

# SHAPING THE FUTURE OF REAL ESTATE



## WHEN

Sep 28–Oct 3, 2025

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## PRICE

\$12,500

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## WHERE

Cambridge, MA

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## EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

Shaping the Future of Real Estate offers senior executives, real estate professionals, and innovators a chance to rethink their approach to space—not just as an asset, but as a catalyst for performance, equity, and growth. The program integrates insights from management, urban planning, technology, and design to help leaders align their real estate strategies with emerging business needs.

This immersive, five-day experience on the MIT campus features dynamic faculty from the MIT Center for Real Estate and MIT Sloan, plus visits to cutting-edge research labs and innovative workspaces. Each day focuses on a key theme—ranging from design and culture to technology, analytics, and implementation—culminating in a hands-on strategy workshop tailored to participants' own organizational challenges.

Whether you manage corporate real estate, lead a development firm, or shape policy at the city level, this program will deepen your understanding of the forces transforming real estate and the workplace, and equip you with the tools to lead through change.

Please visit our website for the most current information.

[executive.mit.edu/fre](https://executive.mit.edu/fre)

**MIT**  
**MANAGEMENT**  
EXECUTIVE EDUCATION

## FACULTY \*

James Robert Scott  
Kate Isaacs  
Christopher Palmer  
Siqi Zheng  
Steve Weikal  
Kairos Shen  
Albert Saiz  
Walter Tourous

\*Please note, faculty may be subject to change.

## TAKEAWAYS

Participants will leave this course with:

- Integrated frameworks for aligning real estate strategy with digital transformation and talent management
- Exposure to cutting-edge technologies including AI, IoT, augmented reality, and digital twins
- A better understanding of risk, sustainability, and capital planning in a post-pandemic world
- Firsthand experience with innovation at MIT labs and Boston-area developments
- A clear path to future-ready workplaces, real estate portfolios, and urban environments
- New perspectives on organizational design, equity, and employee wellbeing

## WHO SHOULD ATTEND

This program is designed for leaders across sectors who shape or influence real estate decisions, including:

- Senior executives and strategic decision-makers in corporate real estate, operations, talent, or transformation
- Professionals from development, property management, or investment firms looking to better understand end-user and tenant needs
- Innovators, entrepreneurs, and technologists working on the future of real estate and workplace experience
- Urban planners, policymakers, and government officials driving infrastructure and community development
- Cross-functional teams looking to align physical space with organizational strategy
- Purpose-driven leaders seeking actionable strategies for innovation, equity, and sustainable growth

## CONTACT INFORMATION

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