



Wharton
Aresty Institute of Executive Education
UNIVERSITY of PENNSYLVANIA

**EXECUTIVE
EDUCATION**

Advanced Management Program

LEADERSHIP BY DESIGN



Strong, effective leadership happens by design.



It's time to take that next, transformative step to accelerate the trajectory of your career and your organization. Competition in and around the C-suite is fierce. Getting to the top takes firm intention and a dedicated plan. What you need is to immerse yourself in an intellectually rigorous environment where business acumen, financial strategy, innovation capability, and value creation are front and center. Understand how you can influence others and effect real and sometimes disruptive change. This is how you claim your stake. This is leadership by design.

This is the Wharton Advanced Management Program.

“AMP is a program that’s fully designed for people who are heading for the corner office, for people who are in positions of significant responsibility. AMP is rooted in research and thinking about how people learn to lead.”

—MICHAEL USEEM, PHD
Faculty Chair, Advanced Management Program
Professor of Management, The Wharton School

Advanced Management Program

Designed for **RIGOR**

Sharpen your business acumen p. 4

Designed to **CHALLENGE**

Test your leadership through experiential learning p. 6

Designed for **SELF-AWARENESS**

Gain perspective from your executive coach p. 8

Designed for **CONNECTION**

Become part of a global network of peers p. 10

Designed for **TRANSFORMATION**

Take a quantum leap in leadership strengths p. 12

Amplifying Leadership Potential Since 1988

Senior executives choose the Wharton *Advanced Management Program (AMP)* to amplify their business acumen and hone their leadership capabilities. Over five weeks, a select cohort of about 55 executives are immersed in a rigorous, experiential, transformative program that becomes a defining moment in their personal and professional lives. They learn within an optimal environment, working side-by-side with colleagues across industries, developing a global and lifelong network of peers.

AMP is led by expert Wharton faculty who bring extensive business knowledge, research, and proficiency to bear on all aspects of the program. Delivered in partnership with the **McNulty Leadership Program** at Wharton, AMP blends coursework, coaching, and experiential learning to develop visionary leadership capabilities in individuals. AMP provides the foundation from which senior executives can reach the next level of achievement and success.

The Wharton AMP Difference

An immersive and transformative experience

STRENGTHEN THE LEADER WITHIN

Wharton's AMP is an intellectually rigorous program for senior executives who are already successful leaders. By taking this next step, you will:

Sharpen critical thinking skills and further leadership capabilities

Gain insights and knowledge to make an immediate impact back at the office

Learn to authentically lead and inspire higher levels of performance

Understand how to create greater value for shareholders and stakeholders

Become better able to persuade, influence, and negotiate expertly



“The world is changing. I felt it was time to step up in terms of my role in my country, which is Nigeria, and in terms of really playing a specific, significant, and impactful role in leading change in an era where Africa, as a continent, is rising.”

—NDIDI NNOLI-EDOZIEN (AMP 2016)
Founder/Chair, Growing Businesses Foundation, Nigeria

Think Critically and Manage Uncertainty

The AMP curriculum is distinguished by a rigor and emphasis on senior leadership not found in other programs. Core faculty members lead classroom sessions that provide the latest knowledge and tools for management, marketing, finance, strategy, and organizational dynamics. Their daily presence and observations give you tremendous access to expert thinking, as they share insights into the connections between classroom experiences and real-world business scenarios.

Challenge Mental Models

More than business acumen, AMP delivers unique opportunities to strengthen individual talents by challenging preconceived limits and mental models. Skills are forged in ways that demand critical thinking, decision making, and high-performance teamwork.

- **Executive coaching**, individually and in teams, accelerates learning and personal growth, with coaching sessions extending beyond the program's conclusion.
- **Executive conversations** provide valuable insights, as current and former CEOs of globally recognized companies share their experiences in intimate, informal dialogues.
- **Experiential opportunities** such as rowing, filmmaking, and other dynamic group activities help you to internalize and apply ideas of leadership.

