



## Preparing for Opportunities

### Basic Program Information



#### Who should attend

An international group of emerging executives from all Bertelsmann businesses and divisions, in particular:

- Talents, that are excellent and outstanding performers with strong vertical or horizontal development potential
- Executives with an international sphere of impact
- Employees who have worked for Bertelsmann for at least 3 years and were already in their first leadership position



#### What you learn

Core topics include:

- Strategy
- Organizational behavior
- Change management
- Role of leadership
- Finance basics



#### How you learn

Classroom sessions include:

- 1-week program at the INSEAD Business School, Fontainebleau, France
- 2-day outdoor team-building workshop
- Bertelsmann-specific program developed by INSEAD and Bertelsmann



#### Benefits

Participants will:

- Experience state-of-the-art business instruments and methods at an international business school
- Develop consciousness of individual personality and group dynamics in working and leadership processes
- Build relationships and connections with Bertelsmann colleagues within a cross-divisional, international network

### Key Details

#### Your contacts



Cathrin Beitelhoff  
Program Manager



Joachim Klocke  
Program Director

#### Facilitators / Partners

INSEAD

#### Program language

English

#### Date and location



[Current program dates](#)

Fontainebleau, France

#### Duration

8 days

#### Participants

Min. 30 participants  
Max. 40 participants

#### Booking information

Nomination by divisional  
Heads of HR only

#### Investment

Participants pay hotel and  
travel expenses



[Current dates of all nomination programs on Jam](#) 1/2



## Preparing for Opportunities

### Your Learning Experience | Typical Flow and Topics (Examples)



#### Day 1

11:00 am

- Introduction
- Value creation: Leading change



#### Day 2

8:30 am – 11:15 am

- Value creation: Leading people



#### Day 2 – Day 4 | Travel to the Ardèche

Self & team development | Outward bound



#### Day 5

8:30 am

- Value creation: Innovation through teams (wrap-up) and Bertelsmann dialog
- Industry analysis and competitive advantage



#### Day 6

8:30 am

- Blue Ocean Strategy
- Value creation: Blue line vs. Red line



#### Day 7

8:30 am

- Value creation: Assessing value
- Blue Ocean Strategy



#### Day 8

8:30 am

4:00 pm

- Value creation: Blue line management
- Program wrap-up
- Program closing