Global Executive MBA Sponsorship: Developing Talent in Your Organization
Global Executive MBA At A Glance

Duration: 16 months

Format: Modular, with seven 2-week residential sessions held in Barcelona, Madrid, Silicon Valley and Shanghai

Key Features: General management focus, global scope, leadership skills, personal development

Class Size: 40, offering the opportunity for a high level of interaction among a diverse pool of participants

Average Participant Age: 36

Percentage Women: 14%

Average Work Experience: 12 years

Countries Represented: 20

Industries Represented: 20

Job Titles of Recent Participants:
President, General Manager, Chief Financial Officer, First Deputy Chairman, Business Director, Sales Manager, Marketing Director, Managing Director, Consultant, Operations Manager, Purchasing Manager

The ISEE Global Executive MBA Program:
Why Sponsor a Participant?

Identifying and developing a strong management team is the key to a company’s success in today’s global business world. IESE’s Global Executive MBA program helps companies prepare high potential managers for positions of greater responsibility. It gives them a global vision of business, as well as the skills necessary for assuming more challenging leadership roles. Moreover, the innovative format limits time away from work, while offering direct exposure to the business landscapes of Europe, Asia and North America.

Christoph Breucker
Vice-President
COGNIS

“Albrecht Schwerin had a Ph.D. degree in chemical engineering and was running one of our plants at Cognis. We thought he needed more preparation for taking on high-level executive tasks within Cognis, so we decided to sponsor him in the Global Executive MBA program. It was a significant investment for us, but at Cognis we believe that our people are our most powerful asset. The general management focus and international character of the program have clearly strengthened his performance within our company.”
IESE Business School: One of Europe's Leading Business Schools

IESE Business School is consistently ranked among Europe’s leading business schools. With campuses in Barcelona and Madrid, IESE offers a wide range of programs for managers and executives, including the Global Executive MBA, which was launched in 2001. The school also offers the full-time MBA, Executive MBA, the Ph.D. in Management and various executive education programs.

Within a year of graduation, 70% of participants in the Global Executive MBA program have been promoted, reflecting the significant value that the program creates for organizations.

How Your Company Benefits

An emphasis on application is at the core of the Global Executive MBA. Right from the program’s start, participants focus on applying their newly-acquired skills and knowledge to their firms. This means that their companies benefit quickly and effectively from the program. Other main features include:

- Your company’s global vision will be enhanced, as the sponsored participant interacts with other experienced managers from around the world
- Participants gain key general management insights and a comprehensive view of business, strengthening your company’s management team
- A focus on personal development enables the sponsored participant to gain the confidence necessary for taking on new assignments and greater responsibility immediately
- Sponsored participants become an invaluable source of new experiences and innovative ideas
- New knowledge can be shared with team members through presentations, reports and brainstorming sessions, causing a ripple effect throughout the entire organization
- An emphasis on responsible leadership heightens integrity within your firm

Rupert Stadler
Member of the Board of Management for Finance and Organization
Audi AG

“At the time we decided to sponsor Joerg Astalosch, we looked into various leading Executive MBA programs worldwide. IESE was an ideal fit, offering the best program format and class set-up in comparison with other Executive MBA programs. Since completing the program, Joerg has taken on increasingly challenging responsibilities and moved from Volkswagen to Audi. His duty has been to foster change, introduce in-depth analysis and transparency in the business, implement structure within the finance area and build up a team. The task was and remains a very broad one. It includes dealing with different cultures where the environment and the competition has become even more difficult. The Global Executive MBA at IESE mirrored this situation and has clearly prepared Joerg. To keep all this very simple: The Global Executive MBA delivered a very good ROI for Joerg and Audi AG.”
Making the Decision

Sponsoring a Global Executive MBA participant – instead of hiring an MBA graduate from outside – is often an attractive option for companies, because it is cost and time effective. New hires require additional time to learn your business, while your company’s sponsored Global Executive MBA participant already has an in-depth understanding of your company’s needs, and is applying new knowledge to this base. He or she knows the strengths and weaknesses of your organization and can rapidly put new information to use, effectively contributing to your firm during the program.

Identifying the Right Candidate

Carefully identifying the right candidate is crucial for your company to benefit fully from the program. The typical profile of a successful Global Executive MBA participant is:

- A focused, motivated high-achiever with at least 7 years’ relevant work experience and a strong track record at an international level
- An articulate communicator willing to share ideas and expertise with other people from a diverse range of cultures, professions and industry sectors in a highly interactive environment
- An organized, committed individual who can balance the demands of work, study and personal responsibilities over an intense 16 months
- An analytical and strategic thinker, who is proficient in written and spoken English

“From an HR perspective, IESE’s Global Executive MBA has been very valuable to us in developing and retaining our people, by improving performance while grooming the talent we already have for new roles within the company.”

Wolfgang Fuster
Head, Global Assignments
Volkswagen Group
Ways to Sponsor an Employee

There are multiple ways that companies can sponsor an employee. All participants must submit a letter of support from their company, indicating that their employers will allow them the time needed to carry out the seven 2-week residential sessions. In addition companies can sponsor employees in the following ways:

- **Expenses**
  Companies can partially or completely finance the participant during the program. In some instances, the participant pays for travel and accommodation, while the company pays for tuition.

