You’re All Unique:
Delivering a personalized experience to open enrollment clients

Idunn Eir Jónsdóttir
Director, Open Enrollment Programs
Agenda

- Presentation: You are All Unique: Delivering a personalized experience to our open enrollment participants — 20 minutes
- Brief Introduction to IESE
- Examples
- The Executive Challenge
- Team Discussion: What you are doing — 10 minutes
- Sharing: Brief summary from each team — 10 minutes
IESE is committed to the development of leaders who aspire to have a positive, deep and lasting impact on people, firms and society through their professionalism, integrity and spirit of service.
International Character: Campuses in Barcelona and Madrid, and Centers in New York, Sao Paulo and Munich. IESE programs are delivered in 5 continents and 13 different cities. Since 1967 IESE has been involved in establishing 17 Associate Schools around the world.

Spirit of Service: Our programs take a People centered approached focusing on individuals as the center of companies.

The Schools alumni community includes 36,000 graduates living in more than 100 countries around the world.

A Values-Based View of Leadership

Human and ethical aspects of business management: Core values that firms are above all communities of people who work better in an atmosphere of trust.

The GENERAL MANAGEMENT PERSPECTIVE; Long-term vision; distinct functions of the company complement each other in order to arrive to better decision making.

140 + Full time Professors: Committed to relevance and rigor through teaching, researching and consulting to companies.
How do we Deliver a Personal & Transformational Experience to our Participants
Fit into your agenda

Personal Attention

Sustaining Executive Performance

Individual Coaching
Take Home Agenda

Design your own Program

Executive Challenge
Executive Challenge
WHAT IS THE...

Executive Challenge?

The Executive Challenge is a project where participants get the chance to present in a very structured session a strategic challenge or a project of high relevance for them or for their companies.

The objective is that each participant then benefits from the feedback of a team of strong peers, which they then build into an action plan.

Important to choose a challenge were this process will make a difference.
WHY THE...

Executive Challenge?

...because we want you to not only carry knowledge ‘back home’ from cases, but already benefit from bringing your reality into the classroom.
Benefits...

At times, it’s **lonely at the top**...

This is a unique opportunity to receive unbiased and honest feedback on a vital strategic or personal project from a **very diverse high-level peer group that you can trust** and receive help from.

“I followed the action plan of the Executive Challenge; results: I eventually signed a deal with a Korean manufacturer for 50% of the expected cost.”

E-mail from B. F. from Goodyear (Brazil), 05.07.2010

“I just wanted to let you know that the feedback I received from our team has been invaluable from a personal as well as professional perspective. I got now promoted to the position of the Global Sales Director. (…)

E-mail from B.G., 28.10.2011
An Example

My company “EXample Glass” is a major player in the glass industry in Brazil. We want to enter the Chinese market, but we are unsure if we should directly set up own facilities or rather go for a Joint Venture with a Chinese manufacturer.

1. What are the pro’s and con’s?
2. How can I best evaluate potential Chinese JV partners? Along which dimensions?
3. What should I be aware of?
4. How can I best prepare my organization for this step?
Presentations within smaller teams

You will discuss your strategic project in **non-competitive teams** with 6-7 colleagues in highly structured and very effective sessions that will bring you tangible outcomes.
PROCESS

PRESENTATION
15 min

Q&A + INITIAL DISCUSSION
15 min

SILENT FEEDBACK
5 min

VALUE-ADD DISCUSSION
10 min

45 min
I would not only focus on market research, but also make a legal check of how you can best protect your proprietary technology in China.

You first need to get an answer for the question if the new incoming CEO will support you in your Asian expansion strategy.

I can put you in touch with my head for Asia-Pacific, who has a strong network in this region and who can help connecting you to the right people.

Please come and talk to me about my experience of setting up a manufacturing unit in Southern China.
3) My opinions and observations (based on how I perceive your situation):

I get the impression that the potential expats you are intentioning to locate in China do not have the right profile and/or preparation.

4) My recommendations for you (based on my own experience):

You should attend a cultural preparation course with your whole management team before making your first trip to China. I know a good provider for this.

I recommend you that you are also making a „deal“ with your family, that during the next 3 month you will be very busy and travelling a lot, but that you will take them on a long holiday once this extremely busy initiation phase is over..
Key Discoveries / Re-discoveries (Module I):

1) I should not enter the Chinese market without a JV partner.

2) My current sales team is not big enough to be able generating the revenues that we have projected for 2012.

3) ...
SMART Commitments (Module I):

1) I will define four new key performance indicators for our sales department by March 31, 2012.

2) I will speak with Jeff Welsh about his contacts in Shanghai by the end of February 15, 2012.

3) ...
GLOBAL VIEW OF THE PROCESS

Implemented
Input from session
Learning Environment
Executive Challenge
Implementation
Follow-up
From FCs to KDs to SMART Commitm.
Overall Process

Module IV
- Share what they have done with the rest of the class

Module III
- 1st CPP Round
- Implement Action plan and Smart commitments

Module II
- Showcase
- Coaching on choosing and Preparing the Challenges

Diagram:
- Coaching on choosing and Preparing the Challenges
- Implement Action plan and Smart commitments
- 1st CPP Round
• Any Questions?

• Lets break up into smaller teams and discuss among you how you deliver personalized experience to your open enrollment clients