



Online  
Programs

# IMD ONLINE PROGRAMS

## GET IMD CERTIFICATION FOR KEY BUSINESS SKILLS

For executives who want to get ahead in business but need more flexibility to learn, IMD offers an extensive portfolio of immersive Online Programs. All Online Programs include personalized coaching and are structured around today's key business challenges.

- Get the latest business insights
- Connect with like-minded executives
- Work on concrete projects and case studies

- Implement your learning directly back at work
- Interact with your professional executive coach to reach your learning objectives

**APPLY ONLINE:**  
[www.imd.org/online](http://www.imd.org/online)

**CONTACT US:**  
[moreinfo@imd.org](mailto:moreinfo@imd.org)

### Leadership Essentials

**Build essential leadership competencies and become a better leader:**

- Understand where your power comes from and how to influence and persuade others
- Be a more effective leader through understanding how to manage others
- Enhance the creativity and innovation of your teams
- Know yourself and identify the values that guide your life

🕒 5 weeks

[imd.org/LE](http://imd.org/LE)



### Inspirational Leadership

**Discover which leadership skills will bring you personal and team success:**

- Get to know your leadership styles, strengths and weaknesses
- Build the strong team bonds you need to become a more successful leader
- Manage conflict and clear away obstacles to facilitate teamwork
- Develop resilience so that you can achieve your long-term goals

🕒 8 weeks

[imd.org/IL](http://imd.org/IL)

### Changing Employee Behavior

**Get the latest insights and tools for behavior change:**

- Understand what really motivates your employees
- Discover how behavioral change improves individual performance and can transform companies
- Embed a culture of self-development, motivation and positivity at every level
- Learn practical techniques you can use daily

🕒 8 weeks

[imd.org/CEB](http://imd.org/CEB)

### Crisis Management

NEW

**Anticipate turbulence, lead in uncertainty, and restore confidence:**

- Discover how to leverage social capital and agile team structures to manage a crisis
- Understand your own cognitive biases and how best to address them
- Learn how to communicate effectively in a crisis and increase trust with your stakeholders
- Create a Crisis Response plan for your organization

🕒 4 weeks

[imd.org/CM](http://imd.org/CM)

### Strategic Thinking

**Define the right steps to build your winning strategy:**

- Make a habit of thinking strategically
- Evaluate how internal and external forces might affect your strategic moves
- Identify opportunities to improve your top and bottom line
- Design a strategic roadmap and 60-day action plan for your business

🕒 8 weeks

[imd.org/ST](http://imd.org/ST)

### Strategy Execution

**Learn the simple strategic planning steps for success:**

- Make the right project choices from the start
- Foster a culture of shared ambition to engage everyone in your initiative
- Create a water-tight execution plan
- Pilot your initiative to success, and learn skills to accurately assess a project's impact

🕒 8 weeks

[imd.org/SE](http://imd.org/SE)

### Strategic Partnerships

**Discover how strategic partnerships can boost your business:**

- Transform your strategic partnerships into a competitive advantage
- Get more out of existing alliances
- Structure and implement future joint-ventures more effectively
- Steer your portfolio of partnerships for maximum impact

🕒 8 weeks

[imd.org/SP](http://imd.org/SP)

## Business Growth Strategies

NEW

### Capitalize on new market opportunities:

- Ensure innovation projects build new knowledge
- Explore discovery-driven planning and testing
- Discover the potential of A.I. and smart machines
- Develop an action plan for implementation

🕒 5 weeks

[imd.org/BGS](https://imd.org/BGS)


## Complex Problem Solving

NEW

### Develop your own decision-making process:

- Frame the problem-solving process
- Identify alternative solutions
- Engage and convince key stakeholders
- Decide on the on-balance best solution

🕒 5 weeks

[imd.org/CPS](https://imd.org/CPS)

## Digital Disruption

### Respond to digital disruption and turn it into an opportunity:

- Drive disruption in your industry, don't drown in it
- Identify changes in the business environment and take advantage of them
- Analyze and overcome obstacles to rapid execution
- Create a successful digital transformation plan for your organization

