



# THE GENERAL MANAGEMENT PROGRAMME

## HOW TO AVOID IRRELEVANCE AND RESONATE PURPOSE IN TODAY'S WORLD?



### PROGRAMME OBJECTIVE

/How do we stay agile, motivated and effective when the speed, scope and scale of business are beyond our control?

The CEDEP GMP, an intellectual and inspirational whirlwind, helps to ask questions to develop the leadership population of tomorrow.

From the crazy fast world of digital to the surging African markets, passing by alignment and keeping up with sustainability, the new GMP has been built as a journey through which participants experience a different way of doing things. Not only will they learn and put into practice their learning in the GMP, but before even arriving at CEDEP, participants are asked to identify one of the core strategic issues they personally, or their business, is currently facing. This problem is then shared, discussed and elaborated upon during the programme with the member company sponsors and the CEDEP team who all work together to resolve the issue and move it forward (projects all remain strictly confidential). This process helps integrate

the learning and have more impact back in the office post programme.

Our job is to inspire, awaken and create an impact on participants - to get them asking the right questions about where they want to go in the future and how to react actively. Our human-sized campus makes the GMP impactful - the atmosphere is comfortable and quiet, finally giving participants the space and time to reflect - a rare privilege these days. GMP sessions and debates are based on the real existing cases of our participants and members which means the aim is concrete action and tangible answers.

The GMP doesn't stop once the participants leave CEDEP - it's only just beginning.



### WHO SHOULD ATTEND?

/The GMP is for high energy and high potential accomplished senior managers and executives. GMP participants seek to sharpen their business acumen and their ability to react to a complex business environment.

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## PROGRAMME CONTENT

### **/Welcome:**

- ☉ Heroes, Teams and Dynamics

### **Living with identity:**

- ☉ The World, its movements and trends...

### **The strategic soul:**

- ☉ Strategy, Sensitivity, Customer Insights,  
The Quest for Innovation

### **Moving towards essence:**

- ☉ Leadership, Unity, Corporate Culture...

### **Fully committed :**

- ☉ Leadership Inside, Mastering Complexity,  
Understanding Organisations

### **Achieving our goal:**

- ☉ Resource, Fluidity, Managing Operations,  
Getting it Done!

### **The journey is complete:**

- ☉ You conquered and you will relive it!



## CEDEP



/With nearly 50 years of experience, CEDEP is one of the only international executive education development clubs worldwide.

CEDEP brings together companies of diverse industries from all over the globe to share best practices, develop networks and work in the mutual interest of improving tomorrow's organisations. With over twenty members, CEDEP welcomes participants to both its traditional open enrolment programmes and customised company specific programmes.



### **/Programme Director**

#### **Wim Wuyts**

Wim is a GMP17 Alumnus, as well as the Programme Director of CEDEP's Tax Leadership Programme.

Wim is CEO at WTS Global. He has over 20 years of global experience, leading global tax organisations and heading up major corporate reorganisation programme.

Wim was previously Vice-President at Bekaert, a longstanding and founding member of CEDEP. Before joining Bekaert he worked for the Belgian Government, Arthur Andersen, Levi Strauss, Baxter and Agfa-Gevaert. He studied in Brussels (EHSAL/ICHEC) and Paris (Sorbonne/INSEAD). He is a frequently demanded speaker at conferences, business schools and leadership programmes.

He is the author of two books: TWEAK IT! and On a Journey.