

2018
BOOT CAMP

**EXECUTIVE LEADERSHIP
&
INNOVATION**

For
Senior Managers
in Charge of Initiating & Sustaining Change
in their Organizations

PROGRAM GUIDE

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Overview

Introduction

This program will provide a full exposure to the latest concepts and practices of executive leadership and innovation. The curriculum is tailored, and will be delivered by world-class professors from **UC Berkeley's Haas School of Business** and successful leaders in Silicon Valley for Senior Managers in the region.

This boot camp combines classroom sessions with lectures and interactive activities as well as out of class exercises and assignments to provide participants with the skills, culture, and networks needed to establish, operate, sustain, and scale new and old businesses.

Timeline

- October 14 to 26, 2018
- December 9 to 21, 2018

Who Should Attend?

- Senior Managers and Executives from the public and private sectors
- Entrepreneurs looking for a contextualized world class boot camp

Advantages

- **Project-Based Learning Approach:** The boot camp is composed not just of a series of lectures, but the formulation and completion of a real-world hands-on project. Upon arrival, participants are placed into teams which, operating under the supervision of a coach, work on projects that will be presented to a panel of judges at the end of the boot camp.
- **Contextualization:** Boot Camp contents and activities, including lectures, projects and visits are organized to augment their relevance to the countries, industries, and companies from which the participants are drawn. The contextualization approach is designed to maximize the benefits that accrue to participants.
- **Certification:** Upon completion of the boot camp, participants will receive a certificate issued by the UC Berkeley-Haas School of Business.

Boot Camp Activities:

From lectures by professors and pioneers to hands-on projects, and visits to relevant Silicon Valley companies. . All Boot camp components, including lectures, projects and visits will address local needs and requirements.

- **Lectures**: Lectures will be delivered by world-class and experienced UC Berkeley faculty members.
- **Projects**: Participants will be split into teams of 4 or 5 and enlarge their innovative leadership skills by working on hands-on real-world business situations derived from their contexts. Participants will be required to think through and apply what they learn in class in teams. Each team will be paired with and mentored by a coach. Teams will define real-world problems, and proffer solutions for resolving problems with the help and supervision of their coaches. Teams will present their solutions on demo day to a panel of judges, who will evaluate the solutions and provide each team with feedback.
- **Visits to Silicon Valley**: The foremost global innovation hub. Visits to various Silicon Valley entities will be organized to maximize the visit's relevance and utility to the participating group's interests and concerns.
- **Fireside Chat with Pioneers**: This boot camp will also be enriched by insights from academics and innovative leaders, who will discuss their successes and failures, analyzing the lessons they have derived from each.

Objectives & Outcomes

- Learning to define effective and dynamic organizations and new tools for improving performance.
- Better understanding management challenges —both unique and shared— and best practices for addressing them.
- Learning to organize and lead multicultural, geographically distributed teams, and keeping them aligned and productive.
- Learning to maximize your influence and persuasion through improved negotiation skills and techniques.
- Learning to attract, develop, motivate, and retain talent by engaging and energizing the people you lead.
- Learning to use innovation to improve decision making, grow your business, and improve organizational health.
- Learning to use advanced digital technologies in your work.
- Learning to use innovative ideas and critical thinking techniques to improve organizational performance.
- Learning to use advanced design thinking methodology and problem solving methodologies to improve organizational performance.

Program

- **Day 1**

Arrival - Registration

5:00 pm Opening

Reception, Networking

- **Day 2**

9:00 am Session 1: **Organizational Leadership**

10:30 am Break

11:00 am Session 2: **Organizational Leadership**

12:30 pm Lunch, Networking

2:00 pm Session 3: **Organizational Leadership**

3:30 pm Break

4:00 pm Workshop - Team Up

6:00 pm Welcoming Dinner, Networking

- **Day 3**

9:00 am Session 4: **Design Thinking**

10:30 am Break

11:00 am Session 5: **Design Thinking**

12:30 pm Lunch, Networking

2:00 pm Session 6: **Design Thinking**

3:30 pm Break

4:00 pm Fireside Chat with Leaders

Program

- **Day 4**

9:00 am Session 7: **Design Thinking**
10:30 am Break
11:00 am Session 8: **Design Thinking**
12:30 pm Lunch, Networking
2:00 pm Session 9: **Design Thinking**
3:30 pm Break
4:00 pm Fireside Chat with Leaders

