

OWNER/ PRESIDENT MANAGEMENT



**HARVARD
BUSINESS SCHOOL**

Executive Education



Become an Entrepreneurial Leader

Transform bold ideas into breakthrough innovations. Lead and inspire organizational change. Drive operational excellence, profitability, and growth.

CHANGE YOUR LEADERSHIP GAME. BOOST YOUR ENTERPRISE VALUE.

As your company's chief strategist, you must constantly assess the strengths and weaknesses of your firm and address new competitive threats and opportunities. But building and sustaining a successful business also requires ongoing leadership growth. Delivered in three units that span 24 months over three calendar years, the Owner/President Management (OPM) program is a transformative learning experience that will change the game for you and your enterprise.

Each highly integrated unit empowers you to:

- Position your business for long-term competitive advantage
- Strengthen your decision-making and negotiation skills
- Analyze existing resources and build new capabilities
- Lead organizational change and drive profitable growth
- Navigate future business and personal transitions

IS OPM RIGHT FOR YOU?

The program is designed for business owners/founders who:

- Have at least 10 years of work experience
- Serve as chief executive officers, chief operating officers, presidents, managing directors, or executive directors of companies
- Are actively involved in the business and hold a significant equity stake in the firm

While the curriculum emphasizes entrepreneurial leadership, participants from venture-funded or long-established companies are also welcome to attend.

Delivering a Truly Global Experience

At Harvard Business School (HBS), you'll collaborate with a stellar group of business owners who span industries and countries—and engage with our world-renowned faculty, who in 2017 collectively researched and wrote over 360 case studies representing more than 55 countries.

 **155** ACCOMPLISHED PEERS

 **45** COUNTRIES REPRESENTED

 **50** INDUSTRIES REPRESENTED



ADVANCE YOUR ENTREPRENEURIAL GROWTH AND YOUR LEADERSHIP AGENDA.

Whether you're looking to broaden your global perspective, deepen your understanding of operations, or expand your go-to-market options, OPM can help you maximize your leadership impact. You will emerge with greater confidence, entrepreneurial tools, and leadership insights—prepared to reduce risk and uncertainty while driving high growth and profitability.

Key topics include:

- Understanding the key drivers of your business
- Capitalizing on disruptive innovation and rapid change
- Formulating optimal financing strategies that drive growth
- Identifying and exploiting local and international opportunities
- Building a rewarding and enduring network of global peers

Three Highly Integrated Units

Featuring three on-campus units, OPM will expand your entrepreneurial mindset—and prepare you for the challenges and opportunities ahead. Through faculty presentations, case studies, individual and group exercises, and industry guest speakers, you will focus on corporate growth, leadership expertise, and financial success. Self-assessment and one-on-one coaching sessions will help you balance your business objectives with your personal and professional goals.

Time between sessions is specifically structured for you to apply what you've learned back at your company, address specific needs, test new skills and insights, and reassess and improve your performance as a leader.

OUR FACULTY

OPM is developed and taught by a multidisciplinary team of HBS faculty who are skilled educators, groundbreaking researchers, and award-winning authors. Through board memberships, consulting, and field-based research, they address the complex challenges facing business leaders across the globe.

Lynda M. Applegate

**ENTREPRENEURIAL MANAGEMENT
AND GENERAL MANAGEMENT UNITS**

"The ability to interact with business owners from around the world provides a unique experience for the OPM participants and for the faculty who teach them."

Dennis Campbell

**ACCOUNTING AND MANAGEMENT
UNIT CHAIR**

"OPM provides an opportunity for the faculty to help and learn from a group that's positioned to make a positive impact on organizational culture, competitiveness, and performance."

Ramon Casadesus-Masanell

STRATEGY UNIT

"OPM participants are in charge of setting the strategy for their organizations. I can't think of another HBS Executive Education program with a larger proportion of strategists."

Frank V. Cespedes

ENTREPRENEURIAL MANAGEMENT UNIT

"Business value is created or destroyed in the market with customers. That's why sales is so important—for cash today, for growth tomorrow, and for strategy execution daily."

Boris Groysberg

ORGANIZATIONAL BEHAVIOR UNIT

"OPM's three-unit format enables me to develop deeper relationships and be more effective as a teacher. I can see how participants and their companies evolve over time."

Josh Lerner

ENTREPRENEURIAL MANAGEMENT
UNIT CHAIR; FINANCE UNIT

“The Finance module allows participants to collectively explore the best ways to undertake business transitions and address the related shifts in sources and structures of capital.”

Kevin P. Mohan

NEGOTIATION, ORGANIZATIONS
AND MARKETS UNIT

“Our participants are often great negotiators who revel in the chance to practice their skills, assess their own performance, and enhance their frameworks and toolkits.”



Hallmark HBS Case Method

Pioneered by HBS, the case method engages you in a dynamic and collaborative process of identifying relevant issues and applying practical business solutions to your own situation and organization.

Renowned Faculty and Industry Guest Speakers

HBS thought leaders share groundbreaking insights, practice-based experience, and proven frameworks, while distinguished industry leaders reveal how they overcame critical business challenges.

