

The Executive Master in

# Positive Leadership and Strategy

Extraordinary leaders do more than just manage.

The **Executive Master in Positive Leadership and Strategy (EXMPLS)** is a groundbreaking program designed for experienced executives interested in achieving outstanding business results via the proven, hands-on methods of positive leadership. By gaining a deep understanding of the hard science of **positive psychology** and human behavior, participants learn how to optimize overall strategy and business functions, architect new work processes, and design organizational structures to achieve optimal performance for themselves and the people they lead.

## POSITIVE LEADERS ACHIEVE RESULTS BY

# TRANSFORMING

### The Self

Develop greater awareness of oneself and others, maximize strengths, and develop positive attitudes and behaviors for leading and working effectively with others.



### The Team

Create positive conditions and work processes that play to strengths, and that foster innovation, collaboration, and peak performance.



### The Organization

Rethink business functions, decision making and strategy through the lens of human behavior to achieve outstanding and sustainable results.

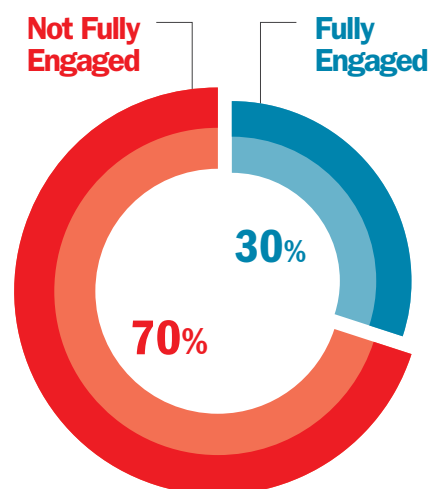


## CURRENT MODEL OF LEADERSHIP IS FAILING

Research shows that

**70% of employees are not fully engaged\*.**

\*The State of the American Workplace, Gallup 2013



## WHAT POSITIVE LEADERS ACHIEVE

### Engaged Employees

**315%**

The “**Best Companies to Work for**” increased their profits 315% more than companies that are not on the list.

Gallup Healthways

**56%**

Engaged employees take 56% **less sick days.**

Chartered Institute of Personnel and Development (CIPD)

**31 %**

Happy employees have an average of 3x **higher sales.**

Harvard Business Review

Find out if this program is right for you:

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## BECOME A POSITIVE LEADER ACROSS 13 MONTHS

**5** intense weeks of training. One per business quarter **+** Applying tools and techniques back at work

# YOUR TRANSFORMATION

WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
April	July	November	February	May
Module I: <b>Positive Self-Development</b>	Module II: <b>Positive Teams and Organization</b>	Module III: <b>Positive Behavior and Business Design</b>	Module IV: <b>Positive Economics and Organization Design</b>	Module V: <b>Positive Marketing, Negotiation and Strategy</b>

## THE PROFILE OF NEW LEADERSHIP

### CLASS PROFILE\*

**49%** Female



**51%** Male



**100%** Commitment to Transforming Themselves



**15** Nationalities



**41** Average age  
Range 35-63



**17+** Average work experience  
Range 10-35

\* Average of last two intakes

### PARTICIPANTS ARE...

**1** Managers with significant leadership responsibilities.

**2** Founders and entrepreneurs in small/ mid-sized enterprises.

**3** Consultants, development professionals, public sector leaders who want to bring the results of positive leadership to clients and stakeholders.

**39%**

Senior Managers

**26%**

Founders & Entrepreneurs

**26%**

C-Level

**9%**

Development Prof.

## INTENSE TRAINING WITH TOP GLOBAL FACULTY

Practical training in the program is delivered by leading management thinkers, behavioral scientists, and practitioners. All faculty are established leaders in their area of specialization and in the emerging science of positive psychology applied to management. They are global, from world-class institutions and come to Madrid to take part in this extraordinary program. See: [exmpls.ie.edu/faculty](https://exmpls.ie.edu/faculty)

Find out if this program is right for you:

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