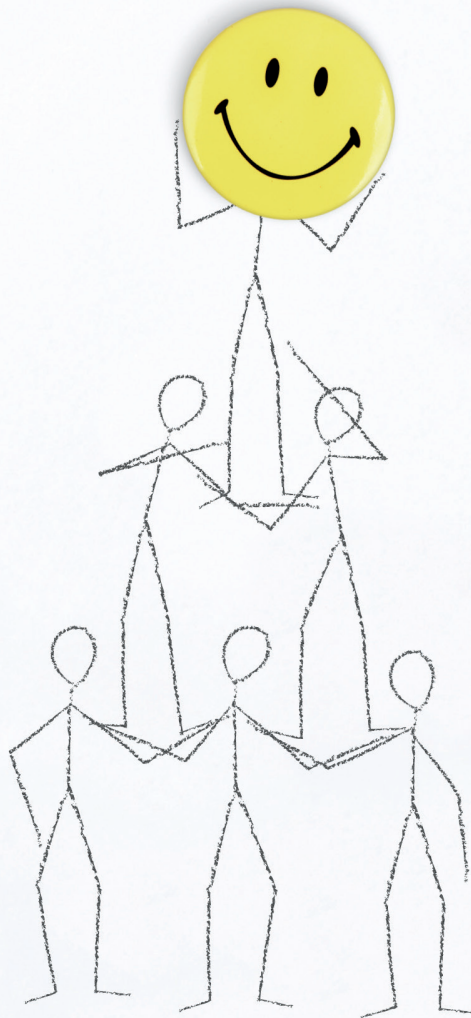


Become a Positive Leader to Accelerate Positive Change

Focused Programs
Leadership and People Management

On Campus: Barcelona | October 25-29, 2021



Building Leadership on Strengths

www.iese.edu/bpl

More than a marketable offering and a solid business strategy, organizations rely on their people to drive positive corporate outcomes. Despite the importance of a motivated workforce, many firms fail to actively engage their talent pool.

Positive leadership serves as a powerful catalyst of employee engagement, leading to higher productivity, business performance and customer satisfaction.





Benefits

1

Learn how to cultivate a mindful and mission-driven work environment that empowers and engages employees.

2

Examine the importance of self-awareness to motivate growth at both individual and organizational levels.

3

Learn techniques to unlock the highest potential within yourself and others.

4

Make a step-by-step plan to address leadership challenges in your organization.

Content

The Positive Leadership Framework

- The BPL framework
- Application of the framework to personal and organizational realms

Enabling Spectacular Performance and an Exceptional Culture

- Tools and techniques to motivate employees
- Setting the stage for implementation to excel

Character Development (Nurture Versus Nature)

- Self-awareness and development of positive qualities
- Leveraging crisis situations as opportunities for resilience and learning

Barcelona's Sagrada Familia Basilica:

Drawing Inspiration from Gaudí

- Motivating others with a sense of purpose and mission
- Creativity for overcoming challenges and constraints
- Evaluating the present to create an alternative future

Reflected "Best Self" Exercise

- Customized feedback on your strengths and strength profile
- Creating a picture of you at your best

Deep Change

- Understanding the power of emotions and managing them in professional environments
- Clarifying values and purpose

Creating a Positive Organizational Culture

- Positive climate: stress prevention, mindfulness and well-being
- Pros, cons and sustainability of a positive culture

High-Quality Connections and Energy Networks

- Understanding the power of high-quality connections and learning how to create them to impact the future
- Trust and empowerment

Action Plan: Change Starts With You

- Planning and positioning for excellence
- Development of a 21-day personal action plan

Is This **Program** Right for You?

The program is designed for human resource professionals, executives responsible for change or career transformation processes, and leaders who seek to boost their ability to develop creative, committed and constructive teams.

Faculty



Alberto Ribera
Academic Director

Professor of
the Practice of
Management of
Managing People in
Organizations

PhD in Economics,
Universitat
Internacional de
Catalunya

Specialist in Social
and Preventive
Medicine (Mental
Health), Università
degli Studi di Roma
La Sapienza



Kim Cameron
Academic Director

William Russell
Kelly Professor of
Management and
Organizations,
University of
Michigan's Stephen
M. Ross School of
Business

MA and PhD in
Administrative
Sciences, Yale
University



Anneloes Raes

Associate Professor
of Managing People
in Organizations

Puig Chair of
Global Leadership
Development

PhD in
Organizational
Behavior, Maastricht
University

MSc in Psychology,
Radboud University
Nijmegen



Shawn Quinn

MA in Social-
Organizational
Psychology,
Columbia
University

BSc in Psychology,
University of Utah

Experience-Based
Learning and
Training, National
Training Labs

On-Campus Edition

Methodology

The program leverages a wide range of highly dynamic and interactive teaching methodologies, including group discussions, class lectures, exercises, the case study method and a computer simulation, all aimed to hone your skills as an agent of change.

