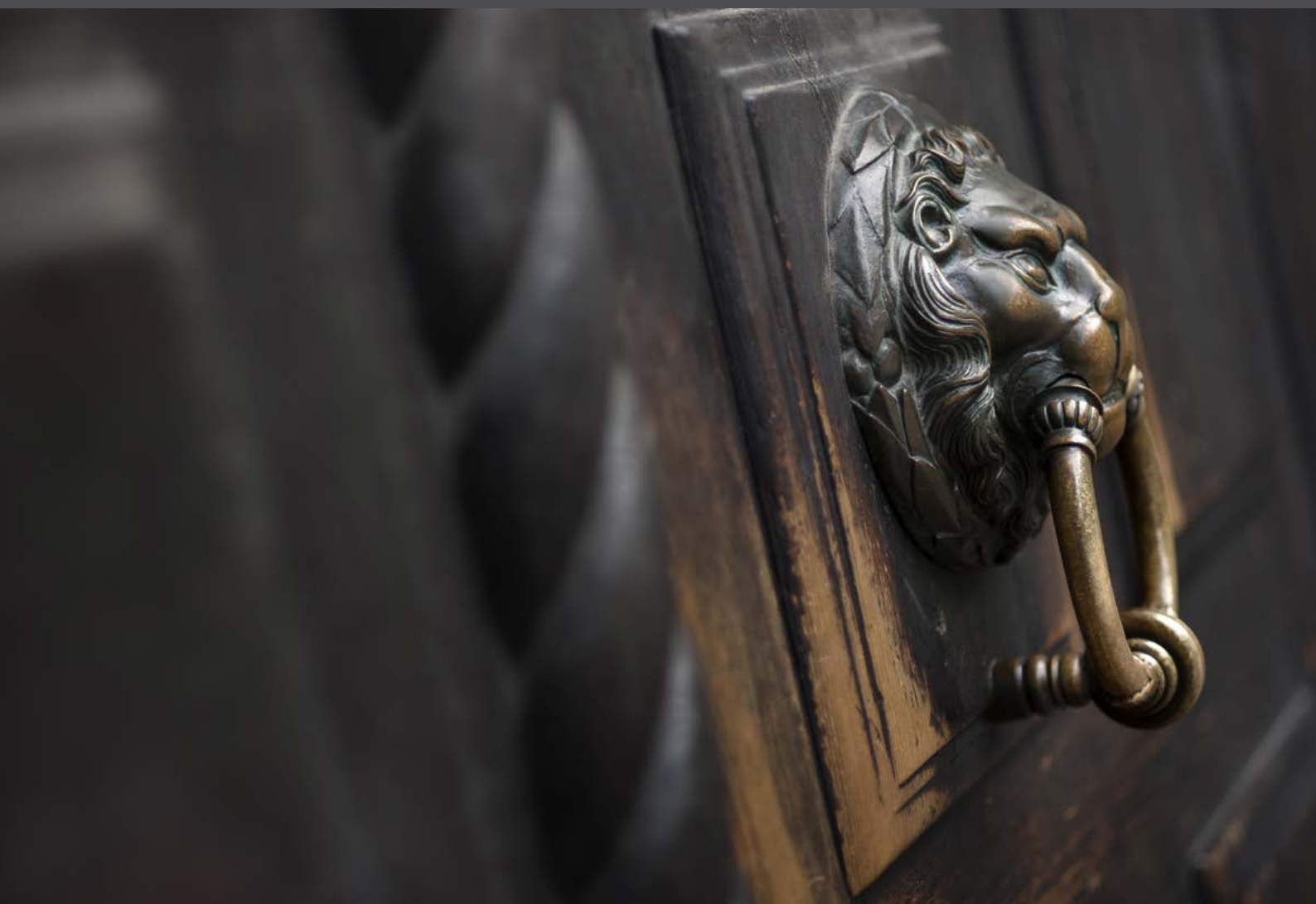




SSE EXECUTIVE EDUCATION

SSE EXECUTIVE EDUCATION

The world needs
great leaders.
Be one!



2020

Top-ranked programs for executives & managers

What would the world look like if we only had great leaders? Leaders who were a positive force and made a real difference? You have probably noticed Sweden's inclusive leadership style being increasingly singled out for international praise.

We are seen as a professional, entrepreneurial, open, innovative, approachable and, not least beacons of sustainability – something that is set to be a critical factor for survival.

