The General Management Program (GMP) is a unique opportunity for already successful executives to accelerate their potential and conquer new challenges with knowledge gained through a Wharton education.

Throughout your experience, you will interact with many members of Wharton’s distinguished faculty and with executives from around the world. This exposure enhances the unique global perspective you will gain in the classroom, increasing your competitive advantage and extending your impact as a leader.

Featured Benefits:

Flexibility — You will create your personalized learning journey by choosing programs that align specifically with your professional objectives. We will personally assist you in evaluating and selecting the right programs.

Executive Coaching — You will be paired with a Wharton-trained executive coach who will advise you throughout your experience, helping you leverage your new knowledge for practical success and powerful impact within your organization.

Alumni Status — You will receive Wharton alumni status at the completion of your program and become a part of our 95,000-strong global alumni network. You will enjoy access to resources that facilitate both personal and professional growth through lifelong learning opportunities.
Experience & Impact

*GMP* is a unique opportunity to accelerate your impact and advance your career. You’ll return to your organization with stronger leadership skills, an enhanced global perspective on business and commerce, and an incredible network of peers from around the world.

BUILDING THE MOST EFFECTIVE LEADERS

A distinct advantage of Wharton’s *GMP* is its flexibility. Intended to be completed within a two-year span, the program requires *four core programs combined with two electives* to allow you to make the experience truly your own.

Each program is highly experiential and is taught by our world-class faculty, who bring a powerful global perspective to a multitude of real-world business challenges.

The overall structure of *GMP* is designed to build more effective business leaders. Through immersion into essential business-acumen disciplines, you’ll refresh and reinforce the core fundamentals—finance, strategy, marketing, and leadership—allowing you to truly expand your capacity for critical thinking and strategic decision making, while increasing your momentum toward success.

The step-up structure of each program allows you to build upon your knowledge base, adopting learning along the way and acquiring actionable tools and concepts you can immediately test and implement in your current role.

The end result will be powerful professional development, a global peer network, and the pride of having a Wharton education.

execed.wharton.upenn.edu
The **General Management Program** has been developed for business owners/entrepreneurs and senior business leaders whose professional success will be complemented by focused professional business development, and who recognize that a Wharton credential provides a powerful, competitive advantage in today’s global business world. Admission criteria include:

- At least 10 years of managerial experience
- Significant career achievement
- Leadership responsibilities

The Admissions Committee may request that applicants also submit a professional letter of recommendation as part of the admission process. If requested, this letter must be written by someone who can attest to your professional achievements and provide additional information about your professional objectives.
Executive Coaching

Executive coaching is a distinctive feature of the GMP experience. Deliberately designed and based on the latest management research, the coaching you’ll receive as a GMP participant will deepen your self-awareness and reveal where your leadership blind spots are. Expertly trained, highly experienced executive coaches, who use evidence-based techniques to promote leadership development, will find the most effective methods to motivate and inspire you. Their main objective? Helping you achieve the most impactful results in the shortest amount of time.

Coaching Structure
Immediately following your first leadership program, you will begin the coaching process. As a part of the coaching program, you will work with an executive coach for six sessions, over a six-month period, with each session building upon your previous learning.

Executive coaching starts with an assessment. Through this process, you will gain an increased self-awareness of your leadership skills. You will better understand your strengths as well as your key competency areas that need development.

Together, you and your coach will analyze your feedback data, as well as your professional work experience, current challenges, and career objectives. From there, your coach will help you develop a customized plan designed to advance your leadership skills and achieve your professional goals. Your coach will be your accountability partner in achieving successful development, helping you stay on track and measure your progress.

Key Takeaways
You will come away from the GMP executive-coaching experience with:

- An in-depth perspective on how your individual strengths and leadership style work within the culture of your company
- A customized plan of action that allows you to immediately deploy technical skills and customized approaches to provide maximum results within your organization
- Greater confidence to lead successfully in any challenge—knowing you now have the tools to constantly build upon your strengths
CUSTOMIZING YOUR LEARNING JOURNEY

**GMP** allows you to choose four core programs from our vast open-enrollment selection, along with two electives to further personalize your learning.

You may choose one program from each of the following functional business areas:

- Finance & Wealth Management
- Leadership
- Marketing & Sales
- Strategy & Innovation

Your two electives further personalize your experience. You’ll have the ability to carefully choose each program and customize your education to your exact career goals.

Because of this flexibility and design, you have the unique ability to customize your program to complement your experience, address your current challenges, and target your specific professional goals. And with a structured time frame of two years, **GMP** allows you to acquire, test, and implement various aspects of your learning over the course of the program.

To illustrate some possible learning journeys, we provide two examples of targeted approaches—each tailored for different, specific professional outcomes:

- A Focus on Business Essentials
- A Focus on Integrated Leadership
A FOCUS ON BUSINESS ESSENTIALS

This example program path focuses on providing a deeper understanding of the “core” business-acumen essentials—finance, strategy, leadership, and marketing—relevant to today’s rapidly changing business environment. Electives suggested below intend to complement core business essentials, enhancing strategic knowledge that is often critical for senior leaders. This path is ideal for senior executives whose business process is constantly affected by daily change.