🕒 8 weeks

[imd.org/DD](https://imd.org/DD)

## Marketing Strategy in the Digital Age

NEW

### Recreate customer value through digital:

- Learn how the marketing landscape is changing and what role digital is playing
- Explore how to recreate value through transforming products, markets, and customer experience
- Become familiar with outside-in and inside-out marketing activities to understand and engage customers
- Discover the basics of customer centricity

🕒 8 weeks

[imd.org/MSDA](https://imd.org/MSDA)

## Internet of Things for Business

NEW

### Become familiar with the IoT fundamentals:

- Develop IoT strategies to transform your company
- Create IoT solutions through design thinking
- Get hands-on experience with fast prototyping & testing
- Manage the adoption of your solution

🕒 5 weeks

[imd.org/IOT](https://imd.org/IOT)

## Business Analytics for Leaders

### Master digital analytics as a catalyst for business innovation:

- Learn how big data can give you and your company a strategic advantage
- Discover the various sources of data, both within and outside your organization
- Understand the different types of analytics and which is best suited to your needs
- Investigate the different levels of data analytics maturity

🕒 8 weeks

[imd.org/BAL](https://imd.org/BAL)

## Disruptive Innovation

### Nurture innovation in your organization with smart strategies and a creative mindset:

- Supercharge your creative thinking skills
- Plan strategically to make sure your best ideas are implemented successfully
- Boost the chances of making your innovations stick
- Learn how to foster innovation in others

🕒 5 weeks

[imd.org/DI](https://imd.org/DI)

## Lean Intrapreneurship

### Build business agility by leveraging the power of the intrapreneur:

- Foster the agility and adaptability to thrive amidst disruptive forces
- Create an "intrapreneurial ecosystem" to nurture team creativity and innovation
- Build team-wide understanding of the disruptive forces facing your organization
- Develop concrete, innovative projects and viable business opportunities for your organization

🕒 10 weeks

[imd.org/LI](https://imd.org/LI)

## Business Finance

### Make your business and career thrive with a solid foundation in finance:

- Understand the key concepts that underpin accounting
- Assess risk and investment opportunities accurately
- Discover better ways to mitigate risk when structuring capital projects
- Improve your organization's operational and financial performance

🕒 5 weeks

[imd.org/BF](https://imd.org/BF)


## Marketing Management

**Win, serve, and retain your customers with cutting-edge marketing techniques:**

- Employ data and insights to calculate your customer life-cycle value
- Use evidence-based analysis to make better team decisions
- Learn how to co-create value with your customers and capture it
- Create a value-based action plan ready to deploy in your business

🕒 5 weeks

[imd.org/MM](http://imd.org/MM)

## Winning Sustainability Strategies

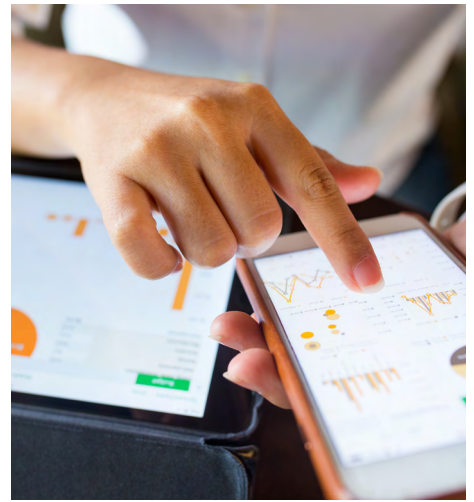
NEW

**Learn how to embed sustainability into the core of your business:**

- Evaluate your own company performance via the sustainability score sheet
- Understand Environmental, Social, and Governance (ESG) “materiality”
- Explore circular economy models and possibilities to create value within your context
- Create a complete plan to implement your sustainability strategy for lasting change

🕒 5 weeks

[imd.org/WSS](http://imd.org/WSS)



Organizations are invited to customize the online learning experience for their employees.

Contact us for more information.