Here at SSE Executive Education, we feel we can share in some of that glory. We have been educating Sweden's top leaders since 1969. Plus the Financial Times has ranked us as the best provider of executive education in the Nordics and Baltic region every year since 2001.

In this guide, we will demonstrate the value of lifelong learning, and why it is more important than ever. You can explore our range of educational programs for experienced managers and leaders which have been designed to provide you with the ideal conditions to develop and make a real difference. We will help you to maintain your relevance over time, whether you work in the private or public sector, in a big listed company or a start-up business.

The future needs you. We look forward to meeting you!



Anders Richtnér, VD SSE Executive Education. © Juliana Wiklund Photography

Good leaders move with the times

The attitude to higher education is beginning to change. It is no longer seen as a precursor to entering the working world, but an ongoing commitment to remaining relevant over time by improving your skills, adding knowledge and perspectives as new working needs and demands arise, higher education means lifelong learning.

The results of a recent survey carried out in partnership between SSE Executive Education and Kantar Sifo indicated a lack of faith in the competence of executives in Sweden. Even though Swedish leaders are often praised on the international stage and are good at moving with the times, there is still scope for improvement.

Here are some of the challenges facing leaders.

As a leader, everyone's eyes are on you.

Your role is important. Your leadership affects whether customers' expectations are met, visions and strategies are realized, and employees understand how their work contributes to the bigger picture.

As a leader, you are also a role model who influences culture, values and motivation. Business-critical leadership development represents a significant investment on the part of the executive participant and their organization.

Competence is a perishable item.

Executive education plays a key role in enabling experienced senior managers and leaders to maintain and develop the knowledge and skills they need throughout their working life.

Managing structural changes and technical advances.

Many senior managers and leaders need to adopt new approaches and working practices and master new tools to a much greater extent than before.

That doesn't mean you have to be a technical expert, but it is important to understand how it affects your business and how it can be made to work for you.

Work has no limits.

For many, in particular senior managers and executives, work has no limits - both in terms of time and space but also in range of duties. It is important to learn how to deal with this in a healthy way to ensure your own wellbeing. You also have a responsibility to help your employees set their own reasonable limits.

Sustainability is an essential focus area for us and we will equip you with research-based knowledge and tools to help you and your employees sustain a full working career.

You are inevitably synonymous with your company's brand.

If a brand is threatened, executives need to act fast as the impact to a company or organizations reputation, finances and survival is often more than any other external factors. There will be a need for transparency and clear communications in channels appropriate to the customers' needs.

There is an art to showing good leadership across both existing and new channels. We will help you develop those skills.

Choose the right educational format for you

Open programs

Taking part in one of our open programs is a great option for many, particularly when it comes to developing an individual's management skills. We offer everything from General Management programs to short programs with a specialist focus. These programs are delivered at least once a year, bringing you into contact with skilled leaders from other industries, who share their experiences and provide you with new insights. Read more about our open programs on the following pages.

