

# IMPACTFUL LEADERSHIP: OPERATIONALIZING PURPOSE AND SOCIETY



## WHEN

Dec 1 – 3, 2021

## PRICE

\$4,500

## WHERE

Live Online - Zoom

## EXECUTIVE CERTIFICATE TRACK

Management and Leadership

Issues relating to social impact are now among the most important concerns for leaders and companies globally. As business leaders redefine the purpose of a corporation to promote an economy that serves all, they are challenged to maximize inclusivity, social impact, and corporate sustainability while satisfying the demands of balance sheets and stakeholders.

The winning formula will require incredible agility of mind, spirit, and brand, made manifest through quantitative rigor and technological innovation but also through acute emotional intelligence.

Led by practitioners, James Rhee, Impact Investor and Former Chairman & CEO, Ashley Stewart, and Bridget Akinc, CEO of Building Impact and Former Tech Executive, this innovative new course provides a framework for achieving multidimensional transformation.

Please visit our website for the most current information.

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

## FACULTY\*



James Rhee



Bridget Scott Akinc

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

## TAKEAWAYS

The program will offer a new way of thinking about leadership and organizations. Applying organization theory along with intuitive principles of feedback control, participants will learn to:

- Work *on* the business, not just *in* the business
- Lead an organizational (or brand) transformation/reinvention
- Find ways to unlock existing value
- Operationalize not-for-profit purpose in a for-profit setting
- Understand stakeholder capitalism
- Financially engineer solutions to societal issues
- Recognize the power of diverse ecosystems
- Affirm the business case for diversity
- Break down mental models and think big

## WHO SHOULD ATTEND

This program is designed for general managers, aspiring leaders, consultants, entrepreneurial thinkers and others who are interested in gaining a multi-dimensional understanding of the inextricable link between quantitative and qualitative drivers of individual and organizational performance. It will be of interest for those responsible for creating value through human capital both external and internal to the organization, and for those interested in redefining their leadership strategy against the backdrop of a rapidly shifting landscape.



*"When I reflect on everything I've done in my life — as a parent, as a CEO, as an entrepreneur, as a teacher — it could all be boiled down to two things: Kindness and Math.™"*

– James Rhee

## CONTACT INFORMATION

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