GLOBAL STRATEGIC LEADERSHIP
Vigilant leaders scan the periphery to identify threats and pursue opportunities, making decisions in advance of their competitors. Wharton’s Global Strategic Leadership program will hone your strategic leadership capabilities, providing you with the tools to recognize and stay ahead of the economic forces shaping the global business landscape.

You will learn how to create a clear global business strategy for your organization, develop business growth strategies to align with that vision, and execute those international strategies to achieve your desired goals. Our program also provides you the guidance to transform your current international business strategy and vision into a compelling story that inspires your organization to deliver powerful, measurable results.

Joyce Lee
Executive Vice President, Area President, Zoetis, Inc., world’s largest producer of medicine and vaccinations for pets and livestock

“Wharton’s Global Strategic Leadership program helped me think through some of the dynamics of leading in both emerging and established countries. It was very relevant to my job since I’m responsible for both Canada and Latin America countries for Zoetis. Wharton shared a great example of what global automaker Ford went through when it produced the Ford Focus for the India market. I learned the importance of staying with your core but adapting to a global culture.”

Shelly Reinagel
Program Director, United Soybean Board

“My biggest takeaway from Global Strategic Leadership was learning about my position as a promoter and how to leverage this aspect of my personality for the benefit of my organization and building my own social capital.”

Featured Video
Executive Lisa Larson says Wharton Executive Education’s Global Strategic Leadership program has given her insight on how to build leadership capability for leading and serving customers across national and international boundaries.
Experience & Impact

Through *Global Strategic Leadership*, you will build your visionary capacity, advance your strategic agility, and become well versed in multinational execution, catapulting you ahead in your profession. You will:

- Increase your capacity to formulate and execute global strategy
- Acquire new ways to inspire peers and subordinates in your organization
- Build capabilities for leading and serving customers across national and international boundaries
- Generate counterintuitive ideas around changing geopolitical realities
- Engage in best-case/worst-case scenario planning to map out future situations that could affect your industry or organization
- Construct and communicate your own vision in a way that will be both authentic and engaging

Executives today need to know how to prime themselves to pick up early signals of change—in their business, in their industry, and in their geography. Only then can they begin to connect the dots. *Global Strategic Leadership* is designed to help you evaluate your current strategy, and provide you with the tools to create and implement new strategies.

Wharton faculty, led by Harbir Singh, co-director of the Mack Institute for Innovation Management, apply their latest strategic insights to help you broaden your perspective on how to make your organization more competitive.

Emphasizing the importance of strategic leadership in a global setting, this program presents a comprehensive approach to strategy development that stresses the importance of scenario planning for the future, enhancing your ability to develop and execute a global strategy. Scenario planning significantly increases the chances of developing a fuller picture of what the future might bring. This proven methodology requires open-mindedness, agility, and creativity—all qualities critical to growing your visionary abilities.

In sum, this program provides senior executives with well-tested tools and frameworks that will clarify and enhance their strategic thinking and ability to create and communicate a sustainable future vision for their company.
Participant Profile

This program is designed for highly accomplished senior executives who:

- Cross a variety of industry verticals and business disciplines
- Are regionally and culturally diverse
- Have included presidents, chief executive officers, and other senior executives
- Have also included entrepreneurs, media executives, and leaders of nonprofit organizations

To further leverage the value and impact of this program, we encourage companies to send cross-functional teams of executives to Wharton. We offer group enrollment benefits to companies sending four or more participants.
Harbir Singh, PhD
Academic Director
Mack Professor of Management; Co-Director, Mack Institute for Innovation Management; Vice Dean for Global Initiatives, The Wharton School

Harbir Singh has served as past chairperson of the Business Policy and Strategy Division of the Academy of Management, and as chairperson of Wharton’s Management Department. He has served on the editorial boards of several leading management journals. His research on the role of cultural distance in explaining the choice of entry mode by multinationals won the JIBS Decade Award, presented by the Journal of International Business Studies. He has also received the Strategic Management Society’s Award for Outstanding Research.

He is a Fellow of the Strategic Management Society, the premier professional body for research in strategy, and was named its dean in 2015. Professor Singh has taught extensively in Wharton’s multiple degree programs. He is on the Academic Advisory Board of the Indian School of Business, and has been a visiting professor at the London Business School and Bocconi University, Italy. He has worked with companies such as GlaxoSmithKline, Verizon, Cisco, and the Aditya Birla Group on issues relating to strategy, alliances, and acquisitions.
# Sample Program Schedule

## GLOBAL STRATEGIC LEADERSHIP

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<td>Leading with Emotional Intelligence</td>
<td>Leading Across Borders: Overcoming the Global, Cultural, and Communication Barriers</td>
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*SCHEDULE A CONSULTATION:*

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*Program start and end times are subject to change. Please DO NOT make travel arrangements based on this agenda.*