



Strategic Leadership Program - Intermac

MADRID - APRIL 2025



FOREWORD AND CONTEXT

FOREWORD

The following are our recommendations resulting from the initial requirements as briefed by InterMAC and from IE's extensive experience in creating impactful training experiences.

This proposal document serves as a discussion starter, as we always believe in a tight collaboration with our clients. We are fully committed to refining and customizing the proposal further to ensure it aligns perfectly with your specific needs, with the ultimate goal of co-creating an event that delivers maximum impact.

PROGRAM DESCRIPTION

CONTENT FOCUS:

Leadership Academy

The IE Leadership Academy embodies comprehensive knowledge and expertise in the field of leadership, built upon extensive years of research. It offers a wide range of relevant resources designed to address specific competencies and sub-competencies, along with an exceptional directory of academic leaders within the industry.

The BHS program proposal will leverage the expertise, insights, and proven methodologies of the IE Leadership Academy, featuring carefully curated content and an impactful learning approach designed to drive meaningful behavioral change and long-term transformation within the organization.

Leading the Self	Leading Teams	Leading the Organization	Leading Networks	Leading into the Future
<ul style="list-style-type: none">· Self-managing· Building credibility· Proving resilience	<ul style="list-style-type: none">· Building & developing teams· Leading high performing teams· Managing inclusion	<ul style="list-style-type: none">· Shaping the vision, culture & strategy· Leading execution & Decision Making· Monitoring & measuring· Managing change	<ul style="list-style-type: none">· Managing stakeholders· Creating winning alliances	<ul style="list-style-type: none">· Leading with foresight· Fostering innovation

OVERVIEW AND STRUCTURE

PARTICIPANTS



- 25 Senior Executives from Africa
- Language: **English**

CLASSES



- 20 face to face sessions
- 90 minutes per session

FORMAT



- One F2F module Of five days duration. Classes held from 9 - 4

LOCATION



- Madrid IE Campus
- Proposed dates: starting **OCT 2025**

PROGRAM CONTENT: Strategic Leadership Program

Day 1	Day 2	Day 3	Day 4	Day 5
Developing Strategy to Drive Corporate Performance	Tech Trends Digital Strategy	Strategic Marketing	Investment Management	Disruptive Innovation

MODULE 1: DEVELOPING STRATEGY TO DRIVE CORPORATE PERFORMANCE

This module is designed to equip African business leaders with cutting-edge strategic frameworks and tools essential for driving sustainable corporate performance in today's dynamic markets. Participants will deepen their understanding of competitive advantage, effective strategy execution, and agile leadership, all contextualized within Africa's unique economic landscape. Leveraging insights from global best practices and regional success stories, leaders will gain actionable strategies for aligning their organizations around clear objectives, fostering innovation, and enhancing performance metrics, thus positioning their companies to thrive amid opportunities and challenges in the African business environment.

Frameworks covered could include;

- Balanced Scorecard
- Scenario Planning
- Hambrick and Fredrickson's Strategy Diamond

MODULE 2: TECH TRENDS & DIGITAL STRATEGY

This module will help business leaders to navigate and capitalize on emerging technology trends. Participants will gain strategic insights into transformative technologies such as artificial intelligence, blockchain, fintech, IoT, and cybersecurity, exploring their implications and practical applications within the African business landscape. The class will equip leaders with the foresight, agility, and frameworks necessary to make informed technological investments, foster digital innovation, and successfully execute digital transformation initiatives tailored to their unique market contexts and organizational needs.

Frameworks covered include:

- Technology adoption lifecycle
- Digital transformation framework
- Technology Roadmapping

MODULE 3: STRATEGIC MARKETING

This module is specifically designed to equip African business leaders with innovative strategic marketing approaches. Participants will deepen their understanding of advanced marketing frameworks, consumer insights, and digital marketing strategies relevant to the diverse African consumer landscape. Through practical case studies and interactive sessions, the course emphasizes market segmentation, brand positioning and customer-centric value propositions.. Leaders will acquire actionable tools to align marketing strategy with organizational objectives, leverage emerging digital platforms, and create compelling brand narratives, enabling them to excel in highly competitive and rapidly evolving African markets.

Frameworks covered include:

- Ansoff Matrix
- Customer Journey Mapping
- Keller's Customer-Based Brand Equity Model

MODULE 4: INVESTMENT MANAGEMENT

This module is aimed to provide business leaders with sophisticated tools and strategies for effective investment management, equipping them to make informed financial decisions that optimize value creation and enhance organizational growth. Participants will explore advanced portfolio management frameworks, risk assessment methodologies, asset allocation strategies, and valuation techniques, contextualized specifically for African markets. Leaders will learn to critically evaluate investment opportunities, balance risk and return, and adopt rigorous governance practices that support sustainable, long-term investment performance.

