

BACK TO SCHOOL

Emerging Business Trends
and Executive Programs
Shaping Leaders



2025

CONTACT US

e: care@andersonwillinger.com
m: +420 731 440 081
andersonwillinger.com

WE ARE IN THE FLOW

The Flow Building
Václavské náměstí 47 / 110 00 Prague 1
Czech Republic



In 2025, business is being reshaped by **AI, digital transformation, and rising demands for agility**. Executives face a world where automation, data, and cybersecurity drive competitiveness, while customer expectations evolve at lightning speed.

WHAT DOES THIS MEANS FOR LEADERS?

AI & Hyper-automation	▶ Invest not only in tools, but also in your people's ability to adapt.
Digital Finance	▶ Real-time data and predictive analytics are becoming non-negotiable.
Sustainability & ESG	▶ ESG must fuel growth and innovation, not just compliance.
Workplace Transformation	▶ Flexibility is expected, but culture and performance must thrive.
Leadership in Crisis	▶ Leaders who remain calm and decisive inspire confidence.
Cybersecurity & Digital Trust	▶ Building trust through resilience is as vital as revenue growth.
Geopolitical Resilience	▶ Diversification and nearshoring are becoming critical strategies.

AW RECOMMENDATION – TOP PROGRAMS 2025

CUTTING-EDGE GEN AI INSIGHTS FOR CEOs AND STRATEGISTS.	PREPARATION FOR DRIVING ESG TRANSFORMATION.	SHORT, INTENSIVE PROGRAM TO MASTER DISRUPTION LEADERSHIP.
Generative Artificial Intelligence: From Hype to Business Impact	Sustainability Leadership Programme for Senior Executives	Leading Change in an Age of Digital Transformation
University of Cambridge	INSEAD	INSEAD

HOW ANDERSON WILLINGER SUPPORTS LEADERS

Helping identify
the right executive
education programs.

AI-based tools
predicting leadership
success.

Providing trend analysis
and connecting top
management globally.

CURIOUS WHICH PROGRAM BEST FITS YOUR LEADERSHIP JOURNEY? LET'S DISCUSS A TAILORED RECOMMENDATION.



TOP TRENDS IN BUSINESS 2025

Stay ahead of the curve with 115+ executive education courses drawn from the top 75 global business schools, designed to keep you at the forefront of today's fastest-moving business trends.



STRATEGIC INTEGRATION OF AI
& HYPER-AUTOMATION



TECHNOLOGY & INNOVATION



DIGITAL TRANSFORMATION IN FINANCE



DIGITAL TRANSFORMATION
& E-COMMERCE ACCELERATION



CUSTOMER EXPERIENCE & PERSONALIZATION



SUSTAINABILITY, ESG & CIRCULAR ECONOMY



THE CHANGING WORKPLACE



INTRA-INTER PERSONAL SKILLS



CRISIS MANAGEMENT



PERMANENT TRANSITION
TO AGILE BUSINESS MODELS



Strategic Integration of AI & Hyper-automation

Generative AI's mainstream adoption:

Generative AI tools are becoming increasingly integrated into various business processes, boosting productivity and enabling new applications.

Hyper-automation is empowering intelligence at every level:

streamlined workflows, predictive analytics, and AI-driven decision-making are increasingly embedded across departments.

