

Fast-Track Learning Programs

You want to conquer new markets and segments – start at the top, by offering a portfolio of short and stimulating “fast-track” programs, tailor-made for C-Suite and Senior Management.

Fast-Track Learning Programs

Objective:

Creating a cutting-edge learning platform with short, fast-track programs, which is dynamically and continuously developed over time, and enables further demand-driven specialisation.

Audience:

C-level executives and senior management looking for new insights, inspiration and networking – with the additional objective of creating a powerful “pull effect” across their organisations.

Outcomes:

At the end of each program, participants will:

- Have gained “executive summary level” new knowledge and inspiration from leading experts.
- Have been able to expand and develop their personal network and reflect with their peers.
- Be able to assess relevance, impact and potential action for their own business.

At the same time, the business school will:

- Have tested the interest and potential for further specialisation demand.
- Be able to develop and offer adequate “Open Enrollment” and “Customized” offerings.

Fast-Track Learning Programs

A customisable portfolio of short, stimulating programs on topical issues:

In a world of constant change business leaders are faced with the need to continuously reinvent themselves and their businesses.

Consequently, they search for inspiration, new insight and new knowledge – for themselves as well as their organisations.

Inspiration is everywhere! Make sure you become the preferred source of new knowledge, starting at the top.

Key to success is to get the proposition for the top-level right in the first place. Positioning and the right format is everything!



Fast-Track Learning Programs

A customisable portfolio of short, stimulating programs to engage people:

Composition & Positioning: The proposition must be tailor-made to the primary target group (C-Suite), be positioned accordingly and – in terms of content – be unique and cutting-edge.

Combining Formats: The formats should vary, keeping the time-shortage of business leaders in mind as well as their interest in combining their time-invest with the opportunity for networking.

Continued Development: The portfolio should consist of a fixed number of programs, but with a rolling development, e.g. yearly program replacement.



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MORE REASONS:

- Thought Leaders, Management Thinkers and Business Experts are always interested in a platform for promotion of new articles, studies and books.
- Combining various formats can reduce costs, while ensuring high actuality and a global touch.
- Consider special offering for HR increases chances add-on sales – i.e. pull-effect across the organisation.
- Including “give-aways” – like books, newsletters – increases attraction at a fairly low cost.

ALSO GOOD TO KNOW:

- You can combine and apply various pricing models.
- Easy to combined with other activities, e.g. a yearly business forum.



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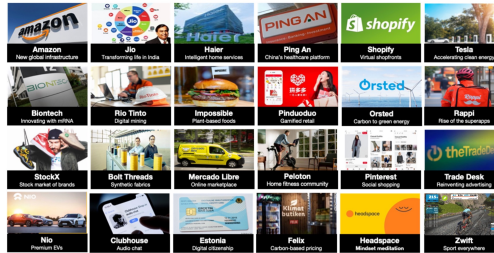
Fast-Track Learning Programs

.... bringing together a broad range of ideas and insights, tools and templates, applied to participants' individual business challenges ...

Inspiration from global leaders



Insights from leading businesses



Creating new demands and personal pathways

