



MASTERING BUSINESS EXCELLENCE

THE CEDEP MINI MBA



PROGRAMME OBJECTIVE

/Your global business would be nothing without your young talent. This population is crucial for your future and has infinite potential. CEDEP wants to help your talent fulfil their potential and go beyond themselves. The choices they make now and the people they choose to build their teams with will affect your organisation's future. Regional focus and development plus cross fertilisation is key for innovative business today. The MBE will take participants on a journey of self-discovery. They will gain practical advice and obtain useful tools to enhance their general business knowledge which will be valuable in their day to day business function.

The MBE provides the know-how and real life cases for participants to develop their mind-set and prepare for the next step of their organisation. On arrival, each participant presents their organisation to accelerate the learning and sharing process.

CEDEP believes in its member companies and in their future. By bringing members of our community together with leading CEDEP faculty from all over the world, we hope to share knowledge, best

practice, wisdom and experience to develop networks and work in the mutual interest to improve tomorrow's organisations.

This programme will immerse participants into a fast paced environment where they will go beyond their limits, learn to motivate teams and become better future managers for your organisations.



WHO SHOULD ATTEND?

/The MBE is designed for executives with functional management experience. In general, they have gained managerial experience on-the-job. They have been identified for expanded functional responsibilities and broader general management roles within 1 to 3 years or larger team management responsibilities. Participants are high-potential managers between the ages of 28-40 years old, representing a variety of nationalities, and typically do not have an MBA.

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PROGRAMME CONTENT

The Mastering Business Excellence (MBE) is a practical and regional management development programme for your junior/middle management talent. It will force participants to challenge themselves and stretch their thinking.

Currently held in Shanghai, China, in Montreal in association with HEC, Canada, in Krakow, Poland and in Fontainebleau, France, the MBE provides the tools to understand regional, operational and strategic needs, sharpen participant's management skills and methods to help execute their objectives. It is an enriching hands-on programme which covers the classic, hard, operational skills, including Finance and Accounting, Negotiation, Purchasing, Strategy and Marketing, amongst others, and encourages participants to innovate and broaden their mindset.

Participants will leave the programme with:

- A fundamental toolbox to look at the organisation from different functions
- The tools to sharpen their leadership skills and adjust their management methods to help execute their objectives
- The knowledge, skills and behaviours to understand, believe in and implement these learnings into their professional life
- The chance to reflect on making better choices, to fully appreciate the significance of personal contribution to value creation, and see how individual decisions impact business as a whole
- Real-world understanding and skills from the local region.



/Programme Directors

Guido Verswijvel

Guido is owner and Managing Director of Gucy, strategic partner for the ambitious and growth-oriented entrepreneur/enterprise. He addresses the major



strategic challenges that companies face from both Marketing and Finance angles. Gucy holds stakes in a number of small and medium sized Belgian Companies. Guido is Co-Founder and Board-Member of BAN Vlaanderen

(Business Angel Network in the region Flanders (Belgium) and of Finpower (financial consultancy for medium-sized businesses).

Cam Danielson & Pamela Fuhrmann

Cam is a partner at MESA Research Group and co-



founder and principal at Odyssey, Inc. His work focuses on assisting leaders and management teams to revision future direction and opportunity amid the turbulence of personal, organisational, and societal change.



Co-Founder and Principal at The Conscious Leadership Institute, Pam has much experience working with leaders from multinationals. She facilitates development exercises through leadership programmes, retreats and coaching in Europe, Asia and the Americas. Pam has a Ph.D. in Mythological Studies and Depth Psychology from Pacifica Graduate Institute.



Dominique Jacquet

Dominique is a CEDEP Fellow and Professor at the Ecole Nationale des Ponts et Chaussées, as well as a visiting scholar at INSEAD. He has held, amongst

others, positions as Treasurer of Rank, Xerox, France, then Administrative and Financial Director of Ferinel Industries. His areas of interest are: corporate financial policy and evaluation and control of high-tech projects and corporation.