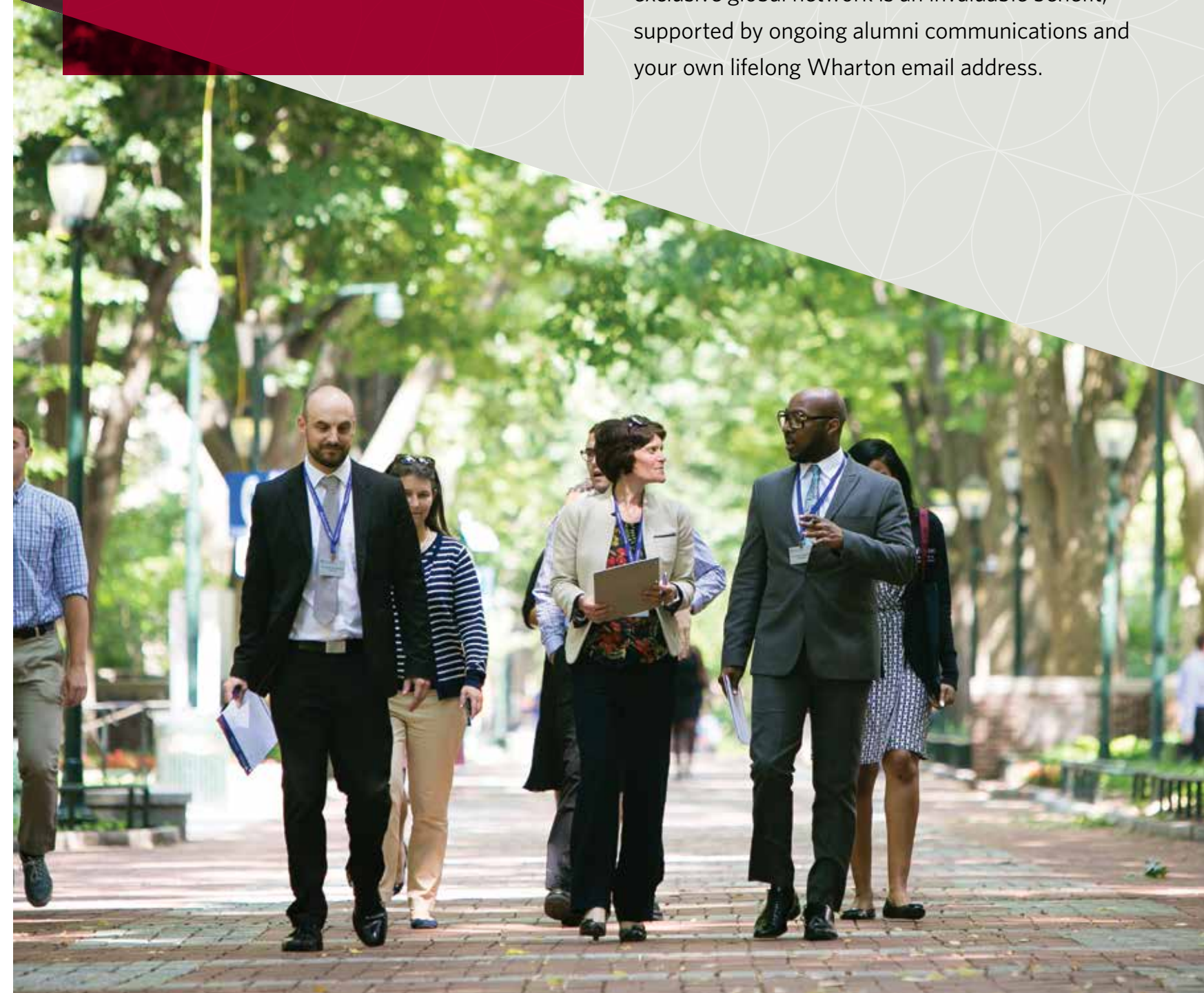
Wharton's AMP is an immersive and transformative experience designed to give you a tremendous reserve of strategies and best practices, with a heightened self-awareness, for managing in both your professional and personal lives.



WHARTON ALUMNI STATUS

Upon completion of AMP, you gain full status as Wharton alumni. Now you are part of one of the largest and most distinguished business school alumni organizations in the world, with 100,000+ members in more than 130 nations.

