

# OPEN ENROLMENT PROGRAMMES





CEDEP is an exclusive, executive education club, created and co-run by its member organisations where minds meet, grow and succeed together.

We are a unique, well-established close and collaborative learning community of like-minded international members from diverse and non-competitive industries. Our members understand the value of building long-term relationships, active participation, open exchange and leveraging our collective intelligence.

We are rooted in the real world and driven by the real-life challenges of our members. We go further and dive deeper than a traditional business school, which leads to innovative, highly relevant and actionable learning.

Our independence means we are free to bring faculty together from many of the world's top business schools and our extensive network of partners and facilitators to work with our members. We co-create bespoke and highly personalised programmes, are able to challenge conventions and inspire new empowering thinking from the inside out.

We are based in the Fontainebleau forest and share a campus and origins with INSEAD. We were created 50 years ago by pioneering entrepreneurs as the first membership organisation dedicated to executive education. We are now an independent club with over 20 international members such as L'Oreal, Renault and Tata Steel.

In an uncertain and fast-changing world we choose to work together to make the world a better place for us all.

We co-create highly-personalised company specific programmes and our long-standing open enrolment programmes focus on leadership development.

This is our OEP offering.



## **General Management Programme (GMP)**

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How to navigate in a complex world

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Create a strategy to make the organisation stronger  
& more competitive

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## **Achieving Managerial Excellence Programme (AME)**

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Create the right context for innovation & change

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Collaborate effectively across functions

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## **Mastering Business Excellence Programme (MBE)**

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Understand the full picture of the company

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Reinforce business fundamentals

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# Mastering Business Excellence Programme (MBE)

**Programme:**

10 days

**Location:**

France (Fontainebleau)  
Canada (Montreal)  
Poland (Krakow)  
China (Shanghai)

**Main objectives of the programme:**

Developing your organisational understanding and strengthening your foundations

The MBE gives a solid overview of general management principles in order to thrive in a cross-functional role:

- Understand the full, big, picture of the company
- Reinforce business fundamentals

Peer group learning approach with participants of a similar level of responsibilities and faculty from around the world.

**Description:**

Acquire functional tools to understand the company

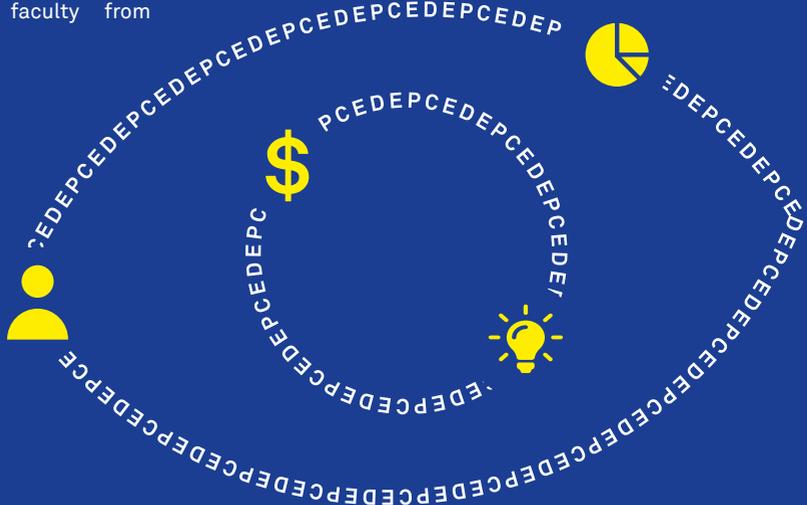
After gaining a common vision of the economic world, participants will acquire a strategy insight and then, see how to allocate resources and how to finance it. They will also learn how to negotiate and how to improve operations through role-play. At the end of the training, a marketing simulation will wrap-up all the competences acquired during the programme.

**Participant Profile:**

High potential young managers identified for expanded responsibility

**Programme Directors:**

France: Guido VERSWIJVEL  
Canada: Dominique JACQUET  
Poland: Dominique JACQUET  
Shanghai: Edward BUCKINGHAM







# Driving Transformation (DT)

**Programme:**

2 days

**Location:**

France (Fontainebleau)  
and internationally upon request

**Main objectives of the programme:** Unlock the organisation's transformation-learning to manage our collective mental ability.

DT equips managers and teams with the concepts and principles to:

- Challenge Mental Models - the set of assumptions we use to make sense of the world and what we need for decision-making;
- Act immediately and durably on their organisation's mental models;
- Have an impact on the transformation of their organisation.

**Programme Description:**

Transforming an organisation means transforming individual and collective Mental Models.