### RECOMMENDED PROGRAM SELECTION

| FINANCE | Finance and Accounting for the Non-Financial Manager  
Allows non-financial business executives to become better users of financial information so they can be more strategic contributors to their organization. |
|---------|---------------------------------------------------------------------------------------------------|
| STRATEGY & INNOVATION | Creating and Implementing Strategy for Competitive Advantage  
Presents a comprehensive approach to strategy development that stresses the importance of tradeoffs and fit in achieving and sustaining a competitive advantage. |
| LEADERSHIP | The Leadership Edge: Strategies for the New Leader  
Provides insights into your decision-making processes to help you develop an authentic leadership style that is true to your personality. |
| MARKETING | Strategic Marketing for Competitive Advantage  
Distills the latest in marketing research, thinking, tools, and techniques to give you a strong foundation in the data-driven, fact-based science of marketing. |
| ELECTIVE | Executive Negotiation Workshop: Bargaining for Advantage®  
Identify and understand your own negotiation style and that of others to negotiate more effectively. Learn transformative techniques and acquire practical tools and frameworks that will improve your ability to negotiate both inside and outside your organization. |
| ELECTIVE | Creating and Leading High-Performing Teams  
A unique leadership program that combines the best insights from research and case studies, tested in the context of hands-on, experiential learning. |

### ACADEMIC DIRECTORS

| FINANCE | Richard Lambert, PhD  
Miller-Sherrerd Professor; Professor of Accounting |
| STRATEGY & INNOVATION | Nicolaj Siggelkow, PhD  
David M. Knott Professor; Professor of Management; Co-Director, Mack Institute for Innovation Management  
Harbir Singh, PhD  
Mack Professor of Management; Co-Director, Mack Institute for Innovation Management; Vice Dean for Global Initiatives |
| LEADERSHIP | Nancy Rothbard, PhD  
David Pottruck Professor; Chairperson, Management Department, The Wharton School |
| MARKETING | Jagmohan Raju, PhD  
Joseph J. Aresty Professor; Professor of Marketing; Vice Dean, Wharton Executive Education |
| ELECTIVE | G. Richard Shell, JD  
Thomas Gerrity Professor; Professor of Legal Studies and Business Ethics; Professor of Management; Chairperson, Legal Studies & Business Ethics Department |
| ELECTIVE | Jeff Klein  
Executive Director, McNulty Leadership Program; Lecturer, The Wharton School and the School of Social Policy and Practice, University of Pennsylvania |

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A FOCUS ON INTEGRATED LEADERSHIP

This example program path is designed to build upon a participant’s existing strengths and business expertise, while providing the integrated perspective necessary for increased leadership effectiveness across functions and teams. This path is ideal for senior executives who have a firm understanding of the essentials and require in-depth strategies to lead their organization through specific challenges.

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<tr>
<td>Wharton Finance for Executives</td>
<td>Michael Roberts, PhD</td>
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<td>Presents a comprehensive approach to strategy development designed to help leaders find synergies and value when looking at mergers and other strategic moves.</td>
<td>William H. Lawrence Professor, Professor of Finance</td>
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<td><strong>STRATEGY &amp; INNOVATION</strong></td>
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<td>Mastering Innovation From Idea to Value Creation</td>
<td>Christian Terwiesch, PhD</td>
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<td>Become the catalyst for company-wide change when you learn how to construct the architecture that drives innovation in an organization.</td>
<td>Andrew M. Heller Professor; Senior Fellow, Leonard Davis Institute for Health Economics; Co-Director, William and Phyllis Mack Institute for Innovation Management; Professor of Operations, Information and Decisions, The Wharton School</td>
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<td><strong>LEADERSHIP</strong></td>
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<td>The Leadership Journey: Reimagine Your Leadership</td>
<td>Karl Ulrich, ScD</td>
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<td>Takes your leadership skills to the next level by providing the real-world knowledge and decision-making skills crucial to the ongoing effectiveness of your leadership</td>
<td>CIBC Endowed Professor; Professor of Operations, Information and Decisions; Professor of Management; Vice Dean of Entrepreneurship and Innovation, The Wharton School</td>
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<td><strong>MARKETING</strong></td>
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<td>Digital Marketing Strategies for the Digital Economy</td>
<td>David Bell, PhD</td>
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<td>Understand and evaluate key aspects of digital marketing, including digital strategy and social media, to enable successful development and implementation of relevant and powerful digital marketing efforts.</td>
<td>Xinmei Zhang and Yongge Dai Professor; Professor of Marketing, The Wharton School</td>
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<td><strong>ELECTIVE</strong></td>
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<td>Effective Execution of Organizational Strategy</td>
<td>Nicolaj Siggelkow, PhD</td>
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<td>Explore the most important factors involved in implementation, including leadership, talent management, and organizational design. Learn a logical approach to execution that will help you overcome even the most challenging obstacles.</td>
<td>David M. Knott Professor; Professor of Management; Co-Director, Mack Institute for Innovation Management, The Wharton School</td>
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<td><strong>ELECTIVE</strong></td>
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<td>Strategic Persuasion Workshop: The Art and Science of Selling Ideas</td>
<td>G. Richard Shell, JD</td>
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<td>Assess your personal persuasion style, and apply what you learn to your current challenges. This program provides tools to help you advance your cause in the organization, identify and remove barriers to persuading others, and learn the “Art of Woo”—winning others over.</td>
<td>Thomas Gerrity Professor, Professor of Legal Studies and Business Ethics and Management; Chairperson, Legal Studies and Business Ethics Department</td>
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**Download Materials**

TO SCHEDULE A PERSONALIZED PROGRAM CONSULTATION PLEASE CONTACT:
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[WhartonGMP.com](http://www.whartonGMP.com)