

# EXECUTIVE LEADERSHIP PROGRAM

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CCI FRANCE JAPON  
TRAINING



# EXECUTIVE LEADERSHIP PROGRAM

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## MODULES

### STRATEGY & CHANGE MANAGEMENT

11 & 12 APRIL 2024 (2 days)

### FINANCIAL REPORTING & BEYOND

22 & 23 APRIL 2024 (2 days)

### INNOVATION & BUSINESS MODELS

25 & 26 APRIL 2024 (2 days)

### INCLUSIVE & CROSS CULTURAL LEADERSHIP

23 & 24 MAY 2024 (2 days)

### MARKETING & BRAND BUILDING IN A DIGITAL WORLD

27 & 28 MAY 2024 (2 days)

## PROGRAM

CCI France Japon is excited to launch the new training **Executive Leadership Program** designed in collaboration with **ESSEC Business School**.

This five-module **face-to-face program** is created for **high-potential experienced leaders** in their current positions or stepping into new executive roles which may involve broader responsibilities. It will equip them with future leadership skills, prepare them to navigate in an increasingly complex business environment and accelerate their careers.

The program offers an impactful learning journey consisting of interactive face-to-face training, mentoring and access to ESSEC e-learning platform bringing the participants meaningful development and best possible flexibility.

The program will be delivered in English by multinational professors from the prestigious **ESSEC Business School**.

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## INFORMATION

### TARGET AUDIENCE

Designed for high-potential experienced leaders in their current positions or stepping into new executive roles which may involve broader responsibilities.

### DATES

5 modules delivered over 2 months between April and May 2024  
(total of 10 days)

### LOCATION

CCI France Japon, L'Espace

### LANGUAGE

English

### APPLICATIONS

As the number of program seats is limited, we accept applications on a first-come-first-served basis.

### PRICE

CCIFJ members 1,550,000 JPY excluding tax  
Non-members 1,750,000 JPY excluding tax



**FOR MORE INFORMATION:**  
**TRAINING@CCIFJ.OR.JP**

## 1. STRATEGY & CHANGE MANAGEMENT 11 & 12 APRIL

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Today's leaders need to develop capabilities to respond strategically to continuously changing business landscapes.

Participants will learn how to lead in a disruptive world, understand the influence of geopolitical and economic forces on businesses, explore the concept of VUCA and its impact on strategy. They will practice developing their own strategy as a leader and assessing environment and competition.

On the second day, participants will explore the role and importance of Change Management for Leaders and use Harvard business simulation to understand the range and effectiveness of change management. They will also learn frameworks for implementing effective change.

## 2. FINANCIAL REPORTING & BEYOND 22 & 23 APRIL

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Understanding financial information is a critical competency for leaders, who are being challenged like never before to achieve better business results. In this module, the participants will understand the links between finance, strategy and business. The session will explore foundation for key financial concepts, ratios, information; financial reporting framework. It will also focus on understanding financial risks through business case illustration and application exercises.

On the second day, the participants will explore business value creation through hands-on simulation and will focus on importance of value creation mindset. They will also learn ESG reporting and other key financial concepts. The day will end with simulation debrief and key learnings summary.

### 3. INNOVATION & BUSINESS MODELS 25 & 26 APRIL

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The most innovative companies in the world know how to successfully navigate the challenges of developing new ideas, solutions, and products in a continuously changing environment.

The goal of this module is understanding the role of innovation in a disruptive world and how to apply it in everyday business.

Participants will also understand how disruption transforms businesses through practicing real-life cases and also offsite company visit.

The second part of the module will provide an opportunity to understand innovative business models and master the application of business models in practice (Business Model Innovation Framework).

### 4. INCLUSIVE & CROSS-CULTURAL LEADERSHIP 23 & 24 MAY

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Leadership is a lifelong journey that begins with self-awareness & self-discovery. During this module, the participants will learn how to lead self and adapt the characteristics of an effective leader. In the next step, they will focus on embracing diversity, understanding what inclusion means and capitalising on diversity.

On the second day, they will learn the awareness of cultural sensitivities and practice critical skills for managing across cultures. The session will also involve panel discussion on how to manage in a hybrid work environment and understand the importance of psychological safety in the post-pandemic landscape.

## 5. MARKETING & BRAND BUILDING IN THE DIGITAL WORLD

### 27 & 28 MAY

This session will introduce the fundamental question 'Who are your customers?' targeting redefinition of markets, consumers/customers and digital forces affecting consumer buying behaviors (B2B & B2C). The session will focus on brand building in a digital age: establishing brand value and brand voice, impact of technology and sustainability in brand-building. At the end of the day the participants will meet special guest speaker, a leader involved in re-building a brand in the digital age.

The second day will allow the participants to explore marketing in today's context, moving beyond the traditional marketing frameworks and embracing sustainability and role of technology in marketing. It will also cover building effective digital marketing strategies in today's world based on lessons from real world business cases.

## ESSEC BUSINESS SCHOOL MISSION

**Enlighten.** A signature that reflects ESSEC's humanist calling, reaffirming the central place of knowledge and its transmission as a prerequisite for taking action.

**Lead.** A signature that asserts ESSEC's mission to be an inspiring business school capable of initiating and guiding change and making change more meaningful.

**Change.** A signature that responds to society's deep-rooted need for change, and that establishes ESSEC and its stakeholders as agents of this change by supporting companies in their ambition to reconcile value creation and commitment to the common good.

## RANKINGS



#1 Master in  
Management  
in Asia

#4 Master in  
Finance

#5 Executive  
Education  
Program