HBS Executive Coaching

Focused on accelerating individual and team growth, your professional coach will help you identify your leadership strengths and gaps through a 360-degree leadership and personal assessment with customized feedback. You will emerge with greater self-awareness, understanding, and confidence—and a reentry strategy for achieving your leadership goals.

The Powerful OPM Network

Build a rewarding and enduring network of global peers who share your entrepreneurial business challenges but reflect a diversity of industries, companies, functions, countries—and insights.

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“It’s humbling to see the group extract insights that no person could identify alone—and empowering to know that these leaders will make a positive difference in their organizations.”

Ananth Raman

Faculty Chair, OPM, Technology and
Operations Management Unit

THE SEQUENCE

Each three-week, on-campus unit focuses on the essential business fundamentals, emerging best practices, and areas of special interest to top business owners and entrepreneurs. The time between units is deliberately structured for you to test new ideas at work, get feedback from your colleagues, analyze the results online with faculty and peers, and return to campus ready to learn more.

Unit 1

Analyzing and Pursuing Opportunities (3 weeks)

- Expand the frameworks and approaches for analyzing your current business
- Identify opportunities and threats and then develop a plan to address them
- Assess your leadership style and your organization's ability to implement your plan

Control: Measure economic performance, improve resource allocation, implement strategy, and build performance accountability

Entrepreneurship: Use business analytics to turn a viable opportunity into a focused strategy while reducing uncertainty and risk

Finance: Analyze the financial strength of your business and your competitors, and use financial systems to support your strategy

Unit 2

Leading Growth and Transformation (3 weeks)

- Understand the analytical and leadership capabilities needed to drive growth
- Develop a plan for leading transformational change and sustaining profitability
- Assess the leadership, organizational, and governance capabilities needed during expansion

Global Markets: Recognize the opportunities and challenges of doing business across borders by analyzing country context and risk

Leadership: Evaluate your firm's strategic positioning and ability to create and extract value, while managing performance

Marketing: Identify market opportunities that create value and build go-to-market programs that attract and retain customers

Negotiations: Audit your negotiation strengths and weaknesses, test new skills in simulations, and build practical frameworks

Unit 3

Planning Future Transitions (3 weeks)

- Develop your business strategy going forward and a game plan for executing it
- Identify future business and personal transitions and navigate them strategically
- Balance your business objectives with your personal and professional goals

Operations and Technology: Leverage operational capabilities to address current challenges and spot new opportunities

Sales: Optimize the sales function and create an efficient and effective sales strategy to maximize return on investment

Strategy: Secure a competitive edge by building a viable business strategy that addresses short-range and long-term goals

OPM@Work: Putting the Pieces Together: Three intensive units prepare you to lead growth, drive transformation, and manage key transitions in your business and career.



“The classes are wonderful but only about half of the takeaways that I get are from them. The other half really are from the conversations that stem from the cases or even over a meal with your fellow classmates.”

Jen Behm

Vice Chairwoman and Owner, Projects Unlimited, U.S.



LIVING AND LEARNING AT HBS.

When you participate in an Executive Education program on the HBS campus, you enter an immersive experience where every aspect of the learning model has been carefully designed to facilitate your growth. Your learning will take place on your own, in your living group, and in the larger classroom, driven by the renowned HBS case method.

Diverse Living Groups

Eight bedrooms—each with a private bath and personal computer/TV—are situated suite style around a common living area. HBS carefully selects living group members who span industries, countries, and functions. This diversity of perspectives not only enriches your learning experience, but also expands your global network.

Cutting-Edge Classrooms

Our signature classrooms are designed to engage participants in a dynamic exchange with HBS faculty and senior executives who represent diverse companies across the globe.

Private Fitness and Wellness Offerings

Exercise your options at Shad Hall:

- Indoor walking/jogging track
- Basketball/racquetball/squash courts
- Outdoor tennis courts and indoor table tennis
- Class studios
- Extensive fitness equipment
- Mindfulness
- Swimming pool
- Locker rooms with whirlpool, steam, and sauna

Historic and Cultural Hub

HBS is located in the historic Boston-Cambridge area. Harvard Square is within walking distance, and a rich array of arts, music, sports, dining, shopping, and other activities are easily accessible from campus.

Alumni Status and Lifelong Learning

Upon completing OPM, you will become a lifetime member of the HBS alumni community—and gain exclusive access to our vast global alumni network and an array of resources that facilitate lifelong learning, growth, and success.



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FOR MORE INFORMATION

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www.exed.hbs.edu/brochure/opm

DATES & PROGRAM FEES

MAY 2019 SESSION

Program Fee: \$44,000 (per unit)

Unit 1: 12–31 MAY 2019

Unit 2: FEB 2020

Unit 3: MAR 2021

SEP 2019 SESSION

Program Fee: \$44,000 (per unit)

Unit 1: 08–27 SEP 2019

Unit 2: SEP 2020

Unit 3: NOV 2021

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