Frameworks covered include:

- Modern Portfolio Theory
- Value at Risk
- Asset Allocation and Rebalancing Strategy

MODULE 5: DISRUPTIVE INNOVATION

This module is designed to empower leaders with actionable insights into harnessing disruptive innovation as a driver of transformative growth.

Participants will explore frameworks and strategies to identify, respond to, and leverage disruptive market forces, enabling them to anticipate industry shifts and capitalize on emerging opportunities. Leaders will develop the capacity to foster an innovation-centric organizational culture, effectively manage the innovation lifecycle, and strategically allocate resources to disrupt markets proactively.

Frameworks covered include:

- Clayton Christensen's Disruptive Innovation Theory
- Business Model Canvas
- Lean Startup Methodology

METHODOLOGY

METHODOLOGY AND RESOURCES

The program has a very hands-on and practical approach, with sessions based on the study and use of practical frameworks, techniques, role plays, and tools to integrate the knowledge and enhance the transformation process:

- State-of-the-art facilities, expertise, and learning techniques designed to support individuals and breakout groups across all levels.
- A robust combination of academic knowledge and international experience in corporate settings, policy-making, and hands-on practice.
- A dynamic mix of lectures, case studies, group discussions, and award-winning, technology-enhanced learning experiences.
- Insights into critical sustainability trends and transformative changes across key social, environmental, technological, and economic indicators.
- A secure environment for sharing, innovation, and collaboration, supported by an NDA that binds all faculty members.



PRACTICAL ORIENTATION

(Examples relevant to this program)

ACTIVITIES AND EXERCISES DURING SESSIONS



Role Plays
Case studies
Exercises
Planning and roadmaps

VR EXPERIENCE



VR eye in the storm:

Trailer

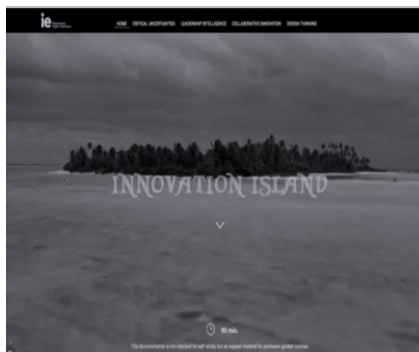
covers: strategic stakeholder engagement; decision making

VR - The Ethical Crossroads of Emerging Technologies:

Trailer

covers: innovation, technology & future trends in complex projects (dt, the use of ai)

SIMULATIONS



Innovation island simulation:

Trailer

covers: creativity & innovation for problem solving /design thinking

MULTIMEDIA CASES /INTERACTIVE TUTORIALS



Facing new challenges in space & cyber affairs:

Critical situation:

Trailer

covers: leadership, team decision making Effective communication

tutorial: <https://iepublishing.ie.edu/es/effective-communication-forleadership>

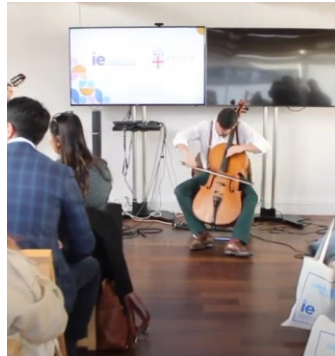
EXTRA-CURRICULAR ACTIVITIES IN MADRID

EXTRACURRICULAR ACTIVITIES IN MADRID

Additional activities and experiences will be included to maximize participants' learning, promote teambuilding and cross-functional collaboration, and create memorable and fun moments.

Musical Thinkers

Musical engagement offers a vivid and inspirational insight into how quality listening influences a team, fostering a positive, cooperative environment that enhances more productive and imaginative work. The goal is to stimulate a mindset open to change, creativity, and teamwork in the face of uncertainty.



Interactive Flamenco Show

Flamenco is the traditional Spanish music and dance that embodies a rich fusion of cultural, emotional, and artistic elements. It reflects a blend of diverse cultural influences, building trust, coordination and expanding creativity.



MasterChef Competition

Participating in a corporate MasterChef competition hones a blend of interpersonal skills, fostering creativity, teamwork and time management under pressure. Participants learn to effectively communicate and solve problems, while adapting to challenges with flexibility and a competitive spirit.



