



SOLUTIONS FOR⁷ ORGANIZATIONS

Enterprise Accounts • Custom Programs



ENTERPRISE ACCOUNTS

Companies from around the world send their executives and senior managers to MIT Sloan Executive Education for powerful business insights and practical, hands-on learning. **Teams attending a course together develop a shared language and apply their learning with a greater impact in their organizations.** Organizations enrolling more than 20 participants per year can benefit from a special discount through an Enterprise Account agreement.

THE BENEFITS OF AN ENTERPRISE ACCOUNT INCLUDE:

Enterprise Discounts

A percentage discount based on your annual commitment.

Streamlined Enrollment Process

Employees can enroll themselves, and their tuition is debited from your Enterprise Account balance.

Dedicated Account Management

Directors provide an initial consultation as well as ongoing advice about courses most likely to fit the needs of your employees and company. Your enterprise will also have a dedicated point of contact for registration and account management issues.

WHY SEND YOUR EXECUTIVES TO MIT?

There are many reasons to offer your executives practical, flexible, and exceptional learning experiences, including:

- Preparing leaders for global responsibilities
- Creating alignment around corporate strategy
- Developing core skills
- Rewarding and retaining employees and teams
- Solving complex business problems
- Connecting employees to the latest thinking on product innovation, leadership strategy, digital marketing, management analytics, and more

Note: The maximum capacity of individual courses, which vary from session to session, apply to both team enrollments and enterprise accounts.



For more information or to discuss how an Enterprise Account might benefit your corporate executive education needs, contact us at: **EnterpriseClients@mit.edu**

“I saw the **data-driven, innovative, and immersive** nature of an MIT education firsthand”



STEPHANIE SMITH
UNITED STATES

SENIOR ANALYST, RSM US LLP
Executive Certificate in Strategy and Innovation

Stephanie Smith has spent most of her professional career specializing as a financial consultant within the government contracting ecosystem. Recently, her organization gave her the opportunity to broaden her skillset and perspective.

“The firm wants to prepare us to lead through change, as RSM continues to transform into a digital firm that serves our clients in an innovative way. We have to help position the firm to solve our clients’ problems of tomorrow, not just today.”

To that end, RSM created the Industry Eminence Program. Under the guidance of the company’s Chief Economist and Deputy Chief Economist, the program positions senior analysts to understand, forecast and communicate economic, business, and technological trends shaping the industries they serve.

During the inaugural run of the program, RSM pursued additional strategy and innovation thought leadership. As they researched what external resources might be available to supplement the program, they discovered MIT Sloan Executive Education and realized the **Executive Certificate in Strategy and Innovation** aligned perfectly with their internal curriculum and goals for the firm.

As a result, during the final year of RSM’s three-year development program, participants enroll in the Strategy and Innovation track and earn their Executive Certificate.

“I was excited to get an Executive Certificate from MIT Sloan before I even started the RSM program given MIT Sloan’s reputation in the worlds of both business and academia. That strengthened after I completed the program. At that point, I didn’t have to trust the word on the street. I saw the data-driven, innovative, and immersive nature of an MIT education firsthand.”

With her certificate under her belt, Stephanie has been able to immediately apply lessons learned. She also understands the responsibility that comes with experience. **“Now the change is on me. I need to use the knowledge, skills, and experience I obtained throughout this program to affect change in my organization. At that point, I don’t have to prove the value of my Executive Certificate to my colleagues—they will see it in action.”**

[Read more about Stephanie and her MIT experience.](#)



CUSTOM PROGRAMS FOR ORGANIZATIONS

If your company is seeking substantive, transformational, and long-lasting impact on business performance, a custom engagement with MIT Sloan can help you make good on those goals.

We collaborate with companies around the world to create learning engagements that deliver real value. Programs may be one week, three months, or even several years in duration—whatever is necessary to surpass challenges and create real-world results.

What makes our approach different? MIT Sloan has long been a pioneer among business schools when it comes to action learning—creating real-world applications of classroom knowledge. Leveraging the greatest minds in business, we work side by side with clients to create learning experiences that produce the change they desire.

WHAT CAN MIT SLOAN DO FOR YOU?

Organizational Transformation

Custom programs can help your organization respond to technological disruption, globalization, scientific discovery, digitization, and other environmental pressures.

