02 INSPIRATION
BACK TO SCHOOL

WHY THIS INSPIRATION?

The Czech Republic has long been below the European education average.

Czechs rely more on professional practice. However, the lack of devotion to education reduces our competitiveness in the business world, but above all, our intellectual level of being.

THREE KEY AREAS OF CURRENT BUSINESS EDUCATION:

DIGITAL SKILLS	INTERNATIONAL CONNECTIONS	HUMAN SKILLS
Working with data and understanding what it tells us is essential knowledge for all director roles.	Networking and the contacts obtained this way help us get to know each other as well as different ways of thinking.	Strong interpersonal relationships and self-understanding help us understand why people behave as they do without constant judgement.
Understanding the field of artificial intelligence, machine learning, and cyber security is an integral part.	We can also quickly draw on and pass on many new ideas and inspirations.	It also helps us be kinder and more open to everything that comes.

KEY TRENDS IN BUSINESS EDUCATION IN 2023

ANDERSON WILLINGER

TOP 10 + 2 EDUCATIONAL COURSES IN THE FIELD OF EXECUTIVE EDUCATION:

1. Digital Transformation Strategies
2. Leadership in the Digital Age
3. Advanced Data Analysis
4. Applied Artificial Intelligence
5. Blockchain Technologies
6. Strategic Innovation and Design Thinking
7. Cybersecurity and Risk Management
8. Negotiation and Conflict Resolution
9. Digital Marketing and Social Media
10. Digital Transformation Project Management

11. Sustainability management
12. Diversity management

WHAT ARE THE OPTIONS?

ANDERSON WILLINGER

TOP 10 SCHOOLS IN EUROPE OFFERING EXECUTIVE PROGRAMS

London Business School, UK
www.london.edu

SDA Bocconi School of Management, Italy
www.sdabocconi.it

INSEAD, France
www.insead.edu

MIT (branch), Germany
exec.mit.edu

HEC Paris, France
www.hec.edu

IE Business School, Spain
www.ie.edu

IMD Business School, Switzerland
www.imd.org

University of St. Gallen, Switzerland
www.sgmi.ch

IESE Business School, Spain
www.iese.edu

University of Cambridge, UK
www.jbs.cam.ac.uk

DIGITAL TRANSFORMATION STRATEGIES

ANDERSON WILLINGER

🚶 F2F   🌐 Online

SCHOOL	PROGRAM	LENGTH
IMD	DIGITAL TRANSFORMATION FOUNDATIONS 🌐	2 weeks
	DIGITAL TRANSFORMATION IN PRACTICE	5 weeks
	LEADING DIGITAL BUSINESS TRANSFORMATION 🚶	5 days
	DEVELOPING DIGITAL TRANSFORMATION STRATEGIES 🌐	5 weeks
	DIGITAL TRANSFORMATION FOUNDATIONS 🌐	2 weeks
	CHANGE MANAGEMENT 🌐	5 weeks
London Business School	LEADING CHANGE FOR ORGANISATIONAL TRANSFORMATION 🚶	5 days
MIT	DATA MONETIZATION STRATEGY: CREATING VALUE THROUGH DATA 🌐	6 weeks
	DIGITAL STRATEGIES FOR TRANSFORMING YOUR BUSINESS 🚶	2 days
	DIGITAL STRATEGIES FOR TRANSFORMING YOUR BUSINESS 🚶	5 days

LEADERSHIP IN THE DIGITAL AGE

ANDERSON WILLINGER

🚶 **F2F**   🌐 **Online**

SCHOOL	PROGRAM	LENGTH
ie	LEADERSHIP AND STRATEGY IN THE AGE OF DISRUPTION 🌐	6 weeks
IMD REAL WORLD. REAL LEARNING.	LEADING DIGITAL EXECUTION 🚶 BUILDING DIGITAL ECOSYSTEMS 🚶 MARKETING STRATEGY IN THE DIGITAL AGE 🌐	5 days 4 days 8 weeks
London Business School	LEADING BUSINESSES INTO THE FUTURE 🚶	5 days
MiT	LEADING THE FUTURE OF WORK 🌐 LEADERSHIP IN AN EXPONENTIALLY CHANGING WORLD 🌐 BUSINESS IMPLICATIONS OF EXTENDED REALITY (XR): HARNESSING THE VALUE OF AR, VR, METAVERSE, AND MORE 🌐🚶	6 weeks 6 weeks 2 or 3 days
	LEADING DIGITAL TRANSFORMATION 🚶	4 days

ADVANCED DATA ANALYSIS

ANDERSON WILLINGER

F2F   Online

SCHOOL	PROGRAM	LENGTH
IE	PREDICTIVE ANALYTICS IN BUSINESS	5 weeks
IMD	BUSINESS ANALYTICS FOR LEADERS DIGITAL STRATEGY AND ANALYTICS	8 weeks 5 days
London Business School	DATA SCIENCE FOR BUSINESS INTELLIGENCE	5 days
MIT	UNSUPERVISED MACHINE LEARNING: UNLOCKING THE POTENTIAL OF DATA APPLIED BUSINESS ANALYTICS MANAGEMENT ANALYTICS: DECISION-MAKING LESSONS FROM THE SPORTS INDUSTRY COMMUNICATING DATA THROUGH STORYTELLING DATA-DRIVEN TEAMS: THE ART AND SCIENCE OF WINNING	6 weeks 6 weeks 6 weeks 6 weeks 2 or 3 days