Customized programs

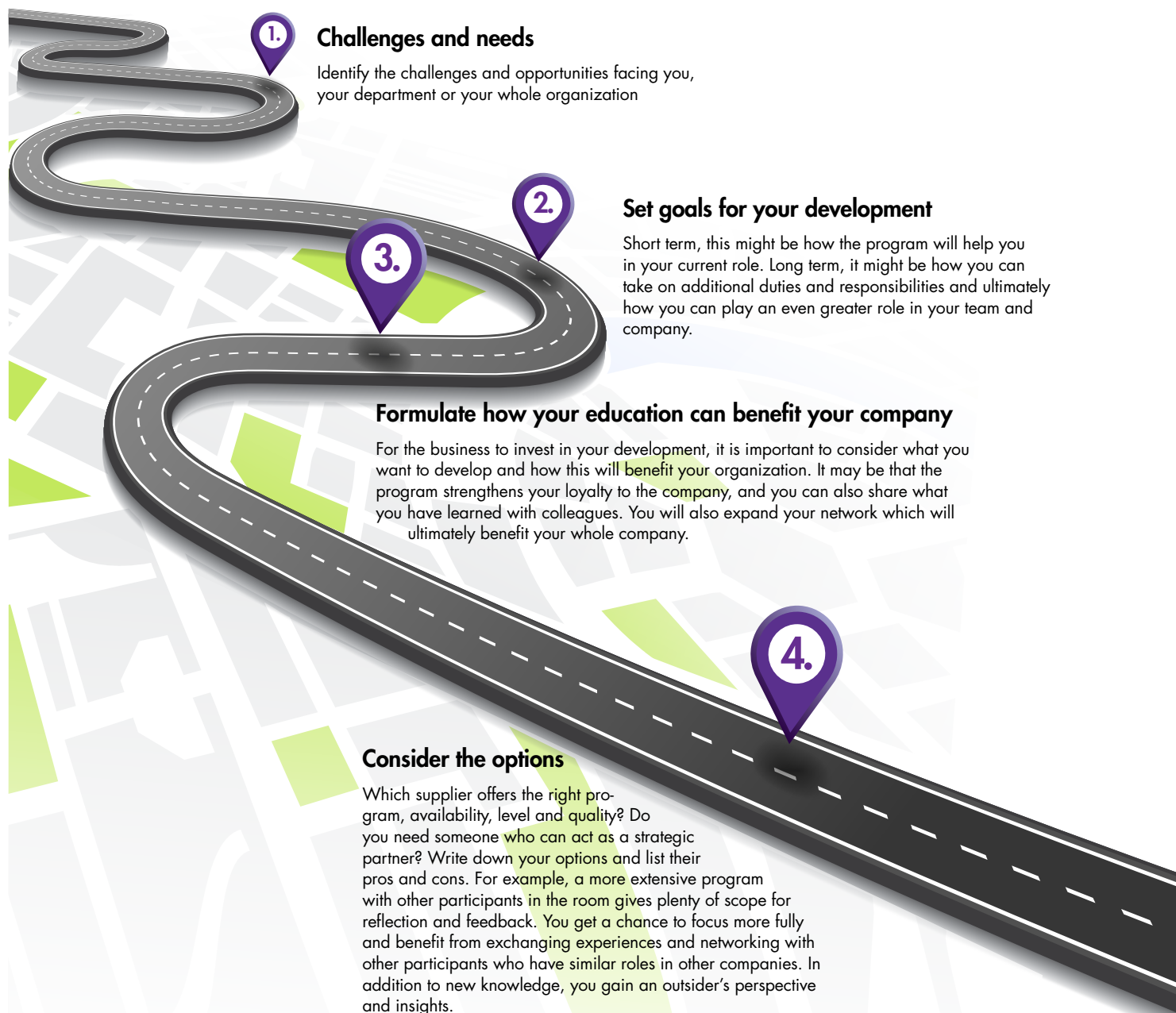
Here we focus primarily on the challenges faced by the organization. If major change is required, then a major intervention is also needed. We identify focus areas and goals so that we can design a program together. The faster we act, the better, since the rules of the game can be so variable. The programs are held at whatever venues and times that suit you best – whether you operate out of Stockholm, Shanghai or San Francisco.

Consortium programs

This format combines the best of both worlds – an enriching and dynamic exchange of experiences between selected companies and organizations plus the opportunity to jointly influence the shape of the training program. Read more about our consortium programs on page 11.



How to get the most from your education



5. Have a dialog with your manager before and after the program to discuss the goals

What is the executive education meant to achieve? Agree on clear goals with your manager. Clearly defining what you want to achieve ensures that you have the right focus and goals in your education. After the program, these can then be followed up with a concrete plan for implementing the lessons learned.

6. Plan ahead and prepare internally

Many programs have fixed start dates for their various modules. Put the dates in your calendar and think about how your team can work and develop in your absence.

Why choose SSE Executive Education?

You can choose our programs with confidence, based on our extensive experience, our quality standards and our vision of what executive education can do for you and your organization. Below are our most compelling reasons why SSE Executive Education is the best choice for you as an executive or manager.



1. Research-based insights

The academic faculty we work with are among the very best in their fields. This ensures that the knowledge and insights you attain are based on sound, cutting-edge research, not short-term trends. This provides immunity from fads and instills an academic approach that helps you to sift through all the models, tools and consultants' pitches.

2. Experience-based knowledge

For us, linking knowledge and experience is the key to success. With our programs, you get to meet leading experts and business leaders whose distinguished experience means they understand the challenges you face. You also get to meet your program colleagues regularly, with plenty of opportunities for valuable discussions and exchanges of experience.