AI Ready for Business	HEC Paris	Online	2 months
Transforming Your Business with AI	INSEAD	Online	5 weeks
Digital Change: Data, Agility and Continuous Innovation	IESE Business School	Mix	4 days
Strategy in the Age of Digital Disruption	INSEAD	Online	5 weeks
Artificial Intelligence and Data Science for Executives	SDA Bocconi	In-person	3 days
Artificial Intelligence & Leadership: Impact on Strategy and Innovation	ESSEC	In-person	3 days
Generative AI: From Hype to Business Impact	University of Cambridge	In-person	3 days
Oxford Artificial Intelligence Program	Oxford Saïd Business School	Online	6 weeks
AI for Managers	ESMT Berlin	In-person	4 days
Artificial Intelligence for Executives	IESE Business School	In-person	2-12 days
Executive Master in AI and Digital Business Transformation	IMD	Mix	18-48 months
Data Science and AI for Executives	London School of Economics	In-person	5 days
Artificial Intelligence: Implications for Business Strategy	MIT	Online	6 weeks
The Business of AI: Strategies for Leaders	London Business School	Online	10 weeks
Executive Master in Industrial Transformation	ESCP Business School	Mix	14 months
AI Transforming Business	WU Executive Academy	In-person	4 days
AI in Action: Strategic Approaches for Businesses	SBS Swiss Business School	Mix	3 days
Driving Performance with AI and Analytics	Trinity Business School	Online	8 days
Executive Generative AI for Business Certificate	NEOMA Business School	Mix	5 days
Executive Workshop on Generative AI	Aalto University Töölö, Helsinki	In-person	4 hours
AI for Executives	Stockholm School of Economics	Mix	5 days



Technology & Innovation

Cybersecurity: Protecting data and systems from cyber threats remains a top priority for businesses of all sizes.

5G expansion: The expansion of 5G networks is improving data collection and enabling faster and more efficient AI capabilities.

Extended Reality (XR) adoption: Businesses are experimenting with XR technologies like VR and AR for training, customer engagement, and marketing purposes.

Subscription economy: Businesses are increasingly using subscription models to offer recurring services and build customer loyalty.

Cybersecurity and Digital Trust for Leaders	London Business School	Online	6 weeks
5G Communications and Technologies	University of Surrey	In-person	5 days
Subscription Business Bootcamp	INSEAD	In-person	3 days
Strengthening Cybersecurity	ESMT Berlin	Online	5 weeks
Fundamentals of cybersecurity strategy & governance	SDA Bocconi	Online	24 hours
Cyber Security for Executives	Aalto University (Finland)	In-person	3 days
Realizing Value Using Immersive Technologies	Rotterdam School of Management	In-person	4 days
Managing Innovation Strategically	University of Cambridge	Online	4 days
Effective Management for Security Professionals	IE	In-person	5 days
Strategic Innovation in the Digital Era - Fall Edition	SDA Bocconi	In-person	3 days
Managing Cyber Incidents in an AI Driven World	IE	Online	3 days
Strategic Innovation Programme	University of Oxford	Online	6 weeks
Cyber Resilience for Business Leaders	Vlerick Business School	Online	4.5 days



Digital Transformation in Finance

The digital transformation of finance and business operations will accelerate in 2025. Companies will adopt new technologies to improve efficiency, reduce costs and gain deeper insights into their operations.

Emerging Technologies:

- Blockchain for secure and transparent transactions
- Cloud-based enterprise solutions for real-time data access
- Predictive analytics for financial forecasting

Leading Change in an Age of Digital Transformation	INSEAD	In-person	4 days
AI and Financial Innovation	ESCP Business School	Online	60 hours
Certified Expert in Digital Finance	Frankfurt School of Finance & Management	Online	6 months
Future is FinTech	University of Edinburgh Business School	Online	10 weeks
Fintech Innovation: Disrupting the Financial Landscape	University of Cambridge	Online	6 weeks
Introduction to Blockchain Technology & Management of Digital Assets in Financial Services	University of St. Gallen	In-person	2 days
Fit for Artificial Intelligence in Finance	University of St. Gallen	Mix	5 weeks
Oxford Fintech Programme	University of Oxford	Online	7 weeks
Oxford Impact Finance Innovations Programme	University of Oxford	In-person	5 days
Machine Learning & AI in Finance	HEC Paris	In-person	12 days
AI for Finance	University of Oxford	In-person	3 days
Cyber Resilience for Business Leaders	Vlerick Business School	Online	4.5 days



Digital Transformation & E-Commerce Acceleration

E-commerce continues its relentless rise, with global digital sales growing rapidly. Businesses prioritize mobile-first, frictionless checkout experiences and AI-powered recommendations.