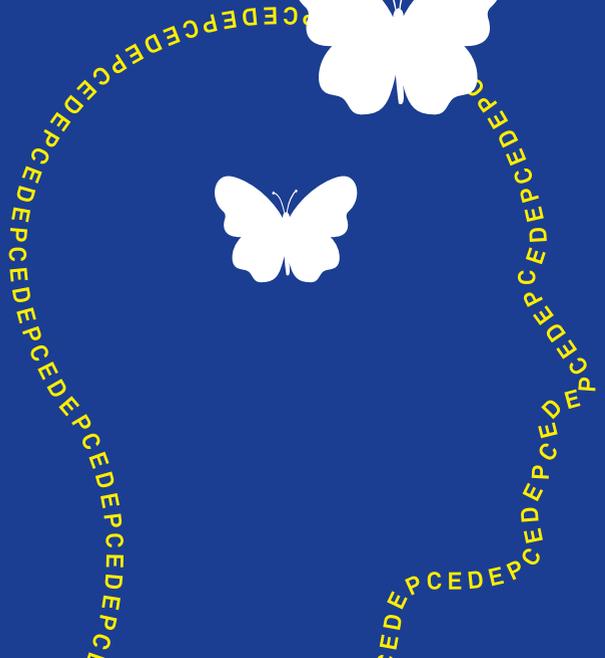
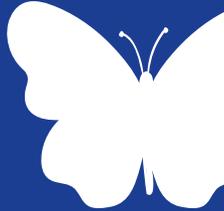
It is a real challenge due to the fact that these are mainly implicit. After learning about the key concepts, participants will practice to identify Mental Models and make them explicit. They will then apply these concepts to their real life situation, challenging their Mental Models and changing them. Once back in their organisation, participants will know how to become agents of change.

**Participant Profile:**

Drivers for transformation who can be ambassadors in their organisation: Senior Executive at VP level, Senior HR.

**Programme Directors:**

Béatrice ROUSSET  
Philippe SILBERZAHN



# Leadership & Safety Culture Programme (L&SC)

EXPERTISE  
PROGRAMME

## Programme:

4 days

## Location:

France (Fontainebleau) and internationally upon request Available in Company Specific Programme format

## Main objectives of the programme:

Change the mindset and take the ownership of the organisation's Safety Culture in order to create a positive culture for a high performing and resilient organisation.

- Lead forward with the right mindset
- Reduce workplace accidents & incidents
- Boost team motivation
- Enhance business productivity
- Protect the company reputation
- Create a culture of care

Peer group learning approach with participants from the HSE sector and faculty composed of global thought leaders possessing years of experience.

## Programme Description:

Acquire practical tools to create a high-performance culture of care in organisations.

Participants will be immersed in a new dimension of thought leadership that mixes cutting edge science and research with deep experience and practical application. They will create a healthier, more engaged and effective workforce, eliminate workplace accidents and boost their organisation's productivity.

They will also learn best practices from different industries and from real-life stories, returning to their organisations with the mindset, tools, techniques and leadership behaviours to have a positive, immediate and sustainable impact.

## Participant Profile:

Manufacturing and Operations Middle & Senior Managers

## Programme Director:

Andrew SHARMAN



# Accelerating Business Excellence Programme India (ABE)

REGIONAL PROGRAMME

A partner programme with the School of Inspired Leadership SOIL, India

## Programme:

9 days

## Location:

India (Gurgaon near New Delhi)

## Main objectives of the programme:

Deepening functional skills and enhancing soft skills for Business.

Increase the business skills and leadership capabilities of managers to prepare them for the next step in their career within the organisation.

Create the right context for collaboration using a peer group learning approach.

Gain deeper insights of the Indian context.

## Programme Description:

A unique journey from management to leadership.

Blended together, the themes provide participants with a holistic view of the corporation, both on the functional and behavioural aspects, within a global and regional context (India):

→ Participants will take an in-depth dive into matters like “What is value in the scenario?” (value chain and beyond), “how to navigate the modern organisation” (digital transformation, business analytics, design thinking), “excelling in core management disciplines” (finance, strategy and operations), and “how to become a role model and coach”.

→ The programme includes a visit to a start-up community to contrast classic versus emerging organisations.

The ABE is built around real-life individual project:

→ Participants will identify a valuable idea within their organisation that hasn't come to fruition yet and put directly into practice their learnings. It's not about making them generate new ideas, it is about them learning to create the right context, eliminate the barriers to innovation and change, get the buy-in from different stakeholders, and accompany their initiative to fruition.

