

SENIOR  
EXECUTIVE  
PROGRAM



Executive Education  
**Senior Executive Program-**  
**Miami 2008-09**



UNIVERSIDAD AUSTRAL



University of Navarra



Why Do the Senior Executive Program?

**Where do you find the inspiration necessary to seize new opportunities for your organization?**

**How can you use these opportunities in an innovative way?**

**How can you lead effectively in a rapidly changing world?**

Today even the most experienced managers need to find ways outside the rush of daily business life to reflect upon new developments and challenge their own business practices. But have you ever taken the time to ponder the cornerstones of your management strategy within the context of global change? As governmental, technical and financial parameters continue to shift, so do the boundaries on business. At the same time, new international markets are rapidly opening up. The result: greater opportunities and pressure for senior managers.

The Senior Executive Program will sharpen your awareness of business trends and give you new confidence to find solutions to the issues you face. The program's general management focus will allow you to step back, rethink the fundamental beliefs and motivations driving your company's future, and re-examine your own leadership role.

As a Senior Executive Program participant, you will interact with top-management peers from a wide variety of industries. You will learn from each other and from first-rate faculty with decades of experience working with managers of small and medium-sized companies as well as major corporations.

“The program gave me the chance to take time out to develop both personally and professionally, reflect on how to attain a positive work-life balance and think about how we can all contribute toward a better society.”

**Ángel Agallano,**  
Vice President of Santander Banespa (Brazil)



## Program Objectives and Benefits

The Senior Executive Program-Miami is a certificate program that will provide you with a deeper understanding of the complexities of Latin America and their impact on strategic decision-making.

## Thrive in a Collaborative Forum Zero In On Latin America

Innovative ideas can only spring from a stimulating environment where they are allowed to flourish. Our program creates this fertile environment and gives you the vital thinking space you need to discover new ways to approach problems and create solutions.

As a Senior Executive Program participant, you will join a small study group structured to resemble a multinational corporate management team. Working alongside people of different functional backgrounds, you will strengthen your cross-cultural collaboration and communication skills.

The close bonds forged with your classmates, representing a wide range of sectors, can cultivate new business alliances that will last long after the program is over. Organized social activities provide additional opportunities for networking and the creation of long-term relationships.

This program is unique in its combination of three key features. It focuses on the needs and concerns of corporate leaders and entrepreneurs operating within Latin America. Its primary setting is Miami, Florida, home to the corporate headquarters of many Latin American enterprises. And, because it is conducted in English, the program allows executives from all language backgrounds to participate.

## Widen Your Management Perspective

The use of business case studies is central to the program's dynamic learning experience. Participants analyze and make decisions about real-life business challenges. Each case draws out several best practices immediately applicable to your own situation, thus ensuring direct relevance to you.

In addition to the case method, you will be challenged to reconsider both the way you operate internally and the complex and volatile market in which you compete externally. In the end, you will find yourself equipped with a whole new set of tools for making wiser analyses and taking decisive action, from a much wider management vantage point.