→ **“Quick commerce”** (q-commerce)—ultra-fast delivery within minutes—remains a growing force in consumer shopping, particularly for essentials like groceries, apparel, and pharmaceuticals.

Data Science and Visualization for Business	IE Business School	Online	6 weeks
Leading Change in an Age of Digital Transformation	INSEAD	In-person	4 days
Leading Digital Transformation	ESMT Berlin	Mix	4.5 days
Executive Certificate in Digital Transformation	ESSEC Business School	Online	6 weeks
Online Executive Certificate in Digital Acceleration	IMD	Online	24 months
Executive Master in Digital Transformation & Innovation Leadership	IE	Mix	13 months
eCommerce Management	ISEG	Mix	30 hours
Master in Digital Marketing & E-commerce	EAE Business School	In-person	10 months
Leading Commercial Transformation	IESE	In-person	3 days
Driving Digital Change – People & Processes	ESSEC	Online	Flexible



Customer Experience & Personalization

Delivering **hyper-personalized, omnichannel customer journeys** is key—AI helps predict behaviors and automate tailored interactions at scale time.

Social commerce and shoppable content across TikTok, Instagram, and livestream events are transforming how purchases happen online.

Customer Experience Masterclass	University of St. Gallen	Online	4 weeks
Transforming Customer Experience	ISEG	Online	35 hours
Transforming Customer Experiences	Alliance Manchester Business School	In-person	4 days
International Master in Neuromarketing and Customer Experience	Rome Business School	Online	Flexible
Master in Customer Experience & Innovation	IE	In-person	10 months



Sustainability, ESG & Circular Economy

Sustainability isn't optional - consumers and investors demand it. ESG practices are influencing corporate strategy, sourcing, and financial flows.

Circular economies are gaining traction: businesses are designing products for reuse, recycling, and waste reduction to deliver both environmental and financial benefits

Sustainable transition management	HEC Paris	Online	40 hours
ESG and Sustainable Financial Strategy	University of Oxford	Online	7 weeks
Sustainability Leadership Programme for Senior Executives	INSEAD	Mix	12 months
Circular Economy and Sustainability Strategies	University of Cambridge	Online	6 weeks
Embracing the Circular Economy	ESMT Berlin	Online	5 weeks
Sustainability Executive Program	IE	Online	4 days
ESG and Sustainability for Innovation Leaders	ESCP Business School	In-person	3 days
Booster Program: Sustainable Transformation	ESMT Berlin	Online	1 day
Sustainable Finance	ISFC - Prague	In-person	2.5 days
Leading Sustainability: High Impact Leadership	University of Cambridge - CISL	Online	8 weeks
Diploma of Advanced Studies in Sustainable Business	Business School Lausanne	Online	6 months
Executive Master in Sustainable Business Transformation	IMD	Mix	18-48 months



The Changing Workplace

Hybrid and flexible workplaces are now the norm, not a perk. Employers are investing in collaboration tech and providing options like four-day weeks, wellness benefits, and personalized schedules.

Talent globalization is accelerating as remote work dissolves geographic barriers and companies recruit globally.

Leading Change for Organizational Transformation	London Business School	In-person	5 days
Resilient Leadership for Hybrid Work	Aalto University Executive Education (Finland)	Online	2.5 hours
Leading the Future of Work	MIT	Online	6 weeks



Enduring Trends in Business

Trends may shift, but some truths stay constant: **people matter, adaptability wins, and clarity in crisis defines leadership**. Last year simply proved that these are the timeless anchors of lasting success. Below you'll find courses designed to inspire — and stay relevant for years to come.