3. Structured format with a common thread

Each of our programs has a dedicated Program Director who leads the teaching process and carefully nurtures your individual and group learnings. Meanwhile, experienced program coordinators help with all the practical details over the course of the program, so you can fully focus on absorbing, reflecting and learning new things.

4. You create lasting results quickly

We plan our executive programs so that you can put new knowledge into practice alongside your learning. This enables you to transfer your new knowledge to your organization at an early stage. In that way, you can reflect on the effects and tackle any challenges, together with our experts and your colleagues in the program.

5. A valuable network

The need for new perspectives, knowledge and good business contacts does not stop at the end of the program. As one of our alumni, you become a member of a fantastic international network of first-rate leaders, managers and experts. Our network gatherings and continued contact enable you to carry on developing and being inspired long into the future.

6. Core focus on your experiences and business challenges

We are no traditional school. Our educational process, "SSE Executive Education Live Learning", is rooted in your existing experience and knowledge. You are helped to understand your challenges better and reflect on new perspectives, while gaining the tools to manage change once you are back in your working environment.

Given our expertise and philosophy, we can confidently promise that choosing SSE Executive Education is a game-changing decision for you and your organization. Welcome!



Open programs

Our General Management programs give you a broad understanding of your function, based on the areas of business, management and leadership. Studying how these areas interact and influence each other will give you the insights you need to develop your organization. You will also find programs below that focus more specifically on leadership, strategy and finance. Programs are held in Swedish unless otherwise indicated.



= Average rating from participants



= Content focus (● : Leadership ● : Business Control ● : Business/assignment)

General Management



Executive Leadership Program (25 days)

Gain a holistic perspective on the mission of leadership, management and business development. Our most comprehensive management and leadership program. For managers at senior executive level in private-sector businesses or commercial enterprises in the public sector.



Executive Management for Construction and Real Estate – SBL (20 days)

A management program focusing on the challenges faced by the construction and real estate sector. Highly relevant cases and exchanges of experience with other senior managers provide you with a full understanding of key challenges and opportunities. After the program, you will have the tools you need to make your business sustainable and competitive.



Managing Professional Services (12 days)

A management program for businesses that offer knowledge-driven services of an advisory and consultative nature. Taking a holistic view of leadership, business development and management, you learn to establish strong customer relations and to attract and retain top talent.



Executive Management Program for the Public Sector (15 days)

A management program for senior executives in the public sector. The program is rooted in the very particular circumstances of the public sector as regards general management, change management and operation management.



Manager and Leader (12 days)

Ready for the next step? Become more confident in your role and develop your skills as a leader. Based on your daily operational challenges, the program integrates the three core perspectives of business, management and leadership.



CEO Program for Community-based Companies (9 days)

The program aims to strengthen the CEO's ability to take on the complex task of leading, operating and developing community-based companies. This program is produced in collaboration with Sobona.

Leadership



Sustainable Leadership (9 days)

An innovative, experience-driven and research-based program in personal and sustainable leadership. You will develop your capacity to handle stress and be more effective in a demanding and responsible role.



Project Management – with Leadership in Focus (5 days)

Hone your project management skills and acquire the tools you need to create more effective work processes. The program is built around reality-based exercises and the particular conditions that characterize project-based work.

Business/assignment & Business Control



Executive Management Program (12 days)

Enhance your own and your management team's ability to fully exploit the development opportunities open to your business. The program provides you with new insights into the links between strategy, value creation and organization.



Management Development Program for the Health Care Sector (12 days)

Develop your knowledge of management, finance, organization and leadership in the health care sector. A management program that focuses on the specific opportunities and challenges in this sector. New perspectives and knowledge plus time for exchanges of experience and reflection.



The Strategic Leadership (10 days)

A program for executives in the municipal sector who want to develop their ability to innovate and drive change while also providing a pillar of stability in a rapidly changing social landscape. For members of Sobona.

Business Control



Business administration for managers and leaders – value-generating business development (8 days)

A practically-oriented course in finance designed for you as a manager or business leader seeking an understanding of business administration and the financial aspects of operations.



Investment Analysis (5 days)

An executive program for those who analyse and value companies and industries, or who use other people's analyses and want to become better at appraising these, and for those who want an in-depth understanding of how analysts and investors work.