Your access to such an expansive, expert, and exclusive global network is an invaluable benefit, supported by ongoing alumni communications and your own lifelong Wharton email address.



Designed for **RIGOR**

Sharpen your business acumen

The interrelatedness of all things, from finance and strategy to marketing and negotiations

Research and experience indicate that the five intense weeks of AMP provide you, as a senior executive, with the right level of rigor and immersion. By design, academic content engages the whole brain and the whole person.

It blends the analytical knowledge that underpins business acumen—finance, marketing, strategy—with provocative experiences to inspire more inventive and expansive thinking, while creating an invaluable, reflective pause in your career.



“A lot of stress in deciding to do these programs is choosing the *right* program, and *when* to do the right program. There’s never a good time to take off five weeks, but when I looked at the Wharton curriculum, it was really a good program for me.”



—LYNN FLYNN
(AMP 2016)
EVP, Global Licensing,
PVH Corp., USA; COO,
Perry Ellis International

Featured Session Topics

STRATEGY & INNOVATION Gain Clarity with Measurable Impact

Linking Operations Management to Financial Performance
Developing and Managing Innovation Capability
New Business Opportunities in the 21st Century
Creating and Sustaining Competitive Advantage
Strategy Planning and Connected Strategy
Managing Corporate Acquisitions
Discovery-Driven Planning
Social Enterprise Project

MARKETING & SALES Create Awareness to Generate Results

Marketing Science: New Data and Better Science
E-Commerce and Digital Marketing
Does Marketing Matter?
The Brand of a Nation
Customer Analytics

GLOBAL FINANCE Recognize Nuances in Economic Environments

Financial Market Returns and the Macro Economy
Corporate Strategy and Valuation
Managing the Corporate Portfolio
Global Economic Issues
The Future of Money
Financial Accounting

SENIOR LEADERSHIP Connect People with Strategy for Ongoing Value

Leading High-Performing Teams in Dynamic Environments
Boards that Lead: Corporate Governance that Builds Value
Executive Negotiation Workshop
Leadership and Followership
Organizational Culture
Emotional Intelligence
Leadership and Ethics
Leading Change

STRETCH EXPERIENCES Reach Beyond Comfort Zones

Executive and Team Coaching
Leadership Navigation Challenge
Rowing on the Schuylkill River
Write Your Own Cover Story
Making a Film in a Day
Creativity

BUSINESS PERSPECTIVES See the Bigger Picture

Competing Under Uncertainty
The Management of Politics
Executive Speaker Series
Corporate Diplomacy
What Is Success?
Geopolitics

Test your leadership capabilities through experiential learning

The journey accelerates learning; working alongside peers heightens self-awareness



“Leadership isn’t practiced in a vacuum. Leadership is enacted with other people through relationships in specific kinds of contexts,” says Jeff Klein, executive director, McNulty Leadership Program.

This philosophy stands at the center of Wharton’s AMP, which incorporates interactive experiences for stronger engagement and to deepen learning.

Wharton’s AMP is renowned for converting knowledge into action through experiential learning. Case studies are never the main focus and, when included, divert from the historical approach to business practices used by other programs. Wharton faculty members discuss case studies in the context of current information, promoting new thinking about future possibilities.

AMP, delivered in partnership with the McNulty Leadership Program, takes you out of your comfort zone and mental habits through engaging, unusual, and often demanding experiences:

- **Filming and producing mini-documentaries** with the Pig Iron Theatre Company in Philadelphia develops leadership and followership roles and advances communication skills.
- **Rowing on the Schuylkill River** aligns crews around a common purpose, creating greater awareness of inner strengths and reliance on others to achieve success.
- Using **GPS tracking technology** for campus explorations reveals each individual’s talents and the necessity of different roles within a team.

“Wharton long ago recognized that it’s not enough for leaders to talk about what they might do if they find themselves in a certain situation. What’s necessary for leadership development is to put yourself in the situation, to make the decisions, and then understand the consequences of those decisions,” Jeff Klein says.

Experiential learning, along with such creative outlets as poetry and storytelling, allows you to think about, test, and apply new ideas and ways of working—including when to lead and when to follow. Right brain meets left brain, and the result exceeds all expectations.