- **Time**
  Participants and companies make arrangements according to the needs of both parties. Some participants apply their vacation leave for part of the program’s residential modules, while the sponsoring company provides additional leave.

- **Workload**
  In lieu of financial support, some companies enter into specific agreements that allow the participant to carry out the program while he or she continues to work.

Retaining a MBA Graduate

A great majority of our participants choose to remain in their sponsoring companies after graduation. However, if the company is concerned with this issue, an agreement can be reached with the participant specifying that he or she will continue working for the company for an agreed amount of time following the program. Known as “length-of-service” or “forgivable loan” agreements, these usually include a payback schedule if the employee leaves, or a contract with the company for a number of years after graduation.

Sponsoring your best managers in the Global Executive MBA will help you retain top talent and bring new knowledge into the organization.

Gisli Gugmundsson
Chairman
B&L

“The results from Erna Gösladóttir’s studies at IESE went far beyond our expectations. She was able to apply what she learned immediately and many of the projects that she worked on during the program, she used also at work. During the program, Erna was appointed Managing Director of B&L and we can see that she is steering the company in the right direction. She also gained valuable skills, thanks to her participation in the Global Executive MBA, that allow her to see what it takes to succeed in the future.”
Getting the Most Out of Your Investment

From day one of the program, your executive will be working with your organization’s operations in mind. Moreover, there are a number of ways for firms to maximize the benefits of the program.

Tailor Assignments to Your Company Needs
By working closely with the participant, you can help him or her identify assignments within the program that will both stretch their capabilities and benefit your organization.

Stipulate and Regularly Review Objectives
Regular assessment and reevaluation of the objectives that the company and the participant identify are paramount for capitalizing on the program to the full.

Facilitate Concept and Tool Sharing
During and after completion of the program, your executive will become an important source of innovative ideas and new knowledge. You can utilize this resource by providing channels for transferring the participant’s knowledge to others in the organization.

Company Support On and Off Campus
By providing company support to the participant throughout the program, you will cultivate employee motivation and loyalty, while bringing new knowledge into your organization.

The IESE Advantage

Sponsoring an Executive MBA at IESE will give you and your company access to outstanding services and resources.

MBA recruitment
- Access a pool of around 420 MBA students from some 55 countries each year, post job openings and receive advice on recruitment strategy.
- Participate in the Career Forum, an event involving 40 of the world’s top corporations. It combines company presentations, a career fair and full-time position interviews.

Executive vacancies
Publish your company’s vacancies via IESE’s free on-line service http://www.iese.edu/en/Alumni, which communicates job offers to all members of the IESE Alumni Association.

Corporate internships
Take advantage of IESE’s corporate internships, an integral part of the IESE MBA program.

Expert information
Draw on IESE’s leading research reports and publications as well as the expertise of a world-class faculty active in consultancy to keep your organization abreast of the latest trends. These up-to-date information are accessible easily printed and on-line.
- International Economic Overview is a monthly publication offering a straightforward view of the world’s economic panorama.

IESE’s facilities
Make use of IESE’s world-class facilities in Madrid and Barcelona for off-site company meetings, team briefings, etc.

Elena Liquete
Program Director

“Companies today are increasingly utilizing Executive MBA programs as a means of retaining and developing talented executives. IESE’s Global Executive MBA is unique among such programs due to its general management focus, international character and modular format. The program allows you to groom the most important asset you have – your people. I invite you to contact me or a member of the Global Executive team to learn more about the program and its benefits.”
Supporting Companies

ABN Amro Bank
Accenture
Agilent Technologies Deutschland GMBH
Airbus
Almirall Prodesfarma, S.A.
American Express
American Nike
Apple Computer
Audi
B & L
Bank of America Investment Services
Barclay’s Capital
BASF
BBVA
BES Investimento, S.A.
BMW Group
BT Global Services
Caixa Catalunya
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Cirsa
Citigroup Corporate and Investment Bank
Cognis
Deloitte & Touche
Dragados Offshore
Ducati Motor Holding S.P.A.
Eismann
Elite Model
Farmaprojects S.A.
Ficosa International
Gallina Blanca Group
Japan Tobacco International
Johnson & Johnson
JP Morgan
Lilly France S.A.S.
Lloyds TSB Bank Plc.
Mattel Europe
McGraw-Hill Interamericana de España, S.A.U.
Novartis
Porsche A.G.
Telefónica Empresas
Tellabs, Inc
Terra
Transitions Optical
Unilever/Frigo
UPS Freight Services
Volkswagen

“I was a scientist with 11 years of work experience in pharmaceutical development and production. I had a clear need to develop my knowledge of business relevant topics such as finance, economics and cross-cultural management, with the goal of enhancing my and my group’s performance. I intensively learned and worked together with other participants from a variety of countries, which gave me excellent preparation for leading international project teams at Novartis. Consequently, after finalizing the program, I was promoted within my department.”