Gain a Wharton certificate for

Advanced Strategy & Leadership Program

Designed by **Wharton Interactive**
An initiative of **The Wharton School,**
The University of Pennsylvania

Batch 2

Grapple with new business challenges, learn **critical leadership skills**

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Only 2% of leaders are confident that they will achieve 80–100% of their strategic objectives.

Bridge

US businesses spend $166 billion on leadership development each year — nearly half of the $366 billion that's spent globally.

ZIPPIA

51% say one of the main reasons strategic initiatives succeed is leadership buy-in and support.

The Economist

Organizations that are able to successfully unlock the capacity to execute new growth strategies increase their profitability by 77%.

Gartner

Power your next move in
LEADERSHIP

Leaders are challenged every day to make fast-paced decisions while navigating complex business landscapes. The Advanced Strategy & Leadership Program is expertly calibrated to support participants on their journey of achieving their leadership goals. This learner-centric program is completely unique, engaging participants in immersive learning environments where critical skills are gained and enhanced through continuous practice and personalized feedback. The program focuses on several key areas of leadership development, including personal and strategic leadership capability building, how to promote collective intelligence on teams and within organizations, growing and sustaining innovation practices, and making data driven decisions.

The curriculum comprises 5 modules, culminating in a capstone experience and integration workshop. The course is a cohort experience, where live sessions are facilitated by experts. Designed for mastery, this learner-centric Program gives participants the opportunity to hone their skills in a series of experiential courses; participants will practice key skills, reflect on their practice, and build durable, transferable strategy and leadership skills, providing a pathway to continued success. Moving through a series of modules, participants will work individually and in teams as they play various roles, make decisions, and grapple with challenges that push them out of their comfort zone.

And to succeed, one must apprehend:

- Continuously upskill their business acumen

- Acquire and hone new leadership skills

- Cultivate agile mindsets

- Synthesize ever-expanding data and information about their business to make critical business decisions

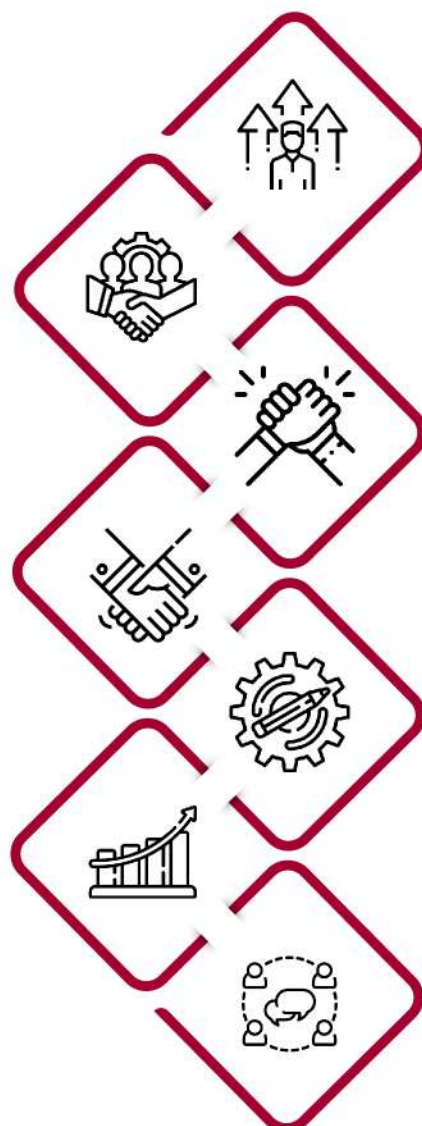- Deliver innovation and sustainable profitability

Learn skills to succeed

- **Personal leadership ability:** inspiring a team, avoiding team pitfalls, and achieving consensus

- **Promoting Collective intelligence on teams:** increasing team performance with psychological safety, coordination, motivation, and organization

- **Strategic Leadership skills:** growing and sustaining corporate innovation, strategic experimentation, data gathering, and hypothesis testing

- **Organizational leadership skills:** goal setting, goal communication, and delegation

Learn strategy and grow

Market entry strategy including customer selection

Competitive strategy including alliance and competitive positioning

Gain hands-on experience in maximizing your firm's competitive advantage

Understand the sources of strategic advantages and weaknesses

Understand the sources of an organization's successes and failures

Learn how to grow and sustain corporate innovation

Address strategic uncertainty through experimentation

Structure and Sequence

The Program begins with a Keynote Introduction to the Course by Wharton Professor Ethan Mollick and a Coaching Session, laying the groundwork for participants' success as they embark on their journey through this Program.

