



Executive Leadership Program 2022





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Programme Overview

Innovative companies know that long term success depends on visionary leaders who can transform the future trajectory, securing a competitive edge in emerging markets. In a growing age of globalisation and technological development, the need for visionary leadership is cardinal.

The Oxford Institute Executive Leadership Summer School offers you the opportunity to unlock your leadership potential, align your outlook with visionary leaders, and overcome the challenges in an increasingly changing business environment.

Our **two-week executive** programme focuses on the challenges facing the next generation of business leaders and explores the most appropriate and practical solutions. It is an ideal opportunity to take a step back, consider the bigger picture, and begin to develop solutions that will be necessary for many decades to come.

Our program ensures that you are a leader, not an observer. Through case studies, lectures, and workshops you will gain the strength, tools and insight to solve your most challenging problems.

Key Dates and Fee

Dates: 31st July - 12th Aug 2022

Fee: £4,499 GBP

The fee covers airport transportation, accommodation, food and dining, excursions, tuition fee and study materials.

Program Format

This program will take place over the course of **two weeks at St Anne's College, University of Oxford.**

The training will be delivered in a mixed format of:

- Full-time on-campus workshops, case studies, and lecture series
- Extra-curricular activities such as debating at the prestigious Oxford Union, networking sessions with UK tech and business Hubs, visit of Oxford University incubator.

The training is delivered by the leading scholars and expert business entrepreneurs at the University of Oxford.



Who Should Attend

This program is for

- CEOs, Directors, top-ranking business officials
- Young entrepreneurs and managers
- Members of the executive committee
- Heads of business units
- Senior members of operating groups
- Policymakers in business development

Key Topics of Our Workshops and Lecture Series

1. Strategic Innovation [Lecture]

- Understand the role innovation plays as organisations evolve and leadership role change
- Explore the link of leadership renewal to organisational renewal
- Overcome the unique challenges of open innovation and digital transformation
- Explore the potential for delivering short term results while working towards long term innovation

2. Digital Leadership [Lecture]

- Learn how digitisation is disrupting the consumer landscape and how to capitalise on that disruption
- Explore marketing in the digital world and acquire a concrete view of key strategic drivers of digital transformation in your industry
- Understand E-business models and strategies
- Develop personal, actionable plans to address the innovation-based opportunities of your organization

3. Personal Leadership [workshop]

- Focus on self-awareness and emotional intelligence of an authentic leader
- Gain clarity about your values, motivations, and leadership purpose
- Participate in group discussion and learn how to deeply listen to peers.
- Empower and inspire others by exemplary leadership

4. Business in Emerging Markets and International Trade [workshop]

- Learn about emerging markets and accurately assess regional business environments and growth trajectories
- Explore ways to do business in emerging markets and understand the culture, expectations, and prioritise of customers in emerging markets
- Make competitive decisions that consider and address country differences
- Develop a better understanding of international trade and the ways to imbed international trade in your business

5. Advanced Entrepreneurship and understanding of behavioural economics [Lecture]

- Explore and understand the important features of advanced entrepreneurship through real-world case studies
- Reflect on your own and your business entrepreneurial potential
- Learn the behavioural economics that leads to a better decision
- Explore the links between entrepreneurship and behavioural economics

6. Effective Asset Management [Workshop]

- Explore innovative ways to evaluate and improve asset management practices
- Establish formal policies and plans: define a governance regime and identify staff responsibilities
- Maximise an asset portfolio value by learning how to develop effective asset management policies
- Understand the importance of maintaining leadership support

7. Navigate Corporate Responsibility and Ethics in the Modern World [Lecture]

- Understand the importance and need off corporate responsibility in the modern world.
- Successfully manage the challenges and trade-offs of meeting the complex demand of investors, customers, employees and society
- Clearly define the specific economics, legal, and ethical responsibilities you and your company have to investors, customers, employees and society
- Explore ways to leave green footprints to counter global warming challenges

8. Develop Negotiation Skills [workshop]

- Understand the importance of sound negotiations skills in business and personal life.
- Learn a negotiation framework that will help you analyse, prepare for, and execute negotiations more systematically and effectively
- Gain techniques for mitigating your weakness and leveraging your strengths
- Engage in negotiation tasks and receive feedback from your peers

Key Activities

At the Oxford Institute summer programme, you will be fully immersed in unique living and learning experiences with other top executives from the world. Besides taking part in dynamic lectures and workshops, you will be engaging in a range of mesmerising experiences that entails:

1. Debating experience at the prestigious Oxford Union where you would observe how leadership is nurtured at a place that educated 28 British Prime Ministers, 57 heads of state/Prime Ministers and 58 Nobel prize winners.



2. Dinning experience at historic dining halls at the University of Oxford.



3. Networking sessions, interaction with people in UK tech and business hubs.



4. **Visits to BMW** facility and Oxford University incubator
5. **Punting experience** in the English Countryside by floating in a wooden boat propelled by a punter using a steel pole in the river Cherwell
6. **Tours** of the historical Oxford city and deep secrets

About the Oxford Institute

The Oxford Institute is a not-for-profit organisation founded by academics and alumni from Oxford University. We are accredited by the British Accreditation Council as further education and short-course provider.

The Oxford Institute has successfully delivered a number of executive training programs for a number of organisations in the public, private and non-profit sectors. Our programs are designed and delivered by the world-leading experts associated with the University of Oxford. All of our programmes are conducted by world-renowned academics associated with the University of Oxford and provide a unique opportunity to our participants to broaden their horizons and have a world-class learning experience.



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