McNULTY LEADERSHIP PROGRAM

The McNulty Leadership Program at the Wharton School seeks to develop global leaders as world citizens. Such leaders have an understanding of how they and their organizations can make a positive difference for investors, customers, employees, and communities, regardless of national setting but with a deep appreciation for the distinctive cultures at play.



Designed for **SELF-AWARENESS**

Gain perspective from your executive coach

The individual feedback and guidance you've always wanted

The role of a coach is to improve performance. This is as true on the executive level as it is on the athletic field. Coaches are objective observers who provide invaluable feedback and guidance, helping you to overcome blind spots, break through plateaus, and develop greater self-awareness.



“Having the opportunity to speak with a Wharton executive coach really helped me set my direction. My coach encourages me to be true to myself and live my authentic life. At the end of the day, that’s the best alignment to achieve true success.”



—**MARY HO** (AMP 2015)
Non-Executive Partner,
Silver Spring Capital
Management, Hong Kong

“At Wharton, we have a group of very experienced executive coaches who work with participants in a way that is focused, supportive, and, at the same time, pushes them to move beyond what they’ve imagined for themselves,” says Ilene Wasserman, AMP lead executive coach. “Executives at this level lead very, very hurried lives. What coaching does is it gives people an opportunity to pause—to pause and reflect and look at their situation.”

Push Past Your Preconceived Limits

As part of the AMP experience, a Wharton executive coach is assigned to work with you. Your pre-program assessment becomes the foundation to benchmark your current leadership skills and identify specific challenges. Over five weeks, your coach provides expert advice, continuous support, and ongoing encouragement through one-on-one and group coaching sessions. Dynamic group exercises enrich your individual coaching experience with actionable feedback and a 360° perspective from a diverse group of peers.

After AMP concludes, coaching continues, helping you to stay focused on goals within your daily routines. Through executive coaching, AMP provides an unparalleled opportunity to pause, reflect, and move beyond self-limiting barriers to achieve more.



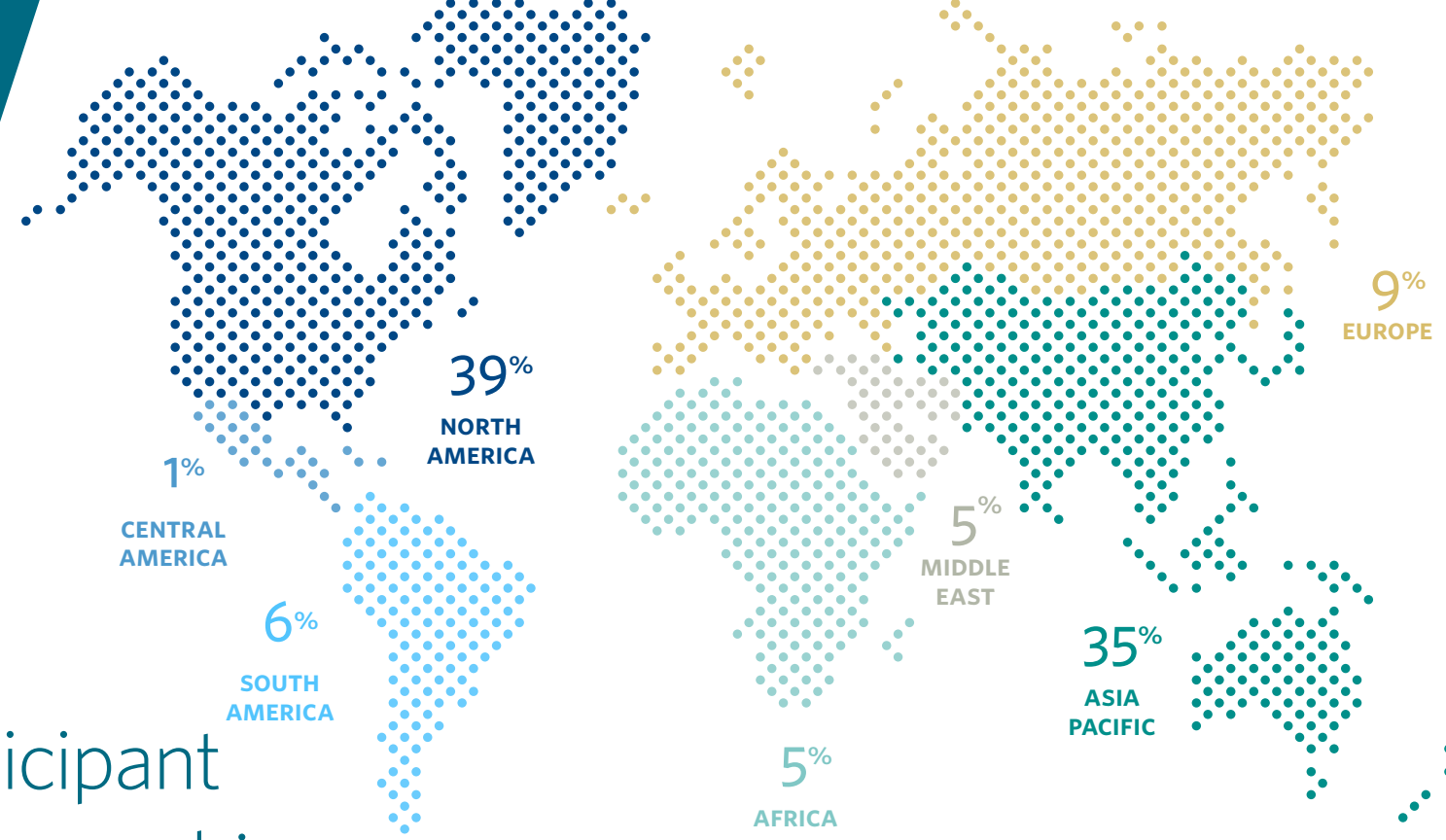
Become part of a global network of peers