Ideas introduced in one Module are explored in the next one. The capstone pulls together concepts explored in previous modules and helps participants think through how to apply their newly acquired knowledge.

- 5 Modules culminating in a capstone experience and workshop.

- Each Module is a stepping-stone to the next one.

- Map your learning journey, experiencing each concept multiple times and through a variety of lenses.

- Experience personalized instruction and adaptive feedback.

- Experiences and learning levels differ; they were specifically curated to:
  ▷ Benchmark performance
  ▷ Break down conceptual bottlenecks
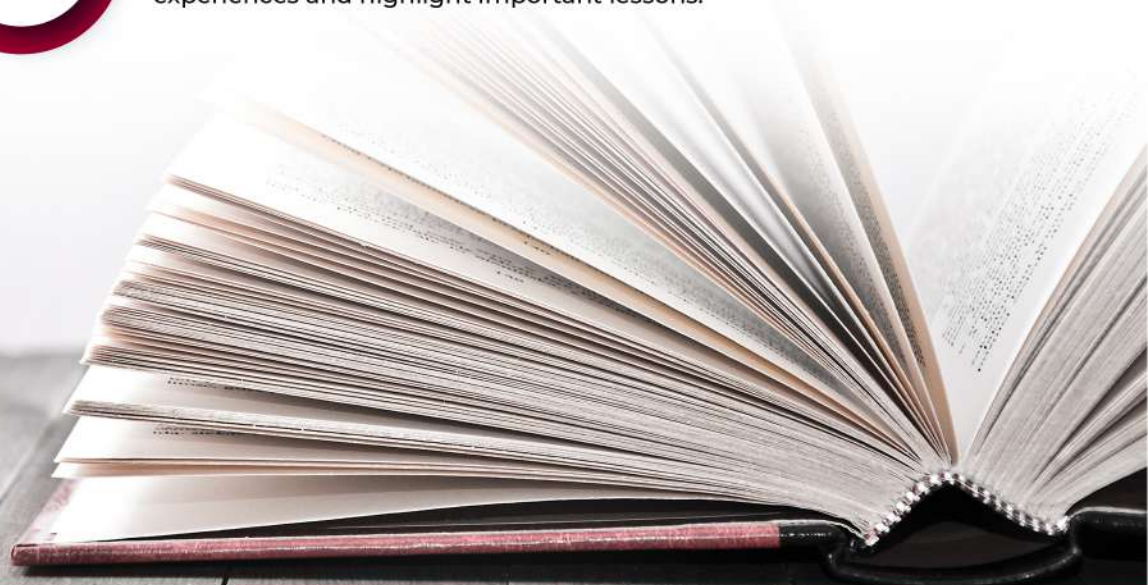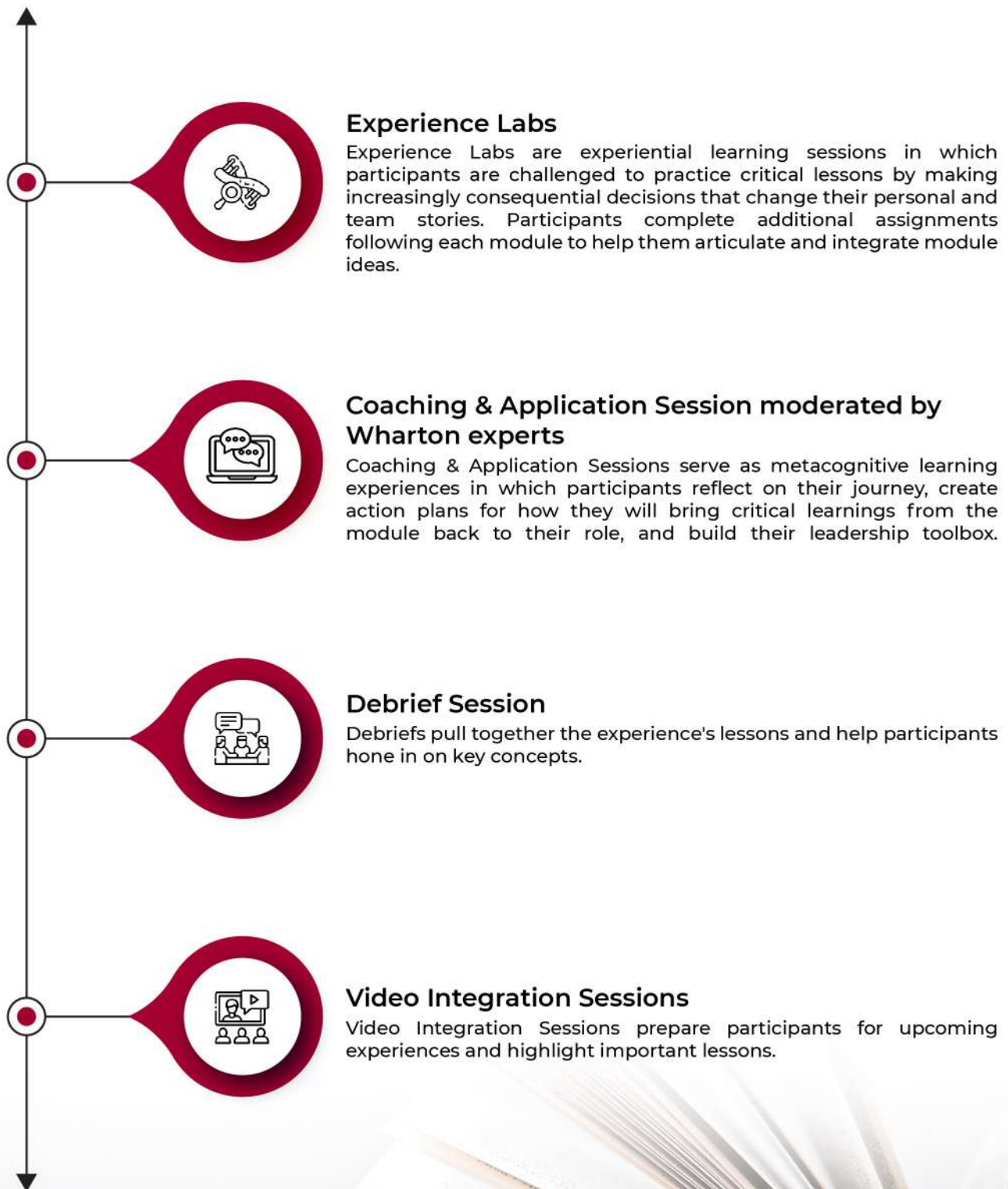 ▷ Develop critical skills