Valuation and Corporate Finance (13 days)

An in-depth program covering accounting, financial analysis, company valuation and corporate finance. Led by experienced instructors and researchers from the Stockholm School of Economics and their networks.



Sustainable Finance (2 days)

A two-day executive program in English focusing on sustainability issues of relevance to the financial sector.

More detailed information about each program, dates and info meetings can be found at exedsse.se.
You can also contact our program advisors direct by phone: +46 8 586 175 60 or e-mail: advisors@exedsse.se.

Other programs and courses

We offer a range of more specialized short courses and longer programs – all firmly rooted in academic research as well as business experience. Programs are held in Swedish unless otherwise indicated.

Focused courses

Sustainability Strategy & Innovation (3 days)

Take your sustainability strategy to the next level and develop your skills as a change maker in the field of sustainable business.

Leading Digital Transformation (3 days)

Equip yourself with sustainable strategies and techniques for leading your organization toward digital maturity. The course includes digital case studies, physical lectures, discussions and networking.

Leadership Communication (3 days)

For managers at executive level who want to improve their ability to get their message across. You will improve your ability to effectively conduct discussions, and to motivate colleagues to embrace your organization's objectives.

Board Member Education Program (3 days)

For those who wish to improve their expertise in corporate governance and be a more effective board member. You will become more secure in your role as a board member and make a better contribution to the competitiveness and profitability of the business.

Accelerating Digital Innovation (Online program 5 weeks)

Accelerating Digital Innovation is designed for executives or leaders in need of exploring and exploiting digital business opportunities.

Chairman of the Board program for municipal companies (5days)

This program aims to strengthen the ability to take on the complex responsibility of being Chairman of the board for a municipal company. For members of Sobona.

Specialist programs

Programs in Insurance and Risk Management

IFU is part of SSE Executive Education and Sweden's leading supplier of educational programs in the fields of Insurance and Risk Management. IFU's diploma courses set the gold standard with regard to level and focus. Find out more at ifu.se

Programs in Financial Economics

These programs bring you into contact with some of Sweden's leading experts and researchers. We offer educational programs in the areas of portfolio management, risk management, financial analysis, company valuation and corporate finance. Find out more at exedsse.se/en/finance-2/

Executive MBA

SSE MBA Executive Format (50 days, in English)

A degree program at the Stockholm School of Economics that is designed to give ambitious managers and top talent an opportunity to combine work and study. You will gain enhanced knowledge and skills in leading and developing businesses and organizations, as well as building a new, international network of contacts. Via our Live learning process, you will carry out projects that deliver immediate effects within your organization. More information about the SSE MBA Executive Format is available here: www.hhs.se/en/education/mba/

Consortium programs

SSE Executive Education offers a number of consortium programs, a format based on long-standing collaboration with over 20 companies. Each program has a select and stable group of partner organizations that share our long-term view of structured executive and leadership development. The organizations are able to proactively influence program objectives and structure, and have a common interest in long-term and intimate exchanges of experience and networking with other companies and organizations. The organizations nominate a group of leaders to attend each round of consortium programs. Consortium programs are held in English unless otherwise indicated.

9.3
/10

IMP – International Management Program (21 days)

A program that develops you as a manager and leader in an international business context and readies you to lead multinational teams.

8.9
/10

FEM – Executive Management Program (19 days)

A program for executives who want to develop their skills in international business management, gain new perspectives on business development and build networks.

9.2
/10

TIO – International Executive Program (21 days)

A program for senior executives who want to develop and strengthen their ability to do business in a global arena.

9.8
/10

GEM – Joint Management Program (25 days, in Swedish)

A development program for upper management and specialists who want to deepen their knowledge of business development and leadership for the future.

9.3
/10

Business Performance Diploma (18 days)

A customized diploma program for experienced controllers who want to gain a competitive profile and advantage in operational management.

8.6
/10

SPM – Strategic Procurement Management Program (15 days)

A program for the development of an organization's strategic procurement through knowledge, new perspectives, tools and models that prepare you to challenge "business as usual".

Do you need a customized program?

If you or your business is looking for something tailored to your specific needs, talk to us for more details. Contact details are at the end of this guide.

Information meetings

Our info meetings offer you a good insight into our various programs, plus an opportunity to meet the program team. Come along for more information on our open programs and guidance on which one to choose. The info meetings are held throughout the year on our campus on Sveavägen in Stockholm or online and are free of charge. Visit exedsse.se for more details on upcoming meetings.