Inter-Intra Personal Skills

Developing Leadership Competencies	IESE	Mix	4 days
LEAP: Leadership Excellence through Awareness and Practice	INSEAD	Mix	20 days
Next-Level Leadership	London Business School	In-person	5 days
High Performance People Skills for Leaders	London Business School	In-person	5 days
High Performance Leadership	IMD	In-person	6 days
Leading People and Teams	ESMT Berlin	In-person	4 days
Design Thinking and Corporate Change	ESMT Berlin	In-person	3 days
Beyond HR: People, Culture, Transformation	Rotterdam School of Management	In-person	3 days
Lead the Future	INSEAD	Online	1 year



Crisis Management

Crisis Management Online Program	IMD	Online	5 weeks
Risk & Crisis Management Online Certificate	London School of Economics	Online	8 weeks
Strategic Crisis Leadership: Thriving Amidst Challenges	WHU (Germany)	In-person	3 days



Permanent Transition to Agile Business Models

Business Creativity and Innovation Spirit	IMD	Online	2 weeks
Agile Management	SDA Bocconi	Online	5 weeks
Design Thinking & Agile Methods	ESSEC	Online	6 weeks



Recommendation by Anderson Willinger

In today's turbulent world, career gaps often last longer than we'd like—so why not turn that time into an opportunity? Enroll in longer education programs and use the break to **SELF-INNOVATE**.

Executive Master in Consulting and Coaching for Change	INSEAD	Mix	18 months
IMD Executive Coaching Certificate	IMD	Mix	10 months
Executive MSc in Change Leadership	HEC Paris	Mix	36 days
General Management Program	IESE Business School	Mix	6 months
Executive Program in Digital Transformation	ESSEC	Online	18 months
Global Advanced Management Program	IE	Mix	6 months
Executive Master in Marketing & Sales	ESADE	Mix	13 months
Executive Master in Change	INSEAD	Mix	18 months



If you wish to get a different perspective from one of the top **American business schools**, we have chosen a handful of **online executive education** courses that represent the current trends.



Harvard Business School

Data Science for Business	Online	4 weeks
Remote Work Revolution for Everyone	Online	Self-paced



Stanford Graduate School of Business

Agile Leadership: Building Adaptability and Embracing Creativity	Online	Self-paced
Master Storytelling for Authentic Leadership	Online	Self-paced



MIT Sloan School of Management

Making AI Work: Machine Intelligence for Business and Society	Online	Self-paced
Digital Business Strategy: Harnessing Our Digital Future	Online	Self-paced
Cybersecurity for Managers: A Playbook	Online	Self-paced



Columbia Business School

Leadership Essentials	Online	4 weeks
AI for Business & Finance Certificate Program	Online	8 weeks



Haas School of Business, University of California Berkeley

Executive Program in AI and Digital Strategy	Mix	8 months
Digital Transformation: Leading People, Data & Technology	Online	2 months

We are Executive Search.

Business Intelligence is an integral part of our projects and practice. We regularly monitor and analyze trends within our leadership community.

We are developing a tool based on **Artificial Intelligence** designed to predict a leader's success in a specific role and business, in alignment with the company's culture and values.

As part of our projects, we conduct **comprehensive psychological testing**, which serves to evaluate and develop leaders while ensuring their successful integration. Anderson Willinger, in collaboration with colleagues from INSEAD, has identified the most important areas, including personality traits crucial for managing organizations in today's turbulent

times, both in the case of external recruitment and promotions. Based on this knowledge, the AW team has defined the best global tools to understand where both the company and the leader stand and what their critical development areas are.

We not only assist our clients in setting strategies and selecting key executives, but we also partner with them in **educating and inspiring top management on current global trends**.

TRENDS FROM OUR LEADERSHIP COMMUNITY

2025



2024



2023



EXECUTIVE
EDUCATION
TRENDS

2024



TOP
CONFERENCES

2025



OR FOLLOW
US ON LINKEDIN



CONTACT US

e: care@andersonwillinger.com
m: +420 731 440 081
andersonwillinger.com

Lucie Teisler

Partner
e: teisler@andersonwillinger.com
m: +420 731 440 080

Zuzana Javořiková

Project & Data Science Lead
e: javorikova@andersonwillinger.com
m: +420 731 440 084

Klára Zelinková

Senior Research Associate
e: klara.zelinkova@andersonwillinger.com
m: +420 731 440 081