Program Outline

Module	Description	Class Schedule* (90 minutes/week)	Homework
1	**Program Introduction** Professor Ethan Mollick This module kicks off the program learning journey, and includes an icebreaker exercise, a program overview, and a discussion of the Program's goals.	Week 1: Saturday,November 4th Class Meets 06:00 am – 07:30 am IST	1 hour
2	**Organization Leadership and Innovation Module** Experience Lab: Organization Leadership and Innovation Course Experience · Analyzing business opportunities · Conducting business experiments · Pitching and selling your ideas · Market entry strategy, including customer selection · Negotiating with key stakeholders	Week 2 – Week 9 Class meets from 06:00 am – 07:30 am IST · November 18th · November 25th · December 2nd · December 9th · December 16th · December 23rd · December 30th · January 6th	1 hour/week
3	**Data-driven Leadership Module** 2 classes, including a video lecture by Professor Ethan Mollick: Leadership Through Numbers and a module debrief. **Experience Lab: Machine Learning for Business Decisions** · Gain hands-on experience with Machine Learning · Conduct Exploratory Data Analysis · Build, train, test, and evaluate machine learning models (using XGBoost) · Lean on business reasoning to increase model performance through feature engineering · Use your persuasion skills to convince key stakeholders of your approach	Week 10 – Week 11 Class meets from 06:00 am – 07:30 am IST · January 27th · February 3rd	1 hour/week