Interactive Flamenco Show

IE University's corporate experience includes a one hour walking tour led by its Arts and Humanities faculty, showcasing Madrid's historical highlights. This enriching journey culminates in a traditional dinner in a symbolic spot of Madrid's historic city center.



EXTRACURRICULAR ACTIVITIES IN MADRID

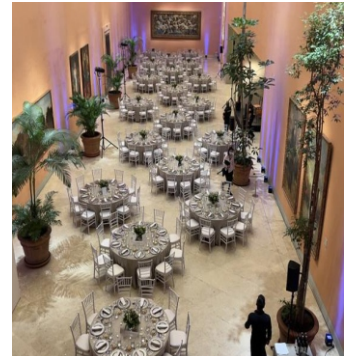
Bernabeu Stadium Guided Visit

Panoramic view of the stadium, complete the visit in style and experience from the inside the spectacular transformation of Real Madrid Stadium. During the visit you will be able to get to know in detail the history of the Club, each trophy won, interesting facts and anecdotes.



Cultural Gourmet Experience

Exclusive cultural experience at iconic venues like the Museo del Prado, Teatro Real, or Museo Thyssen. After a private guided tour showcasing hidden details and closed areas, the evening concludes with an unforgettable dinner within the venue itself, creating a unique and enriching experience



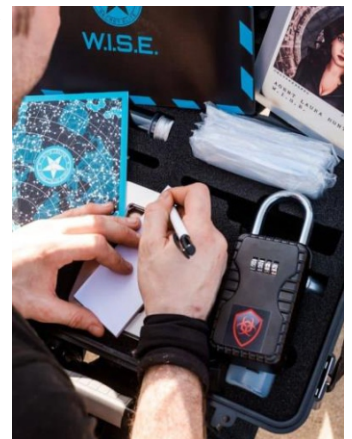
Defuse The Bomb Team Building

Unique team-building experience that challenges participants to showcase creativity, collaboration, and quick thinking in a high-stakes scenario. During a staged work meeting, "terrorists" burst in, placing a bomb with a visible countdown. After explaining their demands, they leave, setting the scene for FBI negotiators to step in and guide participants through a series of tests to retrieve the deactivation code.



Cluetivity (iPad Gymkhana)

An augmented reality adventure while exploring Madrid. In teams of 6-8, participants become secret agents solving high-stakes challenges. Equipped with an iPad and a toolkit, teams follow game instructions to iconic locations, uncover clues, and solve puzzles to complete their mission.



IE FACULTY

PROGRAM ACADEMIC DIRECTOR

All of IE's Executive Education Programs delivered in house to corporate clients have a designated "Program Orchestrator." This individual is responsible for the design and delivery of the program from an academic content perspective. The Program Orchestrator plays a crucial role in the design phase, engaging in conversations with clients at the outset of the collaboration to define the learning journey and select the faculty.

During the implementation phase, the Program Orchestrator ensures the coherence of the program, connecting the various modules to maintain a consistent narrative throughout the learning journey. For this particular program, we recommend Professor Bernardo Crespo



SAMPLE FACULTY



Tendayi Viki

Disruptive
Innovation



Ricardo Perez

Digital
Strategies



**Caterina
Moschieri**

Strategy



Mimi Kalinda

Strategic
Marketing

WHY IE?

INNOVATION IN EDUCATION

IE's rich ecosystem with Innovation at its core.

IE University's holistic approach of different disciplines working under the same roof creates a rich ecosystem where all stakeholders constantly exchange information and challenge one and other to remain up to date to respond quickly to a fast-changing environment.

Since 1973, IE is dedicated to innovation and technological immersion in education and business, empowering leaders to tackle digital transformation for growth and value creation.



RESEARCH EXCELLENCE

INNOVATION, RIGOR, IMPACT: RESEARCH AT IE

At IE University, we're proud to have a diverse community of scholars actively and creatively conduct high-quality research. They show a steadfast commitment to excellence and scientific rigor in every research project and strive to make a lasting positive impact with their results – both within the academic world and in society at large.

The researchers in our community also keep their finger on the pulse of their fields and areas of research by participating in international academic conferences, forging partnerships for scientific collaboration, and engaging in relevant editorial and advisory initiatives. These activities strengthen scholars' expertise while broadening and diversifying their scientific perspective. At IE University, we are committed to academic freedom.



