

Stanford Executive Program: Be a Leader Who Matters

Evolve as a leader in an executive education program that reinvigorates and ramps up your professional journey.

A one-of-a-kind approach to leadership development and personal growth, Stanford Executive Program (SEP) builds off the passion and perspective of our faculty, participants, and environment to help you evolve on a personal level, drive change on an organizational level, and make a difference in the world at large.

With a research-based learning model, our curriculum, materials, and perspectives evolve with societal shifts and global events to ensure you're ready for any and every challenge your organization faces. Explore fresh ways of thinking. Discover exciting new directions. Build a global network that will last a lifetime.

The Stanford Executive Program is now being offered in two formats to meet you where you are and help fit the SEP experience into your life. Both formats deliver SEP's renowned curriculum and personal growth experience, while offering schedule and travel flexibility.

SEP FULL-TIME

Six consecutive weeks on campus immersing you in an intensive leadership learning experience.

SEP FLEX

A three-module, blended format allows you to experience the program in a flexible format designed with work-life demands in mind.



PROGRAM DETAILS

APPLICATION INFORMATION

See website for details

PROGRAM FEE

\$78,000 USD

Fee includes tuition, a full-year of 1:1 coaching, private accommodations, all meals, and course materials.

“Stanford is leveraging academia and business and finding the blend, and bringing together a very diverse set of people to provide a really rich learning experience.”

Saura Naim
Senior Director, Head of Business
Execution Office
Juniper Networks Inc.



WHO SHOULD ATTEND

For entrepreneurs and corporate executives, for leaders looking to advance, evolve, or uncover “what’s next,” SEP is a forward-thinking, forwardmoving executive education experience.

We curate diverse groups of global executive leaders that harness the educational and inspirational power of shared knowledge, cross-industry insight, and life experience.

- Senior-level leaders at large companies who are inspired to innovate
- Senior-level leaders at growth companies who are challenged to scale
- Seasoned and influential executives who are motivated to make a difference

Recent SEP participants represent a wide variety of industries. A sampling of organizations includes:

Arizona Public Service
Banco Santander
Bank of New Zealand
Bega Cheese Ltd
BPCE Group
Elisa Corporation
Google
Hong Kong Exchanges & Clearing Ltd
HSBC
Juniper Networks
Marvell Semiconductor Inc
MercadoLibre
Micron Technology, Inc.
Mitsubishi Corporation
Mitsui & Co Ltd
Movable
Oracle
Orange
Paccar Inc.
Saudi Arabian Oil Company
SCG Cement Co.,Ltd.
Swire Group
UCB
VMware Inc.
Wipro



“I feel that I can really have much better impact not only in the organization but to solve big problems around the world, to help in the careers of other executives in my company, to share the knowledge that I know here inside the company.”

Eduardo Henrique
Co-Founder, Movable & CEO, Wavy

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The Stanford Executive Program is a different kind of leadership program. Placing health and wellbeing on the same level as leadership learning, the SEP experience allows you to rediscover a level of deep authenticity and reconnect with a true sense of rejuvenation that will permeate life well beyond your time in the program. It’s why you’ll hear SEP Alumni use the adjective “life-changing” without a trace of hyperbole.

BENEFITS OVERVIEW

- **Leadership in Extraordinary Times** — From moments of opportunity to times of adversity, the SEP approach to executive education equips modern leaders to guide their organizations through any and every challenge.
- **Accountability Creates Results** — Stay accountable to new behaviors with strategic action plans and a full year of post-program leadership coaching and support.
- **Metamorphic Experience** — A truly life-changing experience, we put health, happiness, and purpose on the same level as leadership learning. Rediscover a level of authenticity and a renewed passion for “what’s next.”
- **Holistic Diversity** — At SEP, diversity transcends demographics and geography. We cultivate an atmosphere of collective knowledge, cross-industry insight, and life experience to stimulate change-making discussion.
- **Living Knowledge** — Our curriculum is always evolving. Looking forward, shifting through collaboration and discussion to evolve organically. Every year, every day, and every session is one of a kind.
- **Consequential Connections** — Build connections outside of your industry and function — lifelong relationships that promote fresh ideas, unexpected solutions, and continued innovation.
- **The Vibe and the Innovation** — It means something to attend Stanford. It means you understand the history but are all in on innovation and diversity of thought.
- **Universal Concepts** — A hub of inspiration and learning, our program is structured to provide content relevant to and applicable in all industries — whether concepts in finance, marketing, design, or human behavior.
- **Research Meets Experience** — Our tenured faculty share their research and invite participants to infuse their experiences to help shape the most relevant takeaways.

“When I look at the Stanford Executive Program, I think that it really is the distillation of the most important components of leadership. I did my MBA, I delved heavily into organizational behavior, into finance, into human resources — all these things. We deal with that in this six-week program but we deal with it from a leadership lens.”