The benefit of a prestigious alumni network 100,000+ strong

It can be lonely at the top. But not when you complete Wharton's AMP. During the five-week program, you are in fine company. Your peers are those within three reporting relationships of the CEO or managing director, with more than 20 years of management experience.

Together, along with faculty, coaches, and executive mentors, they become part of your executive network. These are relationships that can last a lifetime and even provide a lifeline when you're facing tough situations.

Participant Demographics



“One of the key benefits for me was the alumni status and access to the greater Wharton community. Not only the 50 members of my cohort that I still network with today, but I’ve also had experiences with alumni in China that opened doors for me to do business across the globe.”

—ROBERT LUNA (AMP 2013)
CEO, Surevest Wealth Management, USA

Industry Perspectives



FINANCIAL SERVICES



MANUFACTURING & ENGINEERING



GOVERNMENT, MILITARY & NONPROFIT



HEALTH CARE & PHARMA



CONSUMER PRODUCTS & RETAIL



PROFESSIONAL SERVICES & CONSULTING

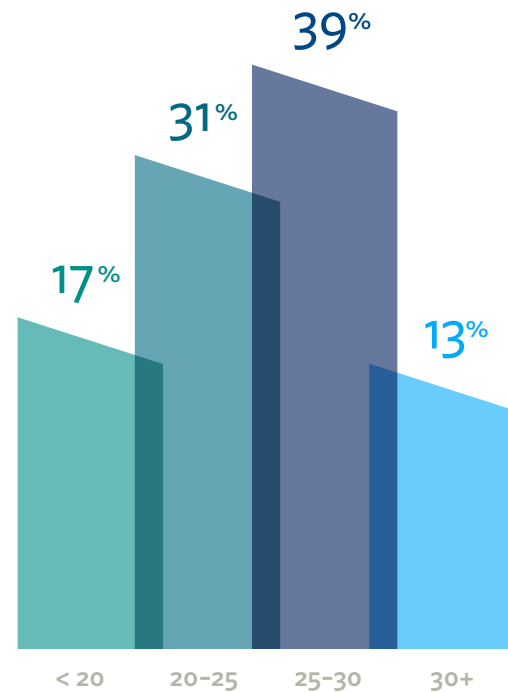


TRANSP, LOGISTICS & AEROSPACE



OTHER (INCLUDES SMALL AND MIDSIZE BUSINESSES, STARTUPS)

