



Global Management Programme 2018

Who is it for?

This programme is aimed at managers, directors and high potentials.

What is the objective of this programme?

The Global Management Programme allows participants to develop a business vision in a complete and general way. We want to empower Telefónica's professionals and equip them with the necessary skills to lead people and teams.

The design process follows a sequence that begins with the understanding and internalization of the current and future context in which Telefónica operates. This allows participants to achieve not only cognitive but also transformative learning through inspiring approaches presented by teachers.

Participants will acquire skills and tools that allow them to successfully execute the actions necessary to achieve that change.

Content

Together with the corporate learning alliance of the Financial Times and the Instituto de Empresas Business School, we have created a programme in line with the situation and the challenges Telefónica faces today. The GMP offers a global vision of the fast-moving business environment, to create a strategy of creating differential value and a strong competitive advantage.

New concepts and business models will be analyzed to efficiently manage current organizations and the challenges they face.

Understanding the economic environment: In what situation are the markets that can influence Telefónica?

Strategic Vision: What are the fundamentals, tools and methods for formulating a solid strategy in global and changing environments?

Analysis of Financial Information for decision-making: What are the basic concepts and tools of corporate finance using repeatedly different examples / cases of companies on which to consolidate what has been learned?

Digital Environment: What does digitalization in this transformational environment imply?

Scenarios for Innovation: What are the concepts related to Innovation that drive the transformation of the company?

Digital Marketing and Big Data: New strategic approaches to the client: How do we make everyone feel responsible?

The future of organizations: How will companies that are living a digital transformation ideally be structured?

Processes of functional excellence, Lean Organization: The constant search for more value for the client with less waste, reach and sustain a culture of efficiency and effectiveness in services, while allowing an orientation towards continuous improvement and innovation.

Customer Experience: What does the customer want and how can we create value for him?

Methodology

Participants in the program should prepare in advance the topics to be discussed in the sessions. The program comprises three distinct phases (Contextualization / Deep Dive / Application). The format of these three phases is blended, combining online activities (with different pedagogical resources) with other face-to-face activities. The methodology is experiential, participative and dynamic. In some sessions the case method will be used and, in others, innovative activities.

Languages

Editions in Spanish and English.

Duration

7 face-to-face days and 6 online sessions (webinars). There will be 3 webinar sessions before and 3 after the face-to-face sessions.

Sponsor

Jesús Romero



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