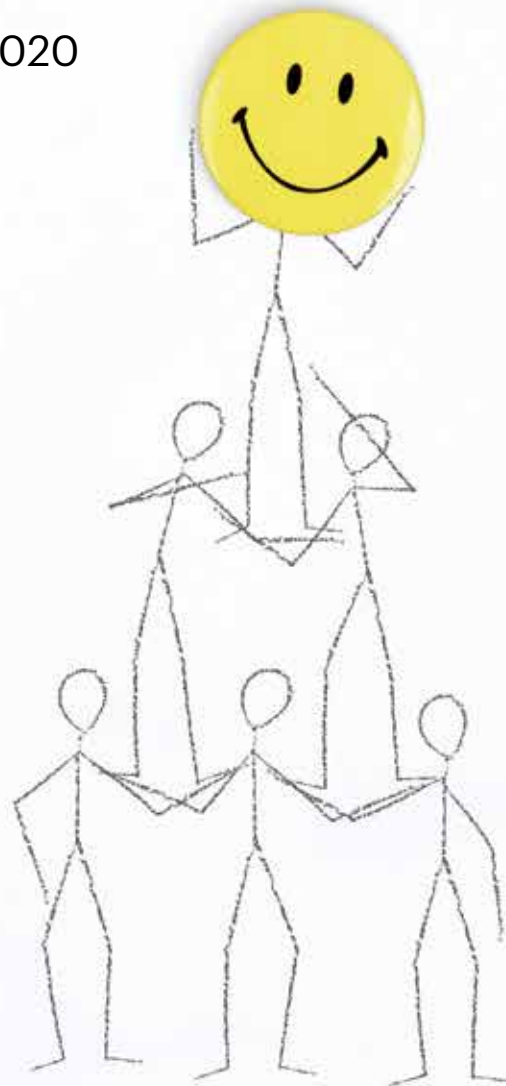


# Become a Positive Leader to Accelerate Positive Change

**Focused Programs**  
**Leadership and People Management**

**Barcelona**

March 31-April 3, 2020



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# Building **leadership** on strengths

Harness the power of positive leadership to elevate your team's performance and drive positive organizational change.

[www.iese.edu/bpl](http://www.iese.edu/bpl)



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## **Benefits**

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

## **Who Should Attend**

This program targets human resource professionals and their teams; executives who are spearheading change or in the midst of a career transformation; and leaders who aspire to develop creative, committed and constructive teams.

## **Methodology**

The program combines a variety of dynamic methodologies, including a Reflected Best Self Assessment, case studies, team exercises, a personal development plan and experiential learning activities, all designed to help you grow as a leader and catalyze positive organizational change. The program also offers an enriching forum for interaction with faculty and peers.

## 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

## Faculty



Alberto Ribera

### Academic Director

Senior Lecturer of Managing People in Organizations, IESE Business School  
PhD in Economics, Universitat Internacional de Catalunya, Barcelona  
Specialist in Social and Preventive Medicine (Mental Health), Università degli Studi di Roma La Sapienza



Anneloes Raes

Associate Professor of Managing People in Organizations  
PhD in Organizational Behavior, Maastricht University  
M.Sc. in Psychology, Radboud University Nijmegen



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



Robert Quinn

Margaret Elliott Tracy Collegiate Professor in Business Administration, University of Michigan  
Professor of Management and Organizations, University of Michigan's Ross School of Business  
PhD, University of Cincinnati  
MS, Brigham Young University

### IESE Barcelona

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### Dates and Venue

March 31-April 3, 2020  
IESE Barcelona  
Arnús i de Garí, 3-7  
08034 Barcelona, Spain

### Approximate Schedule

8 a.m. to 6 p.m.

### Free parking

### Online Application

[www.iese.edu/bpl](http://www.iese.edu/bpl)

### Application

General Fee: € 5,800  
IESE Members Fee: € 5,220

The fee includes academic materials and lunches. The program entails preparatory coursework, which is made available three weeks prior to the start date. Payment is required to access this material. Please consult our cancellation policy on the web. Places are limited and filled in strict order of registration.

# www.iese.edu



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