Program Outline

Module	Description	Class Schedule* (90 minutes/week)	Homework
4	**Building and Leading Teams Module** 2 classes, including a video lecture by Professor Ethan Mollick: Building and Leading Teams and live coaching and integration session	Week 12 – Week 14 Class meets from 06:00 am – 07:30 am IST · February 24th · March 2nd · March 9th	1 hour/week
5	**Capstone Module** 3 classes **Experience Lab: The Saturn Parable** · Building collective intelligence on teams · Strategic experimentation including hypothesis testing · Ambidexterity and planning for the future while executing today · Frameworks for strategic competition and cooperation · Goal setting, goal communication, and delegation · Motivating organizational change · Managing organizational conflict · Managing Process loss	Week 15 – Week 17 Class meets from 06:00 am – 07:30 am IST · March 23rd · March 30th · April 6th Includes a Final Integration Program Workshop which will pull together all of the concepts of the Program and provide guidance as leaders prepare to apply their new expertise beyond the Program.	1 hour/week

Learn through experiential learning

Experience Labs

Experience Labs are experiential learning sessions in which participants are challenged to practice critical lessons by making increasingly consequential decisions that change their personal and team stories. Participants complete additional assignments following each module to help them articulate and integrate module ideas.

Coaching & Application Session moderated by Wharton experts

Coaching & Application Sessions serve as metacognitive learning experiences in which participants reflect on their journey, create action plans for how they will bring critical learnings from the module back to their role, and build their leadership toolbox.

Debrief Session

Debriefs pull together the experience's lessons and help participants hone in on key concepts.

Video Integration Sessions

Video Integration Sessions prepare participants for upcoming experiences and highlight important lessons.

Program Insights

Time commitment
6 months,
50 hours of Virtual Program

Session Timings
November, 2023

Schedule
Saturday, 06:00 am - 7:30 am IST

Fee
$3,000

Experience
Advance Certificate

Alumni Discord Channel

Stay connected, share ideas and collaborate with enthusiastic community members by joining the Alumni Discord channel. You'll get access to new networking opportunities, plus early access to tailored course offerings and live events with featured experts.

Personal Knowledge Library

Amass a personal knowledge library by absorbing key takeaways that address and expand on key concepts.

Eligibility Criteria

Qualification

Participants must have a Graduation degree from any recognized university (international/national).

Work Experience

Minimum prior work experience of 7 years is must.

Requirement

This 6-months Program provides an enriching experience for participants while also fostering supportive learning. You'll gain exposure to new topics, try new roles, and question their assumptions, building a repertoire of examples and understandings to use beyond the Program.

> Gain a Wharton Advanced Certificate for successful completion of the course. Certificate can be added to your LinkedIn profile, and also shared with your network.