INTERNATIONAL REPUTATION

ONLY 1% OF BUSINESS SCHOOLS WORLDWIDE ARE ACCREDITED BY ALL THREE MAJOR BODIES

EFMD Equis in the EU, AMBA in the UK, and AACSB in the US



TRIPLE CROWN ACCREDITATION



AACSB
ACCREDITED



ASSOCIATION
OF
AMBA
ACCREDITED



IE UNIVERSITY RANKINGS

Financial Times
MBA

1st worldwide in ESG and
net zero teaching
2024

Online MBA
1st worldwide
2024

Masters in Finance
12th worldwide
2024

Executive Education Open
Enrollment Programs
10th worldwide
2024

Executive MBA
6th worldwide
2023

Bloomberg
Businessweek
Entrepreneurial Studies
5th in Europe
2024

Times Higher
Education
Global University
Employability Ranking
18th worldwide
2023

QS

Online MBA
2nd worldwide
2024

Global MBA
9th worldwide
2025

Executive MBA – Brown
5th worldwide
2024

Master in Strategic
Marketing & Communication
3rd worldwide
2025

Master in Business Analytics
& Big Data
10th worldwide
2025

Master in Management
9th worldwide
2025

Poets & Quants
Best MBA Programs
for Entrepreneurship
7th worldwide
2024

Pitchbook
Top schools ranked by startup
founders / MBA Programs
15th worldwide
2024

THE
NEXT
FIFTY
150

ie
UNIVERSITY



IE MADRID

Strategic Location and Accessibility

Located at the heart of Europe, Madrid is easily accessible via its state-of-the-art Barajas-Adolfo Suárez Airport, offering direct connections to major cities across the globe.

A Hub of Innovation and Growth

As one of Europe's economic powerhouses, Madrid is a thriving hub for innovation, finance, and entrepreneurship.

Culture Meets Inspiration

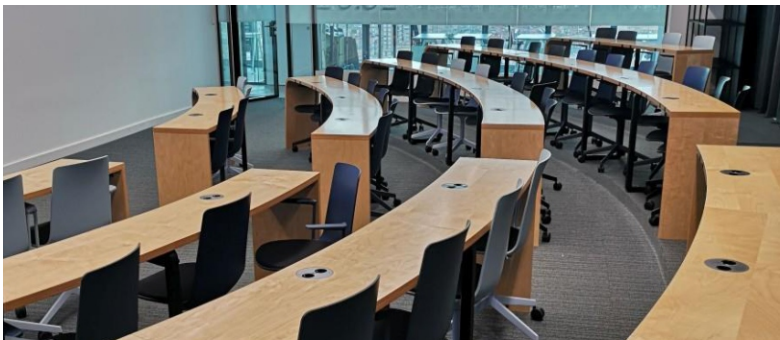
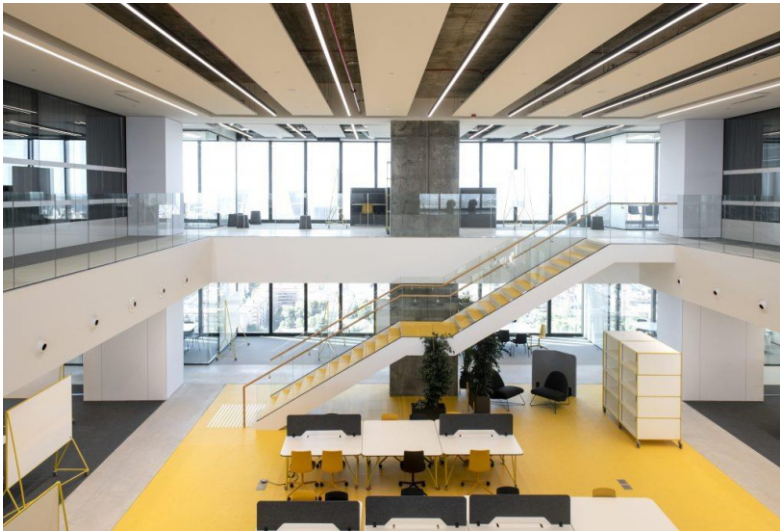
Madrid is a city that inspires. From its iconic landmarks like the Royal Palace and Prado Museum to its lively plazas and neighborhoods, the city's rich history and artistic vibrancy create an atmosphere that energizes and motivates.

Unforgettable Gastronomy and Networking Opportunities

Madrid's renowned gastronomy—from traditional tapas to Michelin-starred restaurants—offers unforgettable dining experiences that double as networking opportunities.



IE TOWER



DOWNTOWN CAMPUS



**THANK YOU
FOR YOUR
ATTENTION**