This combination of teaching methods has been strategically designed to foster an optimal learning environment.

The on-campus edition takes place on IESE's Madrid campus.

To ensure participants get the most out of the program, they will be asked to read the academic materials provided two weeks before the program's start date.



Barcelona

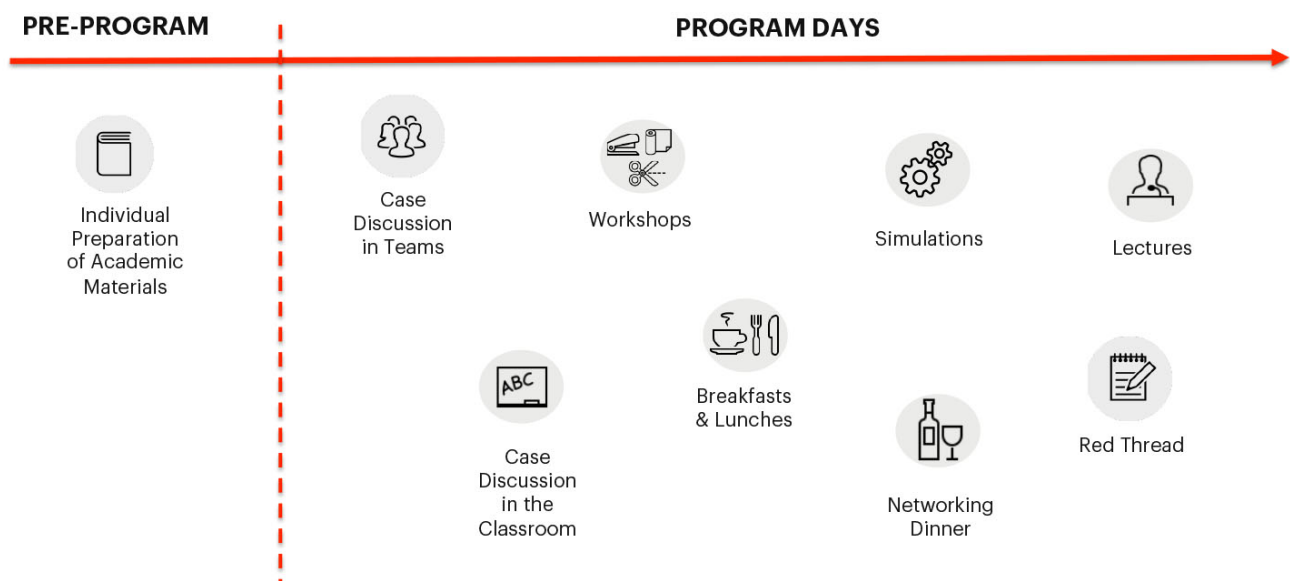


4,5 days



English

WEEKLY STRUCTURE





Dates

On-Campus Edition

October 25-29, 2021

Approximate Schedule:

8 a.m. to 6 p.m. with additional
evening social activities



Fees

On-Campus Edition

General fee: € 6,000

Alumni fee: € 5,400

IESE Alumni Assn. members: € 5,100

The program fee is tax-exempt and includes academic materials and lunches in the case of the on-campus edition. Travel and accommodation expenses are not included. Discounts are available for corporate agreements and multiple registrations from the same company.

The program requires preparatory coursework, which will be made available two weeks before the start date. Payment is required in order to access this material.

Please consult our cancellation policy on the web. Places are limited and filled in strict order of registration.

Application:

www.iese.edu/bpl



Contact

Anna Vera

Focused Programs Director

+34 93 253 43 95

AVera@iese.edu



IESE Barcelona

C/ D'Arnús i de Garí, 3-7
08034 Barcelona

Free parking

www.iese.edu

Barcelona
Madrid
Munich
New York
São Paulo