

# BUILDING GAME-CHANGING ORGANIZATIONS:

ALIGNING PURPOSE, PERFORMANCE, AND PEOPLE



## WHEN

Mar 14 – 15, 2024 (Live Online)

Jul 11 – 12, 2024 (In Person)

Oct 9 – 10, 2024 (In Person)

## PRICE

\$4,700

## WHERE

Live Online

## EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

Learn what it takes to develop world-class talent and a high-engagement culture at your organization. Presented as a well-balanced combination of theory and practice, *Building Game-Changing Organizations: Aligning Purpose, Performance, and People* leverages the successes and challenges of various companies that have been on journeys of transformation. Course curriculum draws on examples of game-changing organizations to make the case for creating companies that are purpose driven, performance-oriented and principles-led. Topics include the importance of telling powerful stories that connect your company's heritage and past to its future challenges; how to align messages from your story with the day-to-day realities faced by your organization's leaders, employees, and customers; ways to integrate hard-edged decision making with the "soft side" of leading; and how to build a collective leadership capability throughout your organization and reward innovative behaviors.

Please visit our website for the most current information.

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

## FACULTY\*



Douglas Ready

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

## TAKEAWAYS

As a participant in this program, you will:

- Understand what it takes to build game-changing organizations
- Acquire resources and tools to articulate your company's powerful story—what we call “collective ambition”
- Examine how to integrate the “soft side” of leading (purpose, vision, culture) with the “hard side” (strategy, operational priorities, brand) into a powerful formula
- Understand the importance of building an authentic and energizing culture
- Learn what it takes to make your company a world-class talent factory

## WHO SHOULD ATTEND

- Upper- to senior-level managers responsible for company strategy, vision, and operational priorities
- Division, business unit, functional, or geographic leadership team members
- Human resources professionals who are in senior roles and responsible for contributing to enterprise-wide change or capability building efforts



*Absolutely wonderful and very inspiring ... The best return on any two day investment that I have ever made.*

– Amit S

*Simply Excellent! The combination of “Theory,” recent research, practical examples, and peer coaching made this course superb.*

– Jennifer E

**OVERALL RATING** | ★ ★ ★ ★ ★

## CONTACT INFORMATION

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