Leadership Capabilities

For roles that require a synthesis of technical and business acumen, custom programs can focus on developing the rare and precious skills required of tomorrow's leaders.

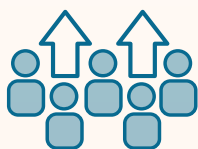
Strategic Initiatives

Custom programs help executives deliver on strategic business goals in areas where MIT is a thought leader such as innovation, sustainability, digitization, operational excellence, safety, globalization, and customer-centricity.

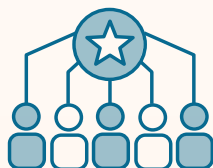
THE MIT **EDGE**

ACTION-ORIENTED APPROACH: LEARNING BY DOING

What does MIT's action-learning approach mean for your custom program?



Team projects that leverage cutting-edge research to address real company imperatives and result in recommendations for action



Management flight simulations—interactive, virtual worlds in which executives explore and experiment with critical management issues



"Deep dive" cases in which your organization's real data is developed into company-specific cases and analyzed by participants

Virtual Capabilities

FORMATS FOR ENGAGEMENT

MIT Sloan delivers custom programming in a variety of ways, including in person, live online, self-paced online, and through a blended approach. Our suite of virtual learning methods and tools enable us to deliver team-based action learning to your participants regardless of geography or time zone.

Graphic Facilitation

CONCEPTS WORTH CAPTURING

Custom programs generate ideas and solutions worth capturing. In many of these programs, our graphic facilitator records the concepts and content, providing participants with powerful tools that aid in decision-making.



**WATCH THIS [BRIEF VIDEO](#) TO
LEARN MORE ABOUT MIT SLOAN'S
APPROACH TO CUSTOM PROGRAMS.**

DESIGN YOUR EXPERIENCE

MIT Sloan approaches each of our custom engagements as a lasting, mutually productive relationship, not an isolated educational transaction. We look for companies that are interested in making fundamental, strategic changes in the way they do business.

As a first step, your top executives will meet with a team of MIT Sloan's senior faculty to share your own imperatives, culture, and purpose. We will partner with your stakeholders to tailor a program that addresses the key challenges you've defined. Programs may include multiple residential sessions, virtual sessions, and action-learning projects taking place over the program of a few months or years.

Our experience has shown that a cadre of approximately 30 participants provides optimal discussion and meaningful interactions among faculty and participants. Programs frequently draw participants from around the world who connect—often for the first time—in the classroom and then work virtually on team projects that translate newly acquired frameworks into action strategies for your company.

To inquire about developing a Custom Program for your organization, visit [our website](#) or contact the custom programs team at execed_custom@mit.edu.



CASE STUDY

STANDARD BANK GROUP UNLOCKS BOUNDLESS GROWTH WITH MYCELIUM

MycoHAB Namibia recently welcomed visitors to a house made entirely of MycoBlocks—a durable substance produced from the root system of oyster mushrooms (mycelium) digesting invasive encroacher bush. MycoHAB is an initiative of BioHAB, a joint effort among the Johannesburg-headquartered Standard Bank Group (SBG), MIT's Center for Bits and Atoms, the MIT Label Free Research Group, and architecture firm redhouse studios.

"With MycoHAB, we hope to proactively help societies to leverage technological innovation and digital fabrication to benefit communities and individuals," explains former SBG executive Carolyn Kirksmith, who first had the idea during a Custom Program at MIT. An Executive Education session titled "Lab-to-Market, the MIT Way" made a profound impression on the bank's executives and planted the first spore from which MycoHAB grew. [Read more.](#)

CASE STUDY

THE MIT BAIN SUSTAINABILITY IN ACTION PROGRAM

For companies in any industry, sustainable operations are no longer a “nice-to-have” goal but a prerequisite for survival. This is why it was important for us to partner with Bain & Company in realizing the global management consultancy’s bold vision to equip nearly 13,000 of its consultants with the knowledge essential to advising clients on sustainability strategy in every sector.

The program, featuring a unique blend of asynchronous modules and live online sessions, covered a wide range of key sustainability topics, and its success extends beyond completion certificates, with the asynchronous assets now being used across Bain to upskill consultants globally.