Years of Experience

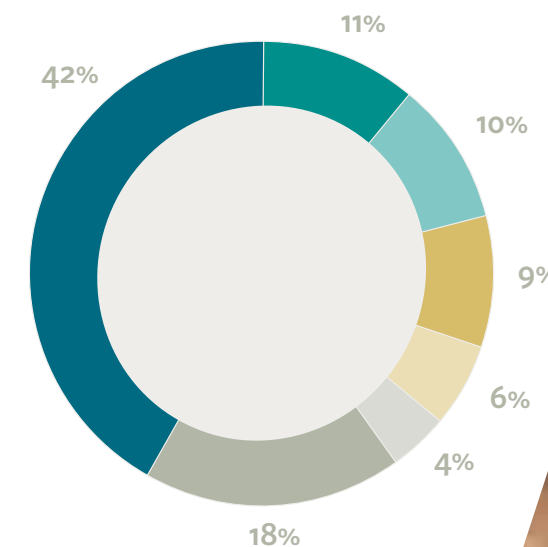


Recent Companies

- Accenture
- Amazon
- Anbang International
- Banco Bradesco
- BNP Paribas
- BP
- Coca-Cola India
- Credit Suisse
- J.P. Morgan
- Mitsui & Co.
- Nike
- Nippon Life Insurance Company
- Philips
- Roche
- Saudi Aramco
- Standard Bank
- Zurich Insurance Group

Job Function

- General Management
- Finance/Accounting
- Business Development/Sales
- Operations/Logistics
- Strategic Planning
- Consulting
- Other (includes R&D, Marketing, Legal, IT, Human Resources, and Entrepreneurship)



Take a quantum leap in leadership strengths

Benefit from a reflective, thought-provoking pause in your career



For some, AMP is a career refresh. A reset. A needed pause from the day-to-day operations to not only think about next steps, but to be challenged intellectually, creatively, and realistically.

For others, AMP is a chance to stretch themselves as leaders. Learning the value of leadership and followership. Testing their strengths and opening themselves to new experiences and roles within teams.

What will AMP be for you?
How will you design your future?



12
AMP 2015 alumni
were promoted to the
C-suite after completing
the Wharton program.

—TRICIA GRIFFITH (AMP 2015)
President and CEO, Progressive Insurance
Speaker, Wharton Leadership Conference 2017



For **Iain O'Brien**, who attended in 2015, AMP was all about options and actionable experience. "What do we want to do socially? What do we want to do professionally? What do we want to do personally? All of those things are addressed here. We talk about them all in a risk-free environment."

Originally from Scotland, he has spent the last eight years in the Philadelphia area and is vice president of operations for EthosEnergy. "The experiential emphasis is evident from Day 1...All of it was very cleverly designed to demonstrate the concepts that we've been learning in class: How do people react under pressure? How can you make decisions in the split of the moment, or how do you make decisions when everything is changing all the time? This program was really good to make the connection between the theory and the practice, not just planning but how you take action."



Relationships were key for **Donyale Showers** (AMP 2017), principal and executive director of Attentive Care Partners LLC in the U.S. "I've become a permanent part of a learning community. It doesn't end with these five weeks. There'll be resources, like other alumni who are available to bounce ideas off of and probably make deals with. It's truly exciting."



The takeaways for **Pierre Hermant** (AMP 2017), a media executive from Belgium, involved being open to feedback and learning from international peers with diverse styles and personalities.

"Leadership is learnable, and Wharton's AMP provides a trusting environment to learn about yourself and improve your leadership skills. Thanks to the self-awareness you will gain from being at Wharton, you will be able to build a new leadership model and achieve new challenges."

Wharton Faculty

Learn from those who wrote the book

DESIGNED FOR KNOWLEDGE

Wharton faculty are experts in their fields and thought leaders in the business world. Each day of AMP, Wharton faculty help you link new knowledge and tools to your unique business and personal situations. These integration sessions encourage reflection, questions, and rich conversations. The total experience is so binding, AMP participants typically retain relationships with one another and with Wharton faculty throughout their careers.