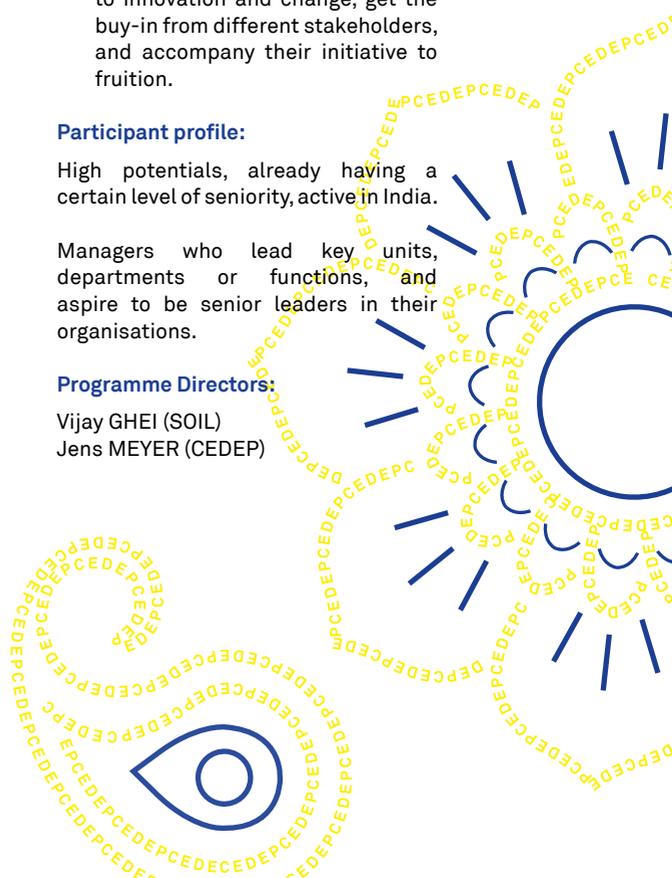
## Participant profile:

High potentials, already having a certain level of seniority, active in India.

Managers who lead key units, departments or functions, and aspire to be senior leaders in their organisations.

## Programme Directors:

Vijay GHEI (SOIL)  
Jens MEYER (CEDEP)



# Virtual Manager Development Programme: Facilitator-led sessions with Meta-LUCID

Meta-LUCID is one of CEDEP's Academic Partners. They develop leadership potential for managers, with a focus on Growth Mindset theory.

## Main objectives:

**Communication skills to create a high performance team.**

Developing critical and practical skills in order to hold skilful conversations, provide timely and effective feedback and coaching to optimise employee potential.

## Description:

- Prework with preparation activity and an optional standalone Growth Mindset module.
- A facilitator-led Virtual Series with coaching throughout the various steps of the programme (individual and group coaching).
- Each series adapted to the context of the company, using the technical requirements of the specific company (Zoom, Webex...).

## Format:

- 4-month period with 3 x 3-hour modules (with an optional further 4 modules).

In Module 1, participants will acquire skills to lead conversations connecting them to their employees to create better results.

In Module 2, they will develop appreciative and developmental feedback methods to fast track to reach objectives.

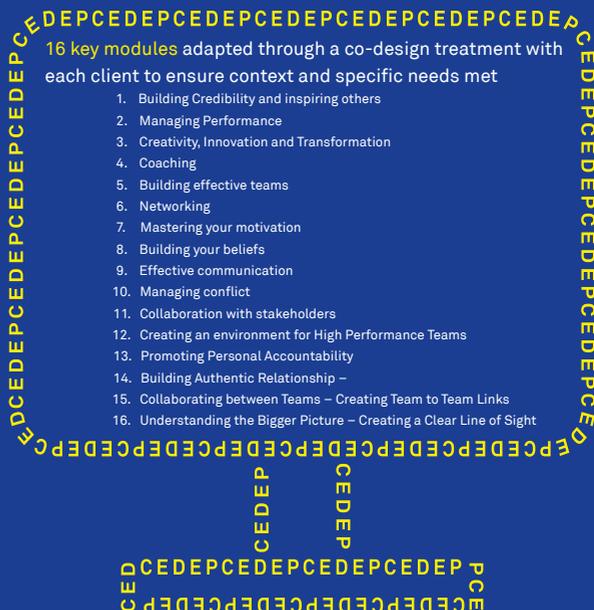
In Module 3, they will learn and apply a simple and effective coaching method, using the GROW process, leading to a higher team performance.

## Participant profile

First-line managers, supervisors and team leaders.