Find program info,
dates, meetings
and more at
exedsse.se

Campus

In order to provide the environment that our educational methods demand, much of our executive education is conducted on our own campuses, at Sveavägen 65 in central Stockholm or our Campus Kämpasten in Sigtuna, just 20 minutes from Arlanda Airport.



Handelshögskolan i Stockholm © Juliana Wiklund Photography



Campus Kämpasten

Reviews from our alumni

“Definitely exceeded expectations. It has been extremely high quality, packed with plenty of ‘new knowledge’, and I’m surprised at how much was new to everyone, whatever their position and previous experience.”

Review of Executive Leadership Program, April 2016.
Edin Mehinovic, CEO, Geeks AB

“I’ve done programs like this before and I did wonder whether it would just be covering the same old ground – but those fears proved unfounded, and it felt great to get stuck in and learn all sorts of new things.”

Review of Leadership through Personal Development, April 2016.
Anders Storm, CEO, Sivers IMA

“Gaining better self-awareness has helped me to understand other people instead of getting irritated by them. I have a better appreciation of other people’s needs, which has helped me to prepare for difficult discussions and implement them in a way that has been more ‘focused’ and effective than before.”

Review of Leadership through Personal Development, April 2016.
Therese Jällbrink, Manager Commercial Operations, Stena Bulk AB

“What I got out of this was a great deal of joy and professional development, as well as an amazing number of light-bulb moments and useful tools. It has been really excellent.”

Review of Leadership through Personal Development, April 2015.
Christina Bostedt, Communications Director, Equality Ombudsman

“I recently took on a new role that is extremely demanding. Having this program under my belt gives me confidence despite major challenges ahead.”

Review of Manager and Leader, November 2015.
Gustav Hultman, IT Team Coach, TUI Nordic

“This is by far the best program I’ve participated in. So much of the industry is about fads and marketing. This feels genuinely rooted in the academic world and we’ve been able to examine and evaluate various phenomena and see the pros and cons of different perspectives.”

Review of Management Development Program for the Health Care Sector, May 2017.
Pehr Sandell, Unit Manager, SLSO – Forensic Mental Care Stockholm

“An excellent program and a course that provided new insights into the role of a building contractor. I’d highly recommend it to anyone!”

Review of Building Contractor’s Master Class Diploma, May 2015.
Pertti Heina, CEO, Egnahemsbolaget

“I’m changing all the time. EMPPS gave me tools and input. I appreciated the opportunity for us to get to know each other in small groups over an extended period. Along the way, I received feedback about myself and other people’s perspectives on areas where I had questions.”

Review of Executive Management Program for the Public Sector, May 2014.
Anna-Karin Jakobsson, Municipal Chief Executive, Älvkarleby Municipality

