

EIGHT REASONS TO ENROLL YOUR TALENTED PEOPLE FOR A NYENRODE EXECUTIVE MBA



If you would like to discuss the EMBA program and its benefits for your employee with me, please do not hesitate to contact me for a personal discussion.

Kind regards,
Chirsto Nel, Program Director,
Executive & International MBA

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There are thousands of business schools across the world so choosing which one to send talented individuals to can be difficult. Also, deciding why to even consider supporting a valued and talented person to embark on such a high pressure program raises questions. As one of the most respected business schools in Europe we offer several major advantages that turn your trust in our EMBA program into an investment that delivers results from week one. That is our promise we are passionately committed to.

Highlights

Start: March 30, 2014

Duration: 21 Months

Investment: €47,500

- Module 1: March 30 - April 11, 2014
- Module 2: July 6 - 19, 2014 (The USA)
- Module 3: November 2 - 14, 2014
- Module 4: March 1 - 13, 2015
- Module 5: June 14 - 26, 2015 (South Africa)
- Module 6: September 17 - October 9, 2015

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Nyenrode Business Universiteit offers the unique opportunity to challenge and create a relationship with the world's future business leaders. The students and professors offer us new insights on how companies anticipate on rapidly changing environments and new business models. These views inspire us how we can create opportunities by leveraging the changing customer behavior, the financial crisis and the need for sustainable energy in the best possible way. We always are looking forward to be surprised and amazed by the leadership, stewardship and entrepreneurship the talents of Nyenrode will bring us!
Capgemini

Many of my colleagues mention that I do things differently now, tackle problems from new angles, and position myself differently in the group to connect more effectively. That's why I can truly say that Nyenrode's Executive MBA is definitely a transformational experience!
Wim van Domburg (34)
International Account Manager at
Randstad Holding
Participant 2012-2013 (EMBA10)

Our roots: *by business, for business*

In 1946 a group of visionary business leaders and companies founded Nyenrode. Their conviction was that business had to make a significant contribution to uplifting post-war society. This act of leadership, entrepreneurship and stewardship shaped our ethos of creating and delivering high quality, action-inclined business education that meets the needs of business. This is what drives us, every day. EMBA participants rapidly discover how to continue this legacy and applying it within their own workplaces.

Personal Attention and Peer Group Coaching: *optimizing growth*

Personal development and growth cannot occur in a crowd and so we limit our classes to 35 - 40. By limiting our class size, each individual can receive personalized attention. Study groups of 4 to 5 people work with a dedicated coach who is one of the alumni of Nyenrode and who has first hand experience of what it takes to get the most out of the program. This further accelerates personal development and positive impact in the workplace.

Commitment to Practice and Execution: *focus on results*

We are an internationally accredited business school and rely on impeccable academic content to stimulate the thinking and growth of participants. But the EMBA is a no-nonsense business degree, which requires participants to demonstrate their ability to apply their learning in the workplace. This mix of academic excellence with a powerful bias to action rapidly enhances the effectiveness of participants where it matters - the workplace.

Global Perspectives and Networks: *continuous value*

Our EMBA graduates become part of a global network of more than 15,000 alumni who are a treasure trove of experience. The commitment of alumni to reinvest in our EMBA by becoming coaches, opening their organizations for research purposes, and to share their experiences with current participants are just a few ways in which this rich network delivers real additional value.

Work-based Learning and Application: *actionable knowledge*

The EMBA program is designed to maximize work-based learning and real-time application. Participants are involved in three 2-week blocks per year for two years. This includes two international study tours. Between each block they are required to apply their learning in their own workplaces. Six weeks of study time per year may sound like a lot, but the speed with which participants increase their all round effectiveness enables the vast majority to more than compensate for the time away from work.

Mining the Contributions of Motivated Peers: *real-time 'advisory-board'*

The opportunity to tap into the experience of fellow EMBA participants alone becomes a rich source of learning and advice that contributes to more effective problem solving. Their rapid growth and understanding of how to engage with and enable people to deliver sustainable high performance delivers results within a few weeks of starting their EMBA.

Business Oriented Faculty: *experienced enriched knowledge*

A significant proportion of our faculty has experience as entrepreneurs, senior managers, and specialist advisors to executives. It ensures that they can connect with the real-life challenges that participants face and facilitate learning that leads to addressing business challenges in real-time.

Turning Authentic Leadership - Entrepreneurship - Stewardship into Reality

Our legacy of more than half a century underpins our commitment to the three pillars of **leadership-entrepreneurship-stewardship**. This does not only exist at a level of values and conceptual thinking. From the first week of commencing their EMBA, participants are involved in an integrated twenty-one month journey of extensive personal development to explore, define and entrench his/her authentic capabilities. The impact of our EMBA on the lives of participants during their program and as alumni gives us the confidence to promise that the vast majority of participants will develop the lasting ability to:

- Exercise **leadership** influence that energizes and increases the performance of self and others.
- Demonstrate the courage of **entrepreneurship** that drives continuous improvement and innovation.
- Live the spirit of **stewardship** to fulfill a meaningful role in society and enhance the sustainable wellbeing of all stakeholders.