The curriculum covered a broad scope of critical sustainability topics such as climate change, business sustainability, technological impacts, agriculture and bioengineering, and more, ensuring that participants understood the various facets of sustainability to be effective advisors to their clients. [Read more.](#)

CASE STUDY

RE-IMAGINING CONVENIENCE

U.S. convenience stores serve nearly half of the population daily, providing essential services like groceries, fuel, and meals. Dr. Zeynep Ton, MIT Sloan Professor and co-founder of the Good Jobs Institute, notes “they employ over 2.5 million people in the U.S.”

In 2020, the National Association of Convenience Stores (NACS) partnered with the Good Jobs Institute to help members implement the Good Jobs Strategy. This approach integrates employee investment with operational choices to create engaged workers, satisfied customers, and improved business performance.

During their time on the MIT campus, executives explore topics like strategy, digitization, and organizational psychology. The program helps the association build stronger relationships with its members and, in turn, helps retailers empower their employees to drive meaningful change in their companies and the industry as a whole. [Read more.](#)

"The program truly exceeded our expectations. More than a learning experience, it turned out to be an amazing journey both on a personal level and collectively, as it allowed us to broaden our views, challenge our decision-making processes, gain exposure to innovative ideas, and ultimately develop key skills and a different mindset that will help us leave an even greater mark as we keep steering Generali forward."

PHILIPPE DONNET
Group CEO, Generali
Italy

"MIT Sloan and CISR put together a truly superb program on digital savviness for our board. Their expertise is unmatched, and so is their capacity to speak directly to the interests and concerns of senior executives and directors as they seek competitive advantage and sustainability in the digital age."

SIM TSHABALALA
CEO, Standard Bank Group
South Africa

"This program empowered our employees to unlock innovation at deeper levels of the organization. That's how you sustain a company for the next 100 years."

MAEVE COBURN
Senior Vice President, Learning for Transformation,
L'Oréal Americas
United States

"We had an opportunity to co-design the approach and content with the MIT professors, to ensure Bainies could access best-in-class content they could apply to their day-to-day client work. The blended approach of asynchronous videos plus classroom time also enabled us to connect across offices on topics that are top of mind both for Bainies and for the businesses we support."

CATE HIGHT
Partner, Bain and Company
United States

"What's impressed me the most is how fit for purpose this program is and how much effort the faculty make to understand who we are, what we aspire to be, and the challenges that we face, and then bring those pieces into the course."

ANDREW PLUMP
Chief Medical and Scientific Officer, Takeda
Japan

“Innovation is essential to the future of our industry”



LORI BUSS STILLMAN
UNITED STATES

VICE PRESIDENT, RESEARCH AND EDUCATION
NACS

Lori Buss Stillman is the Vice President of Research and Education at NACS, the leading global trade association for convenience and fuel retail that serves 1,300 retailers and 1,600 supplier members in over fifty countries. U.S. convenience stores serve the equivalent of one-half of the U.S. population every day, with more than 160 million customer transactions. Lori's team is dedicated to providing members with world-class educational opportunities addressing, both leadership development and tactical training.

For the last several years, cohorts of NACS members have been coming to MIT to learn from our faculty and each other in a custom executive education program called the NACS Innovation Leadership Program. Geared toward senior executives who are interested in and able to drive innovation in their organizations, the program focuses on the areas of customer experience, operations, supply chain, people engagement, and culture change. During their time on campus, participants learn from MIT faculty and experts by immersing themselves in topics such as AI, customer experience, experimentation, data monetization, storytelling, change management, digital transformation, leadership, and operations.

The convenience and fuel retail industry offers a great example of why sectors or companies that might be slow to change or don't consider themselves on the cutting edge should invest in innovation. These organizations are experts in their industries, and may only need the right education partner to support them with the confidence and capability to be future-ready.

In 2020, Stillman joined as a participant and was part of a team whose program project was later developed as a robust digital marketing solution for retailers. Branded THRIVRTM, this industry-wide offer enables NACS members to improve their marketing strategy by optimizing their search marketing and location visibility.

“The program enhances the role that NACS can play in creating value for our members and—even more exciting and important—the role that our members can play in serving their employees, their customers and their communities,” says Stillman.

Read more about the NACS Innovation Leadership program and the value of innovation education for traditional companies.

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