



# Executive Programme

## Who is it for?

The Executive Programme is exclusively addressed to directors of Telefónica.

## What is the objective of this programme?

The Executive Programme is focused on providing the management team with general management skills, which helps to make decisions aligned with Telefónica's new strategy.

## Content

### Executive Programme

The content will focus on strategic leadership and some very practical insights around execution, agility and simplification. Academic sessions will be delivered by IESE, our academic partner, as well as our top executives such as Barney Quinn (Telefónica veteran and now big VIP), Carme Artigas (Big Data pioneer), and Sergio Oslé: the latest and greatest hire from McKinsey who is transforming Movistar+. José María Álvarez-Pallete and Angel Vilá will be with us in some way also.

There will also be an impressive amount of Human Awakening, in order to unleash the creative magical beast within.

### Executive Programme Women+:

Only for the women: The Executive Programme Women+ will take place one day before the Executive Programme for all participants starts, with the objective to transform Telefónica focusing on diversity. One of our main levers to get more diverse teams is to have balanced percentages of men and women in decision-making positions. From your position as a director you have the opportunity to contribute through your own professional growth, but you can also do it by inspiring other women to reach higher positions. And your experience and trajectory are key to this.

From the hand of experts in female executive leadership of Korn Ferry Hay Group, and together with our communication coach, Juana Erice, we will discuss with 20 women leaders like you, about the opportunities that the group has in Telefónica. We believe they are very broad, and we count on you to reflect and create a challenging and inspirational community.

## Methodology

The methodology is experiential, participative and dynamic.

## Languages

Editions in Spanish and English.

### **Duration**

1 day intended only for the women of the group of participants and 3 additional days for all participants.

### **Sponsor**

Angel Vilá



**CHANGE** | **THE GAME**