1

Select your specialization area by choosing between Leadership, Strategy, and Digital Acceleration.

Step 2

Complete your selected programs totalling 90 or 100 units (with a minimum of 60 units in your specialization area).

Step 3

Pass a final assessment.

Step 4

Attain your IMD Online Executive Certificate\* and join IMD's vibrant alumni community.

Benefit from the support of a dedicated executive coach throughout your learning journey.

Certificate fee

CHF 7,900

\* The certificate is an accredited Certificate of Advanced Studies (CAS).

## Online program portfolio

Specialization area	Program	Length	Units
Leadership	Inspirational Leadership	8 weeks	30
	Leadership Essentials	5 weeks	20
	Changing Employee Behavior	8 weeks	30
	Change Management	5 weeks	20
	Crisis Management	5 weeks	20
	Organizational Leadership	5 weeks	20
Strategy	Strategic Thinking	8 weeks	30
	Strategy Execution	8 weeks	30
	Strategic Partnerships	8 weeks	30
	Complex Problem Solving	5 weeks	20
Digital Acceleration	Digital Transformation in Practice	5 weeks	20
	Marketing Strategy in the Digital Age	8 weeks	30
	Business Analytics for Leaders	8 weeks	30
	Disruptive Innovation	5 weeks	20
	Developing Digital Transformation Strategies	5 weeks	20
	Strategies for Supply Chain Digitalization	5 weeks	20
	Cybersecurity Risk and Strategy	5 weeks	20
	Blockchain and the Future of Finance	5 weeks	20
Topic-focused	Business Finance	5 weeks	20
	Winning Sustainability Strategies	5 weeks	20
	Mastering Board Governance	5 weeks	20

Find out more



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.



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

92 %

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

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

98 %

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

\*After HBS and MIT authors, 2020-2024.

\*\*Survey of 2024 participants.

Nothing to modify, use this page as it is.



# Start your journey

Refer to pages above to  
“copy/past into” image  
(according to delivery  
mode of the program)

Fee

CHF 1,950

Apply now

Contact

Program Advisor Team  
[info@imd.org](mailto:info@imd.org)  
+41 21 618 0700

Schedule a call

See program dates 

Special team offer

A team from the same company  
that enrolls for any of our online  
programs benefits from a special  
rate (every 10<sup>th</sup> participant joins  
the program for free).