Become a Positive Leader to Accelerate Positive Change

Focused Programs
Leadership and People Management

On Campus: Barcelona | October 25-29, 2021
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.
Learn how to cultivate a mindful and mission-driven work environment that empowers and engages employees.

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

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

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

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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

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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.
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

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Free parking