



Leading in the Digital Era

Offered by the HBS Leadership Initiative

Digital native or not, you can harness digital tools and data to build an agile, resilient, and sustainable **organization. Discover the new leadership model that is helping today's business leaders drive competitive advantage and growth.**

Dates: TBD

Location: TBD



“It was invaluable to hear the perceptions of such a wide range of executives from different cultures. I knew the content would be excellent, but the caliber of my fellow participants was every bit as impressive.”

Derrick Porter
CEO, Beauty Industry Group, U.S.

WHO SHOULD ATTEND

Senior executives or executive team members who have **significant management responsibilities in medium to large organizations**—both those with digitally driven business models and those with traditional business models. Ideal candidates include division heads, functional heads, or executives with P&L responsibility, especially those implementing company strategy or driving digital transformation.

THIS PROGRAM WILL HELP YOU TO

- Implement more collaborative decision-making approaches that empower others, bridging across generations, geographies, and functions
- Manage the rising expectations of employees, customers, partners, and other stakeholders
- Drive digital transformation in your organization
- Build and leverage ecosystems to foster innovation and resilience
- Foster a shared sense of purpose at all levels
- Boost your organization's ability to deliver customer value
- Expand your personal and professional network

WHAT YOU WILL LEARN

This innovative program is the result of extensive research—including round tables, interviews, and surveys—into how today's top companies are approaching digital transformation. Through faculty presentations, new cases, self-assessment tools, small group work, simulations, and immersive interactive learning experiences, you will discover and practice new leadership approaches that will help you build and lead a more digitally mature organization. Topics include:

- Understanding which aspects of leadership are changing in the digital era and why
- Discovering and fostering the characteristics of a digitally mature organization
- Building an intimate and dynamic understanding of the customer
- Creating a data culture and an organization that can make data-informed decisions at all levels
- Fostering continuous experimentation and learning
- Enabling collaboration, distributed decision-making, and co-creation
- Becoming a digital change agent and empowering other change agents in the organization
- Embedding responsible and ethical judgment into day-to-day business decisions



This program is part of the Digital Transformation Certificate (DTC). To earn this certificate, participants must complete three select topic-focused programs in 36 months.

DAY ONE	DAY TWO Today's Theme: Leading Digital Transformation	DAY THREE Today's Theme: Kickstarting Digital Transformation	DAY FOUR Today's Theme: Accelerating Digital Transformation	DAY FIVE Today's Theme: Leading with Data for Customer Intimacy	DAY SIX Today's Theme: What's Next?
8:00 AM–2:00 PM Program Check-In	7:00–8:50 AM Breakfast and Discussion Groups	7:00–8:50 AM Breakfast and Discussion Groups	7:00–8:50 AM Breakfast and Discussion Groups	7:00–8:50 AM Breakfast and Discussion Groups	7:00–8:50 AM Breakfast and Discussion Groups
	9:00–10:30 AM Aligning Strategy and Sales Part I	9:00–10:30 AM Building an Adaptive Culture	9:00–10:30 AM Next Generation Leadership	9:00–10:30 AM Aligning Strategy and Sales Part II	9:00–10:30 AM Rising to Leadership Responsibility
	10:30–11:00 AM Break	10:30–11:00 AM Break	10:30–11:00 AM Break	10:30–11:00 AM Break	10:30–11:00 AM Break
	11:00 AM–12:15 PM What is Digital Maturity?	11:00 AM–12:30 PM Organizational Purpose	11:00 AM–12:30 PM Building Key Capabilities for Innovation	11:00 AM–12:30 PM Aligning Strategy and Sales Part III	11:00 AM–12:30 PM Application Lab: The Call to Action
	12:30–2:00 PM Lunch	12:30–1:30 PM Lunch	12:30–1:30 PM Lunch	12:30–1:30 PM Lunch	12:30–1:00 PM Program Wrap-Up
	2:00–6:00 PM The Future of Digital Technologies	1:30–3:00 PM Executive Panel	1:30–2:50 PM Leveraging Data: Value of Data	1:30–3:30 PM Data Simulation	
		3:00–4:00 PM Fireside Chat with Guest Speaker	2:50–3:05 PM Break	3:30–4:00 PM Break	
4:00–4:15 PM Program Overview		4:30–6:30 PM Personal Leadership Journey Part I	3:05–4:25 PM Leveraging Data: Simulation Exercise	4:00–6:00 PM Personal Leadership Journey Part II	
4:15–5:30 PM Leadership Imperatives in the Digital Era Part I			4:25–4:40 PM Break		
5:30–7:00 PM Leadership Imperatives in the Digital Era Part II			4:40–6:00 PM Leveraging Ai: Simulation Debrief and Implications of Ai		
	6:00–6:30 PM Daily Wrap-Up		6:00–6:30 PM Daily Wrap-Up	6:00–6:30 PM Free Time	
7:00–8:30 PM Opening Reception and Dinner	6:30–8:00 PM Dinner	6:30–8:00 PM Dinner	6:30–8:00 PM Dinner	6:30–8:00 PM Closing Reception and Dinner	

CLASS GUIDE

- Classroom Sessions
- Discussion Groups
- Break / Meal

Please note: This sample schedule is intended to be representative of the program structure and content. Timing and session topics are illustrative and subject to change.

Your Learning Environment.

COLLABORATIVE LIVING GROUPS

At HBS, you will be placed with a carefully selected living group of peers whose members span industries, countries, and functions. This diversity of perspectives enriches your learning experience and expands your global network.



PREMIUM ACCOMMODATIONS AND AMENITIES

Modern, well-appointed living arrangements feature private bedrooms and bathrooms, spacious common areas, state-of-the-art technology, dining facilities, and a range of hotel-style amenities including housekeeping and dry cleaning.



PRIVATE FITNESS AND WELLNESS OFFERINGS

State-of-the-art fitness center features extensive fitness equipment; a walking/jogging track; basketball/racquetball/squash/tennis courts; a swimming pool; locker rooms with whirlpool/steam/sauna; fitness classes; personal trainers; nutritionists, and more.

HISTORIC AND CULTURAL HUB

HBS is located in the historic Boston-Cambridge area. Harvard Square is within walking distance, and you'll find a rich array of arts, music, sports, dining, shopping, and other recreational activities easily accessible from campus.





Connecting. Learning. The MIEE Experience.

Though it comes from within, transformation often requires a catalyst. And for many **business leaders, HBS Executive Education has been that catalyst. Here, you're fully immersed in a transformational living-learning experience, networking with executives from around the world, and engaging in programs led by experienced HBS faculty. It's a holistic experience that will enrich your career—and your life.**

ADMISSIONS

We admit candidates to specific sessions on a rolling, space available basis, and encourage you to apply as early as possible. Although most programs have no formal educational requirements, admission is a selective process based on your professional achievement and organizational responsibilities.

FOR MORE INFORMATION

www.exed.hbs.edu

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Program content, dates, schedule, fees, technology platforms, and faculty are subject to change.

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