**16 key modules** adapted through a co-design treatment with each client to ensure context and specific needs met

1. Building Credibility and inspiring others
2. Managing Performance
3. Creativity, Innovation and Transformation
4. Coaching
5. Building effective teams
6. Networking
7. Mastering your motivation
8. Building your beliefs
9. Effective communication
10. Managing conflict
11. Collaboration with stakeholders
12. Creating an environment for High Performance Teams
13. Promoting Personal Accountability
14. Building Authentic Relationship –
15. Collaborating between Teams – Creating Team to Team Links
16. Understanding the Bigger Picture – Creating a Clear Line of Sight



# Online BOOC

The Online BOOC is a CEDEP hybrid learning tool, at the intersection between a BOOK and a MOOC, created by CEDEP's team of sociologists, philosophers, educators and corporate executives.

## Main objectives:

The BOOC was developed to help managers who struggle to operate smoothly and harmoniously in a tough corporate environment involving more and more processes, procedures, KPIs, and control mechanisms.

## Description:

The BOOC features a range of short impactful videos on the key learning points of major corporate themes: New World Management, Transformation, Innovation, Diversity, ...

In the Lost in Management BOOC, 5 key New-World Management topics are explored: Power and Hierarchy, Collaboration, Empowerment, Trust, Rules and Procedures. Other BOOCs are being developed around additional topics such as Transformation, Post Digital, Dealing with Uncertainty, ...

Stimulating and relevant, the BOOC is made by experienced learning professionals and management leaders. The contributors are selected in a network of business leaders, soft science researchers and executive education professors.

## Format:

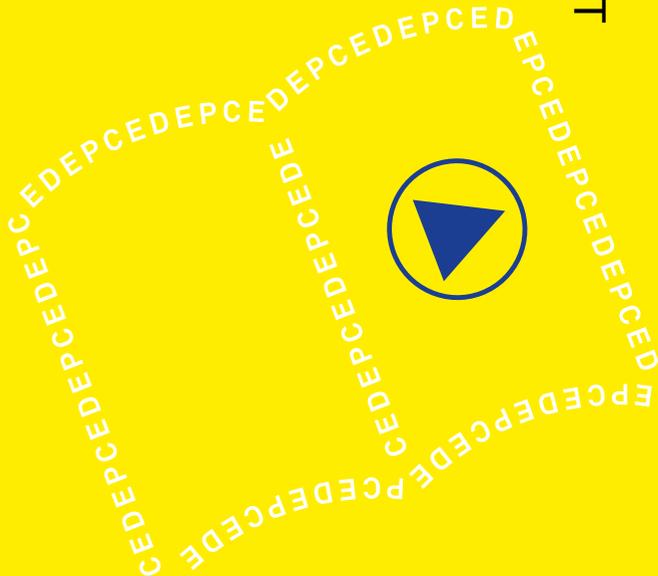
A BOOC features 60-90 minutes of short videos (max 5 minutes). These videos are focused on a particular theme and go straight to the point.

Used as Inter-Modular activity, pre-work or post work for our Open Enrolment Programmes, or our Company Specific Programmes, the BOOC has the flexibility to be read the way users need, creating their own learning path, in a non-linear way.

As simple as a book, with the connectivity of a MOOC, the BOOC is designed for use on smartphones, tablets, or computers offline.

## Participant profile:

Corporate managers, all levels



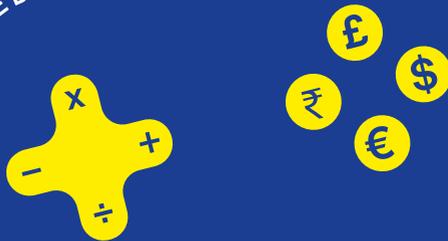
# On line Finance for Non-Financial Managers/ Blended learning

## Description & Format:

- Finance Tutorial: An introduction to Finance concepts, an online tool created by CEDEP's finance faculty designed for pre-programme use.
- Finance Serious Game: in collaboration with Abilitie, CEDEP offers a learning experience in which participants hone their business skills by running a virtual company and competing in a dynamic marketplace. The simulation is facilitated by a finance faculty. The tool can be integrated into a programme or delivered totally online.

## Participant profile:

Non-Financial Managers



## Contact us



For information or registration in our programmes please contact our Sales & Marketing Director, Muriel PAILLEUX.

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E [muriel.pailleux@cedep.fr](mailto:muriel.pailleux@cedep.fr)

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T + 33 1 64 69 43 85  
+ 33 7 85 45 63 18

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CEDEP  
Boulevard de Constance  
77 305 Fontainebleau  
France

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T + 33 1 64 69 44 44

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E [info@cedep.fr](mailto:info@cedep.fr)