**By completing an IMD Online Program, you get IMD certification**

These programs are:

- 5-8 weeks of study, 4-6 hours per week with a flexible schedule
- Offered 1-4 times a year depending on the program
- Suitable for executives with min 5-8 years of experience, depending on the program

**Real Learning  
Real Impact**



Online  
Program

**Apply online:**  
[www.imd.org/online](http://www.imd.org/online)

**Contact us:**  
[moreinfo@imd.org](mailto:moreinfo@imd.org)  
or call +41 21 618 07 00

	Program	Start dates	Application deadlines	Length	Fee
Leadership	<b>LEADERSHIP ESSENTIALS</b>	22 February 2021 17 May 2021 30 August 2021 8 November 2021	11 February 2021 6 May 2021 19 August 2021 28 October 2021	<b>5 weeks</b>	CHF 1'950
	<b>INSPIRATIONAL LEADERSHIP</b>	8 February 2021 3 May 2021 23 August 2021 25 October 2021	11 January 2021 5 April 2021 26 July 2021 27 September 2021	<b>8 weeks</b>	CHF 2'950
	<b>CHANGING EMPLOYEE BEHAVIOR</b>	8 February 2021 3 May 2021 13 September 2021	28 January 2021 22 April 2021 2 September 2021	<b>8 weeks</b>	CHF 2'950
	<b>CRISIS MANAGEMENT</b>	22 March 2021	11 March 2021	<b>4 weeks</b>	CHF 1'490
Strategy	<b>STRATEGIC THINKING</b>	8 February 2021 3 May 2021 11 October 2021	28 January 2021 22 April 2021 30 September 2021	<b>8 weeks</b>	CHF 2'950
	<b>STRATEGY EXECUTION</b>	8 February 2021 19 April 2021 11 October 2021	28 January 2021 8 April 2021 30 September 2021	<b>8 weeks</b>	CHF 2'950
	<b>STRATEGIC PARTNERSHIPS</b>	17 May 2021 30 August 2021	6 May 2021 19 August 2021	<b>8 weeks</b>	CHF 2'950
	<b>BUSINESS GROWTH STRATEGIES</b>	22 February 2021 27 September 2021	11 February 2021 16 September 2021	<b>5 weeks</b>	CHF 1'950
	<b>COMPLEX PROBLEM SOLVING</b>	19 April 2021 13 September 2021	8 April 2021 2 September 2021	<b>5 weeks</b>	CHF 1'950

Program	Start dates	Application deadlines	Length	Fee
<b>DIGITAL DISRUPTION</b>	25 January 2021 19 April 2021 23 August 2021 25 October 2021	14 January 2021 8 April 2021 12 August 2021 14 October 2021	<b>8 weeks</b>	CHF 2'950
<b>MARKETING STRATEGY IN THE DIGITAL AGE</b>	22 February 2021 17 May 2021 27 September 2021	11 February 2021 6 May 2021 16 September 2021	<b>8 weeks</b>	CHF 2'950
<b>INTERNET OF THINGS FOR BUSINESS</b>	3 May 2021 13 September 2021	22 April 2021 2 September 2021	<b>5 weeks</b>	CHF 1'950
<b>BUSINESS ANALYTICS FOR LEADERS</b>	8 February 2021 30 August 2021	28 January 2021 19 August 2021	<b>8 weeks</b>	CHF 2'950
<b>DISRUPTIVE INNOVATION</b>	22 March 2021 25 October 2021	11 March 2021 14 October 2021	<b>5 weeks</b>	CHF 1'950
<b>LEAN INTRA-PRENEURSHIP</b>	Designed and delivered for teams. For more information, <a href="#">contact our team</a> .			

<b>BUSINESS FINANCE</b>	19 April 2021 27 September 2021	8 April 2021 16 September 2021	<b>5 weeks</b>	CHF 1'950
<b>MARKETING MANAGEMENT</b>	31 May 2021	20 May 2021	<b>5 weeks</b>	CHF 1'950
<b>WINNING SUSTAINABILITY STRATEGIES</b>	22 February 2021 3 May 2021 27 September 2021	11 February 2021 22 April 2021 16 September 2021	<b>5 weeks</b>	CHF 1'950