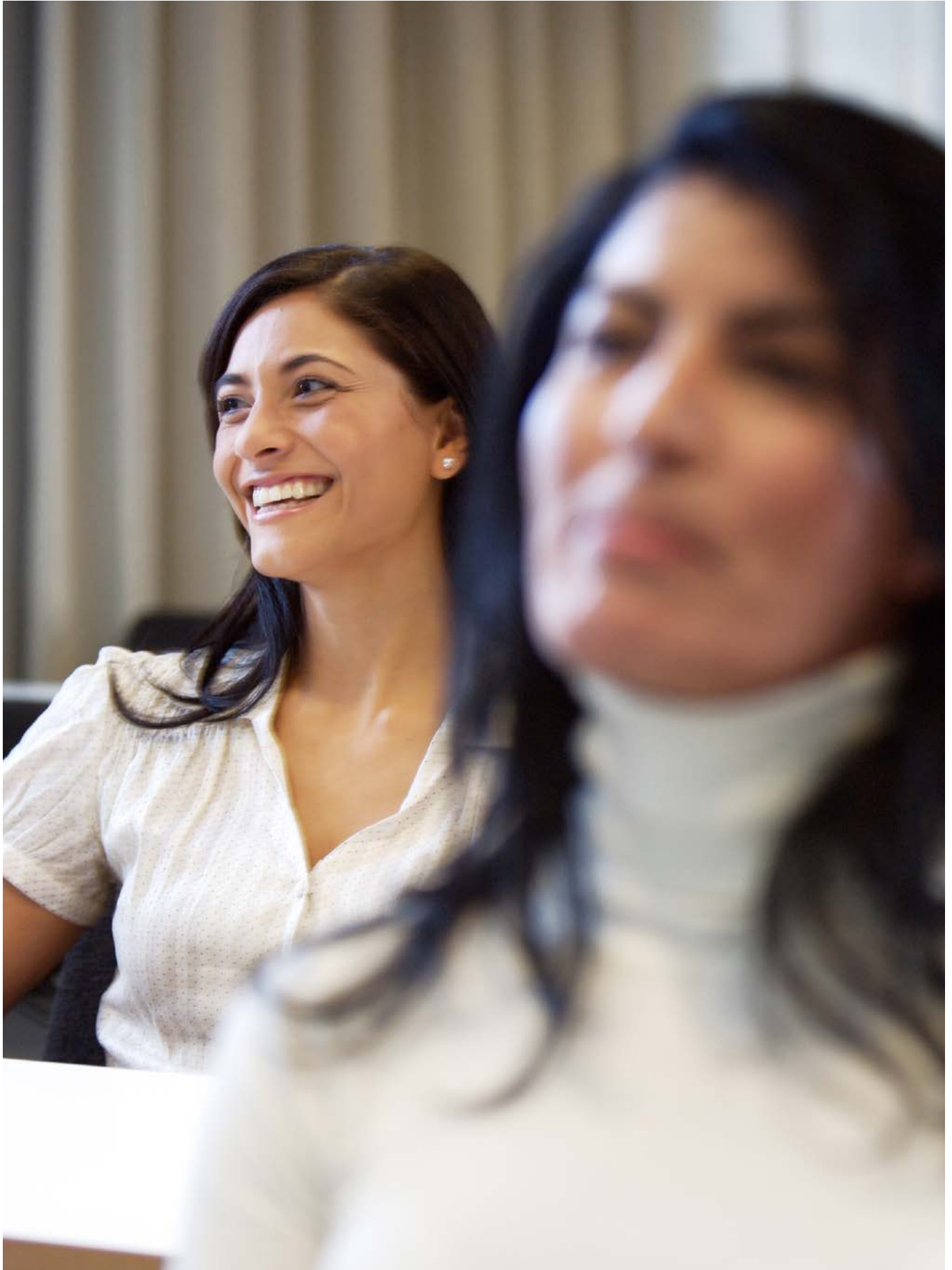
“In the area of digitalization, I’ve gained whole new insights into the importance of adapting your business and always keeping up with developments.”

Review of Executive Management Program, August 2016.
David Widlund, Marketing Manager, Värmlandstrafik AB

“One of the lecturers said: if we agree that resources are limited, we also have to agree that priorities must be made. If you don’t prioritise, someone else will. In every single module, the lecturers have raised issues that I encounter on a daily basis in my work as an operational manager.”

Review of Management Development Program for the Health Care Sector, May 2017.
Corinne Pedroletti, Operational Manager Obstetrics, Sahlgrenska Hospital





For questions or advice,
please contact our
program advisors:

+46 8 586 175 60

advisors@exedsse.se

Open programs

+46 8 586 175 60, advisors@exedsse.se

Consortium programs

Elisabeth Kamoun, Client Director, tel. +46 8 586 175 71,
elisabeth.kamoun@exedsse.se

SSE Executive MBA

Ann-Kristin Bjurström, Program Advisor, tel. +46 8 586 175 04,
ann-kristin.bjurstrom@hhs.se

Customized programs

Henrik Björck, Head of Assignment, tel: +46 72 572 28 92,
henrik.bjorck@exedsse.se

Campus Kämpasten

www.kampasten.se, +46 8 592 585 00, kampasten@exedsse.se



SSE EXECUTIVE EDUCATION

SSE Executive Education is Northern Europe's leading partner for executive education and ranked number one in the Nordics within leadership and business development according to the Financial Times. This is where academic research and industry meet. SSE Executive Education develops leaders with a focus on cutting-edge research and initiatives within innovation & entrepreneurship, sustainable growth and finance, and increases competitiveness for companies, organizations and the public sector through transformational change.

Sveavägen 65. Box 451 80. 104 30 Stockholm. Tel. +46 8 586 175 00 www.exedsse.se #exedsse

| STOCKHOLM | HELSINGFORS | RIGA | MOSKVA | ST PETERSBURG |