Following is a partial list of participating Wharton faculty, subject to change for some sessions:

Faculty Chair

Michael Useem, PhD

William and Jacalyn Egan Professor of Management; Editor, Wharton Leadership Digest; Director, Center for Leadership and Change Management

Executive Director

Jeff Klein

Executive Director, McNulty Leadership Program; Lecturer, The Wharton School and the School of Social Policy and Practice, University of Pennsylvania

Pictured from left: Nicolaj Siggelkow, Nancy Rothbard, and Mauro Guillén



“The professors had a true sense of dedication to us. It wasn’t a revolving door where they taught their session and left. You see them in the dining room, over lunch, and they’ll sit and converse with you and the other AMP participants. The Wharton faculty are interested in the challenges you are facing and what’s happening back home in your office. They were truly a part of the program with us.”

—TIFFANY WILLIS

Vice President and Head of Investor Relations, Starbucks



Participating Faculty

Gad Allon, PhD

Jeffrey A. Keswin Professor; Professor of Operations, Information and Decisions; Director, Jerome Fisher Program in Management & Technology, The Wharton School

Brian Bushee, PhD

Geoffrey T. Boisi Professor of Accounting; Senior Vice Dean of Teaching and Learning, The Wharton School

Emilie Feldman, PhD

Michael L. Tarnopol Professor; Professor of Management, The Wharton School

Anne Greenhalgh, PhD

Deputy Director, Wharton Leadership Program; Adjunct Professor of Management, The Wharton School

Erika James, PhD

Dean; Reliance Professor of Management and Private Enterprise; Professor of Management, The Wharton School

Sarah Light, PhD

Associate Professor of Legal Studies & Business Ethics, The Wharton School

Americus Reed, PhD

The Whitney M. Young Jr. Professor; Professor of Marketing, The Wharton School

David Reibstein, PhD

William Stewart Woodside Professor of Marketing; Professor of Marketing, The Wharton School

Nancy Rothbard, PhD

Deputy Dean; David Pottruck Professor; Professor of Management, The Wharton School

G. Richard Shell, JD

Thomas Gerrity Professor; Professor of Legal Studies & Business Ethics; Professor of Management, The Wharton School

Nicolaj Siggelkow, PhD

David M. Knott Professor of Management; Co-Director, Mack Institute for Innovation Management, The Wharton School

Harbir Singh, PhD

Mack Professor; Professor of Management; Co-Director, Mack Institute for Innovation Management; Wharton School Faculty Director for the Huntsman Program in International Studies and Business, The Wharton School

Christian Terwiesch, PhD

Andrew M. Heller Professor; Department Chairperson and Professor of Operations, Information and Decisions; Co-Director, Mack Institute of Innovation Management, The Wharton School; Professor of Health Policy, Perelman School of Medicine, University of Pennsylvania

James D. Thompson, PhD

Adjunct Associate Professor, Management Department, The Wharton School; Adjunct Associate Professor at the School of Social Policy and Practice, University of Pennsylvania

David Wessels, PhD

Adjunct Professor of Finance, The Wharton School



The Wharton Difference

*The leadership and business acumen
to drive performance*

Global Perspective

Wharton brings a diverse, global perspective to the classroom, unlocking the value and opportunity that comes from examining issues across business, cultural, and geographic boundaries.

Analytics

Wharton delivers knowledge with analytical rigor rooted in evidence-based research and extensive industry experience, translated into actionable strategies by our expert faculty.

Wharton Impact

Each year, executives from more than 100 countries choose Wharton to advance their leadership at every level and to make a greater impact in their organizations.

ABOUT WHARTON

Founded in 1881 as the first collegiate business school, the Wharton School of the University of Pennsylvania is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education.

With a broad global community and one of the most published business school faculties, Wharton creates economic and social value around the world. The School has 5,000 undergraduate, MBA, executive MBA, and doctoral students; more than 13,000 participants in executive education programs annually; and a powerful alumni network of 100,000 graduates.

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**EXECUTIVE
EDUCATION**

Leadership by Design

Bring your designs on the corner office to life.

The Wharton *Advanced Management Program* limits sessions to only about 55 executives, so don't delay. Contact us to learn more and apply:

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WhartonAMP.com