APPLIED ARTIFICIAL INTELLIGENCE

ANDERSON WILLINGER

F2F   Online

SCHOOL	PROGRAM	LENGTH
ie	ARTIFICIAL INTELLIGENCE IN BUSINESS	5 weeks
London Business School	THE BUSINESS OF AI	10 weeks
MIT	ARTIFICIAL INTELLIGENCE: IMPLICATIONS FOR BUSINESS STRATEGY MAKING AI WORK: MACHINE INTELLIGENCE FOR BUSINESS AND SOCIETY	6 weeks 6 weeks

BLOCKCHAIN TECHNOLOGIES

ANDERSON WILLINGER

🚶 **F2F**   🌐 **Online**

SCHOOL	PROGRAM	LENGTH
IMD	BLOCKCHAIN AND THE FUTURE OF FINANCE 🌐	5 weeks
MIT	BLOCKCHAIN TECHNOLOGIES: BUSINESS INNOVATION AND APPLICATION 🌐	6 weeks
	BLOCKCHAIN AND CRYPTO APPLICATIONS: FROM DECENTRALIZED FINANCE TO WEB 3 🌐	8 weeks

CYBERSECURITY AND RISK MANAGEMENT

ANDERSON WILLINGER

🚶 **F2F**   🌐 **Online**

SCHOOL	PROGRAM	LENGTH
IMD	CYBERSECURITY RISK AND STRATEGY 🌐	5 weeks
MIT	CYBERSECURITY LEADERSHIP FOR NON-TECHNICAL EXECUTIVES 🌐	3 days
UNIVERSITY OF CAMBRIDGE	INTEGRATING RISK INTO STRATEGIC DECISION-MAKING 🚶	3 days

SUSTAINABILITY MANAGEMENT

🚶 **F2F**   🌐 **Online**

SCHOOL	PROGRAM	LENGTH
HEC PARIS ALUMNI	EXECUTIVE SHORT PROGRAM SUSTAINABLE TRANSITION MANAGEMENT 🌐	4 days
IESE Business School University of Navarra	SUSTAINABILITY & ESG PROGRAM: DESIGN, PLAN AND IMPLEMENT 🌐	3 days
UNIVERSITY OF CAMBRIDGE	CIRCULAR ECONOMY & SUSTAINABILITY STRATEGIES 🌐 ENVIRONMENTAL, SOCIAL AND GOVERNANCE LEADERSHIP: A PATHWAY TO BUSINESS SUSTAINABILITY 🚶 CIRCULAR ECONOMY & SUSTAINABILITY: IMPACT ON BUSINESS MODELS, FINANCE & INVESTMENTS 🌐	6 weeks 4 x 1/2 days 4 half days

DIVERSITY MANAGEMENT

ANDERSON WILLINGER

🚶 **F2F**   🌐 **Online**

SCHOOL	PROGRAM	LENGTH
INSEAD	LEADING ACROSS BORDERS AND CULTURES 🚶	5 days
	ADVANCING DIVERSITY AND INCLUSION 🌐	5 weeks
UNIVERSITY OF CAMBRIDGE	LEADING DIVERSITY, EQUITY & INCLUSION 🌐	2 or 4 days

ADDITIONAL DEVELOPMENT PROGRAMS

🚶 F2F   🌐 Online

SCHOOL	PROGRAM	LENGTH
ie	FINTECH: POWERING THE FINANCIAL REVOLUTION 🌐	6 weeks
IESE Business School University of Navarra	BECOME A POSITIVE LEADER TO ACCELERATE POSITIVE CHANGE 🚶	5 days
IMD REAL WORLD. REAL LEARNING	STRATEGIES FOR SUPPLY CHAIN DIGITALIZATION 🌐	5 weeks
INSEAD	TRANSITION TO GENERAL MANAGEMENT 🚶	2 + 2 weeks
	FINANCE FOR EXECUTIVES 🚶	1 week
MIT	INTERNET OF THINGS: BUSINESS IMPLICATIONS AND OPPORTUNITIES 🌐	6 weeks
	FUTURE FAMILY ENTERPRISE: SUSTAINING MULTIGENERATIONAL SUCCESS 🚶	6 days
	NEUROSCIENCE FOR BUSINESS 🌐	6 weeks
	ENTREPRENEURSHIP DEVELOPMENT PROGRAM 🚶	6 days

FOR COURAGEOUS WITHOUT A FEAR

ANDERSON WILLINGER

SCHOOL	PROGRAM	LENGTH
INSEAD	EXECUTIVE MASTER IN CHANGE	18 months
	EXECUTIVE MASTER IN CONSULTING AND COACHING FOR CHANGE	18 months

EUROPE OR USA?

ANDERSON WILLINGER

EUROPE OR USA

If you want to deepen your knowledge of **business, leadership, and personal development**, we recommend choosing **European programs**. However, we recommend American programs if you want to dabble into commercial or technical topics.

We chose **European programs** for inspiration precisely because they often **build on international experience through international case studies and internships**, while American courses tend to be more domestically oriented.