> *Requires receiving 80% or better on course participation and assignments.
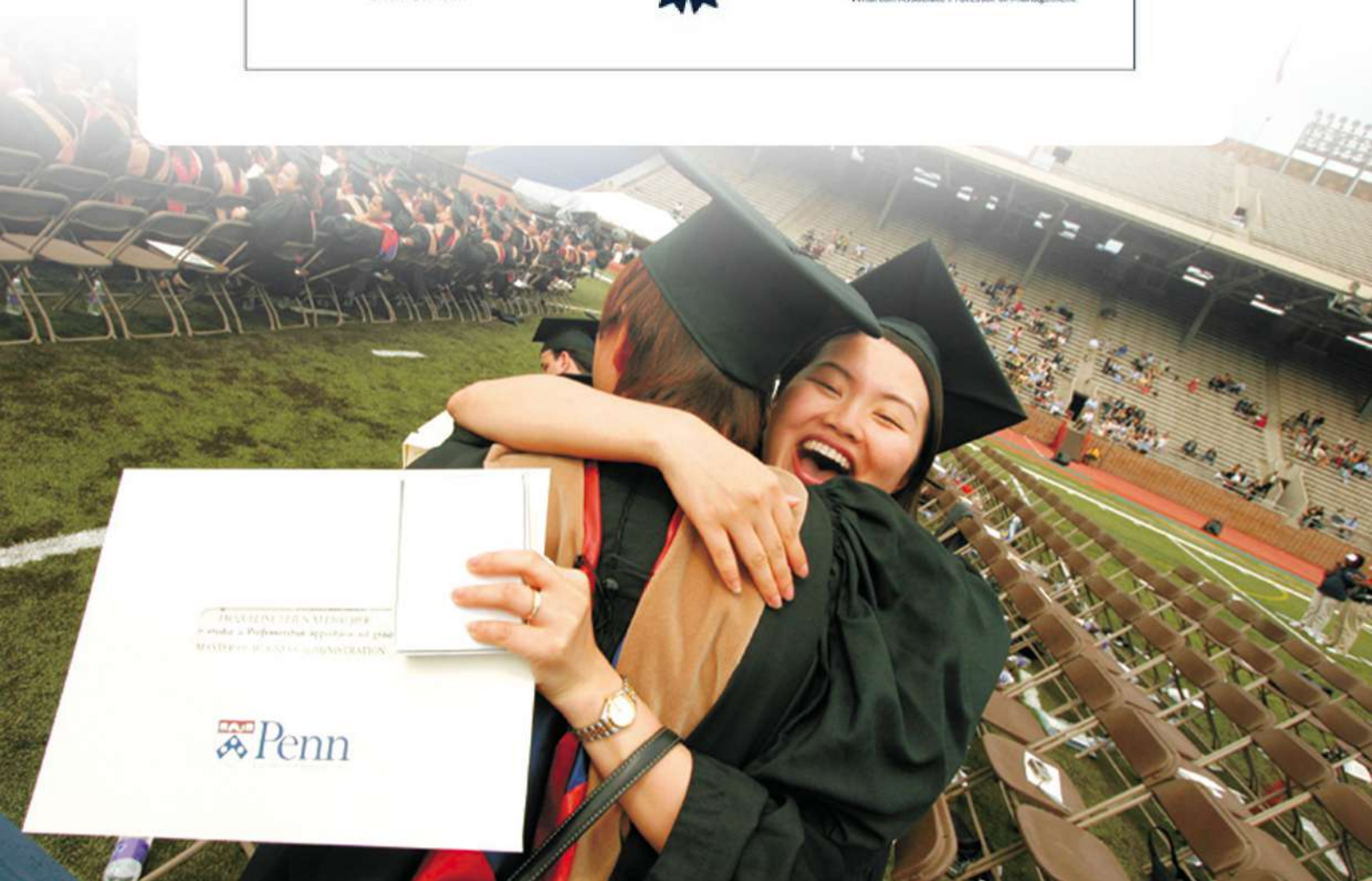
Learn from world's top 1% academia

Ethan Mollick
Professor of Management
The Wharton School

Ethan Mollick is an Associate Professor of Management at the Wharton School at the University of Pennsylvania. His research focuses on innovation and entrepreneurial teams. He has also worked extensively on understanding the way games can be used to motivate and teach, writing a book on the subject and working with DARPA on game-based training. His simulations and games are used by tens of thousands of students around the world. Among his online simulations with Wharton Interactive are the Saturn Parable, Looking Glass, the Startup Game, and the upcoming DX and Blue Sky, among others. In conjunction with Gary Games, he also developed board games such as the Breakthrough Game and Charter Game. He has 410 games in his Steam Library and really will get around to them, eventually.

Raghuram Iyengar
Professor of Marketing
The Wharton School

Raghuram Iyengar is a Professor of Marketing at the Wharton School at the University of Pennsylvania and the Faculty Director of Wharton Customer Analytics. Professor Iyengar's research interests fall in two domains: pricing and social influence. In the area of pricing, his work focuses on the impact of multi-part pricing schemes on consumer response. The success of such pricing mechanisms to extract consumer surplus depends on how consumers respond to different components. Methodologically, Iyengar has developed novel consumer demand models that capture the effect of multi-part pricing tariffs in a theoretically meaningful way and include contextual factors such as consumers' uncertainty about usage. He earned his PhD and MPhil from Columbia University and his B.Tech. from IIT Kanpur, India.

About Wharton School,
(University of Pennsylvania)

Established 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 104,000 graduates.

About Wharton Interactive

Wharton Interactive draws on games, simulations, and the latest pedagogical research to create new learning experiences that are designed to transform and democratize education.

Wharton Interactive's cutting-edge platforms, simulations, and games allow educators to tailor experiences that are both highly engaging and deeply immersive, distinguishing between simply introduced content and learned application. The sessions have simulations which, drawing from research and experience, provide opportunities for active learning.