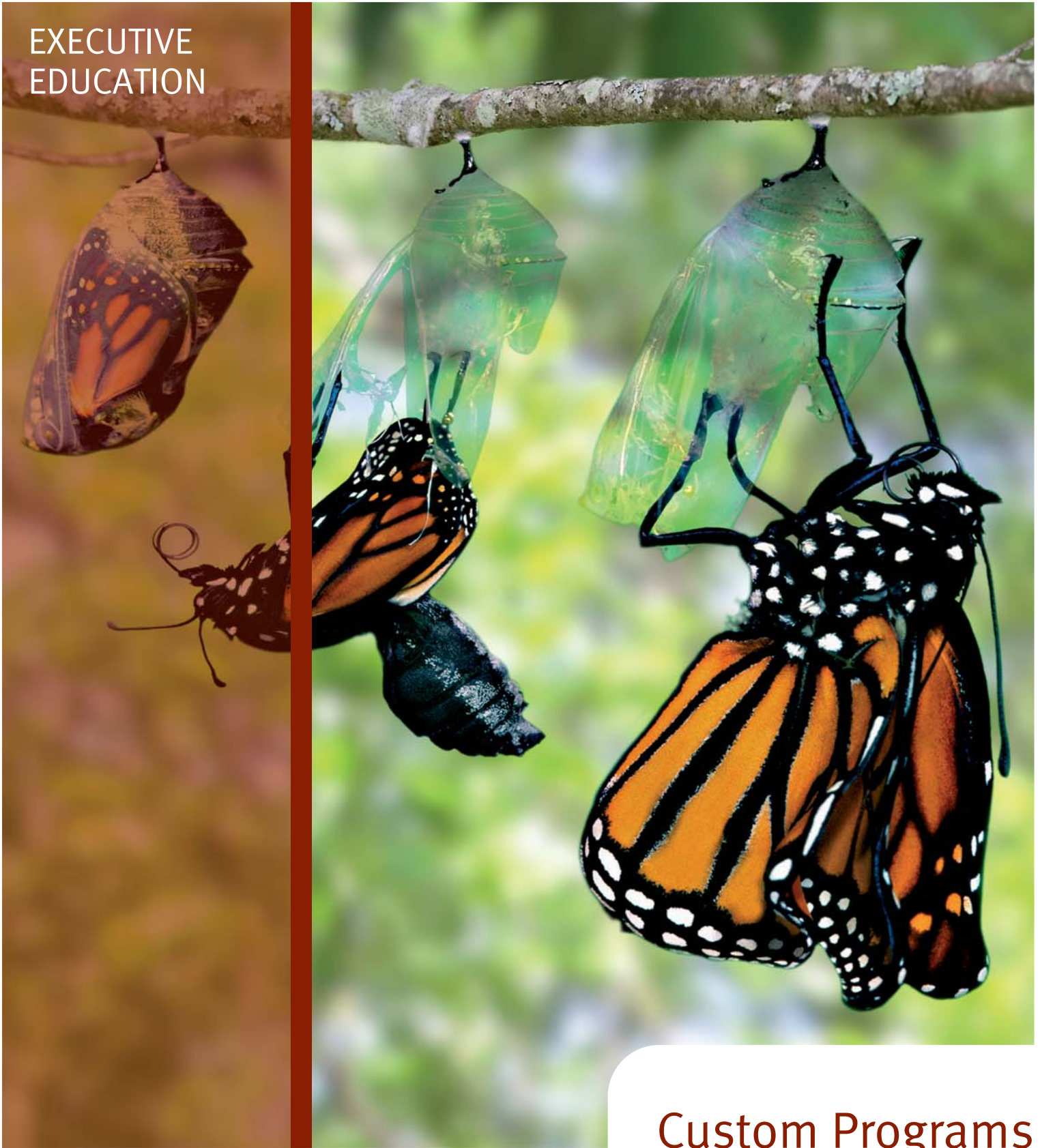


EXECUTIVE
EDUCATION



Custom Programs



Transformation is the only thing that comes as standard.

Every organization is different. Each has its own structure, culture and ambitions. And each faces unique opportunities, threats and challenges.

At IESE we believe that the only way to deliver truly effective Custom Programs is to make each one as individual as the organization it is created for.

Although our approach to each program we design is different, our intention remains the same for every one: to transform the mindset and behavior of attendees. And in doing so, to drive effective, immediate and lasting change for the organization.

We believe that our programs owe much of their success to the unique way in which we work.

Collaborative Approach

IESE's open, cooperative culture is one of our most defining and differentiating attributes.

Unsurprisingly, we believe that to ensure success, a strong, collaborative, co-creative partnership should be at the heart of every Custom Program. So from the very first stages of a project, we assemble a team, comprising faculty, staff and, most importantly, the client.

By working closely together and combining skills and expertise, the team gains a thorough understanding of the organization and its environment, provides a rigorous and insightful analysis of the underlying issues, and designs the program that best addresses them.

Bold Execution

IESE's history of innovation is a testament to the school's entrepreneurial mindset.

This audacious spirit is reflected in each of the Custom Programs we deliver. We recognize that achieving our goal of changing mindsets and behaviors requires truly bold execution.

Thus, our programs combine cutting-edge academic analysis with exciting experiential activities. They leverage environments that take attendees out of their comfort zones. And they facilitate the sharing of different perspectives through groundbreaking teaching methods and tailored social engagements.

As a result, our Custom Programs provide a powerful and deeply memorable experience: one that helps participants identify and overcome the issues that they and their organizations are facing.

Personal Attention

At IESE, we are committed to a people-first approach, and to an emphasis on helping participants fulfill their professional and personal potential.

Our Custom Programs reflect this commitment and are designed to make an enduring impact on the individual, as well as the organization. To do so, they challenge assumptions and preconceived notions. By "breaking the frame," they widen participants' perspectives and facilitate the reassessment of shared beliefs—a key to organizational renewal and breakthrough performance.