Shain Khoja

Managing Director Roshan Community
Roshan Telecom

CURRICULUM HIGHLIGHTS

Every SEP course is designed to inspire and impart knowledge relevant to executive leaders from all industries. Master fundamental business concepts, explore cutting-edge ideas, and discover agile, innovative solutions you can immediately apply to your business and industry challenges, demands, and opportunities.

The individual courses are highly integrated across three fundamental themes:

- **Leading people** — Understand human behavior and develop models and mindsets for true impact
- **Leading organizations** — Create systems and cultivate a culture where excellence thrives and scales
- **Leading change** — Hone strategic competitive advantages that address market and societal forces

1:1 Executive Coaching Continue your evolution beyond the SEP experience with this value-added benefit. Take advantage of unlimited one-on-one virtual sessions for up to one year for continued guidance and accountability as you work to implement key SEP learnings within your organization.

Learning-in-Action Sessions Take part in sessions designed for reflection and implementation. Review important key takeaways with senior faculty and collaboratively explore how these insights can apply to your organization's unique challenges.

Turbo Sessions Go behind the scenes for an in-depth exploration of the latest SEP faculty research. In these interactive discussions, faculty members share and discuss the questions and topics they're currently exploring.

FACULTY SPOTLIGHTS

Meet some of the more than 40 top tenured Stanford GSB faculty who teach in SEP.



Bill Barnett is Director of the Stanford Executive Program and an expert in organizational behavior. His current research seeks to explain why and how some firms grow rapidly in globalizing markets.

Course: Innovative Leadership



Jennifer Aaker is a social psychologist whose research explores how to harness the power of storytelling to drive innovation and impact with employees, customers, investors, and the media.

Course: The Power of Story



Hau Lee focuses on value chain innovations to develop new business models and networks for value creation through effective management of the value chain.

Course: Agile Value Chains



Maggie Neale is an expert on negotiation and how to get (more) of what you want. It's the title of the course, her recent book, and the focus of her research on the intellectual and experiential understanding of the process of negotiation.

Course: Negotiation Strategies and Tactics



Ken Shotts is a political economist who examines how government regulations impact business and how to formulate effective strategies to compete.

Course: Strategy Beyond Markets





“I think asking your team to be innovative and collaborative is one thing, but I’ve learned more about the way others actually learn, and it’s an opportunity for me to lead differently.”

Tricia Smith

Executive Vice President;
General Merchandise Manager
Nordstrom

TAKE THE NEXT STEP

For more information or to apply to the Stanford Executive Program, please visit gsb.stanford.edu/exec-ed/sep.

Angela Thomas

Director, Stanford Executive Program

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CONSIDERING BRINGING YOUR FAMILY?

We know leaving family behind for six weeks can be extremely difficult. We help point you toward family accommodations that suit your needs.

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SAMPLE DAY AT SEP

Every day at the Stanford Executive Program is academically rigorous, physically challenging (if you want), and socially engaging. It’s a unique opportunity to learn, reflect, reprioritize, and focus on the whole you—mind and body.

6:15 – 7 am

Optional Exercise

Take a run or work out at SEP boot camp with motivating and amazing instructors.

7 – 8 am

Breakfast

Start the day off right with everything from espresso and green juices to hot breakfast and continental options.

8:15 – 9:15 am

Study Group

Discuss, question, review, collaborate, and prepare for the day in small groups.

9:40 – 11 am

Academic Session 1

MULTI-SIDED MARKETS:
INTRODUCTION AND CORE
CONCEPTS

Susan Athey

Explore how and why platforms have been propelled to prominence in recent years, and the implications for a firm’s competitive advantage.

11:20 am – 12:40 pm

Academic Session 2

CUSTOMER ENGAGEMENT DESIGN
Baba Shiv

Examine how two instinctual brain systems—the liking and the wanting systems—shape customer engagement and discuss how the brain instinctually learns reward values related to experiences.

12:50 – 2 pm

Lunch & Midday Break

Recharge with a variety of healthy and delicious lunch options. Relax with some quiet time in the sunshine. Connect with family or fellow participants.

2 – 3:20 pm

Academic Session 3

INFLUENCING WITHOUT AUTHORITY
Brian Lowery

Identify perspectives on group dynamics to develop influence strategies, and examine which tactics are most effective, and why.

3:40 – 5 pm

Academic Session 4

DESIGN THINKING BOOT CAMP
Sarah Soule

Empathize with the customer, develop rapid prototypes, and iterate on your ideas for products, services, and experiences. Learn how leaders like you can use design thinking techniques to grapple with vexing organizational challenges.

5:20 – 6:30 pm

Guest Speaker

THE CYBER THREAT LANDSCAPE
Amy Zegart

Recognized as one of the ten most influential experts in intelligence reform by the *National Journal*, Amy Zegart’s research examines the organization of American national security agencies and their effectiveness.

7:15 – 8:30 pm

Dinner

Dine alfresco or eat indoors. Either way it’s a great time to catch up with classmates over delicious, nutritious, and locally sourced meals.