- **Day 5**

Silicon Valley Visit 1

- **Day 6**

9:00 am Session 10: **Strategy and Organization**
10:30 am Break
11:00 am Session 11: **Strategy and Organization**
12:30 pm Lunch, Networking
2:00 pm Session 12: **Strategy and Organization**
3:30 pm Break
4:00 pm Fireside Chat with Leaders

- **Day 7**

Free Time

- **Day 8**

Free Time

Program

- **Day 9**

9:00 am Session 13: **Corporate Governance**
10:30 am Break
11:00 am Session 14: **Corporate Governance**
12:30 pm Lunch, Networking
2:00 pm Session 15: **Corporate Governance**
3:30 pm Break
4:00 pm Fireside Chat with Leaders

- **Day 10**

9:00 am Session 16: **Innovative Management**
10:30 am Break
11:00 am Session 17: **Innovative Management**
12:30 pm Lunch, Networking
2:00 pm Session 18: **Innovative Management**
3:30 pm Break
4:00 pm Fireside Chat with Leaders

- **Day 11**

Silicon Valley Visit 2

- **Day 12**

9:00 am Project Workshop
10:30 am Break
11:00 am Project Workshop
12:30 pm Lunch, Networking
2:00 pm Project Workshop
5:00 pm Reception, Networking

Program

- **Day 13**

9:00 am Demo 1

10:30 am Break

11:00 am Demo 2

12:30 pm Lunch Networking

2:00 pm Closing

3:00 pm Welfare Reception

- **Day 14**

Departure

Registration & Boot Camp Information

- Cost of participation in the Boot Camp for Executive Leadership and Innovation is \$14,000, including lodging, breakfast, lunch and visits.
- Participants are required to submit the "Pre-Registration Application" at least 30 days before the beginning of the selected boot camp.
- Visits to Silicon Valley entities will be organized in accordance with the participant's interests.
- Participants will receive certificates from UC Berkeley - Haas School of Business upon completing the program.

Location & Transportation

- Lectures and class sessions will be all held at the Berkeley - Haas School of Business.
- Transportation from/to site visits will be provided.



Housing

- Participants will be housed at the Berkeley faculty guest house or in the Shattuck Hotel in the city of Berkeley.

Attendance, Cancellation, & Late Arrival

Please keep **AMENA Center** informed of cancellations and delays.

Arriving late and/or leaving early can be extremely disruptive. It is your responsibility to make the necessary arrangement to be present for the entire duration of the course.

Your presence and participation in the seminars is essential for receiving a certificate from the Berkeley-Haas School of Business.

Should you have questions, please contact us at:

amenaced-haas@berkeley.edu

Participant Support

The Director of **AMENA Center** will be on campus for the duration of the program, and would be happy to address any issues or concerns that may arise:

dzahedi@haas.berkeley.edu

Visa Support

VWP (Visa Waiver Program)

Some participants are eligible for the “**VWP**” (**Visa Waiver Program**). The VWP enables citizens of certain countries to travel to the United States for tourism or business for 90 days or less without obtaining visa if they have registered online through the **Electronic System for Travel Authorization (ESTA)**. The first step is to see if your home country is one of the thirty that fall under this category.

Participants can find this information on the US consulate’s website of their home country. If a student’s home country or country of citizenship is a member of the VWP, then the participants from that country will need to follow the procedures for the visa waiver.

Non-American / Non-VWP Citizens

If the participant’s home country is not a part of the VWP, the student would have to apply for the B1 business visa. **Do not apply for a student visa because the application will be denied.** The term “business” includes conventions, participation in seminars, conferences, consultations, and other activities of a commercial or professional nature. Students may need to specify the nature of the boot camp. The official description of your presence in Berkeley, California is as follows: attending a full-time Executive Training seminar. Participants are required to check with their local consulates for the most up-to-date procedures for obtaining a visa.

Visa Support

Documents for Visa Application

As for the documents needed for this visa, participants will receive an official invitation letter from the **UC Berkeley-Haas School of Business** once registration has been approved and endorsed by the **AMENA Center**.

US visa policies may vary from country to country. The US is sometimes very strict when making decisions about issuing visas, and is not obliged to justify visa refusals. In such cases, AMENA center will provide you with options to reschedule your boot camp or to receive a refund per registration policy.

Nevertheless, a common reason for visa refusal is that the applicants fail to demonstrate sufficient ties to their home countries. Below, is a list of documents we recommend prospective participants take to their visa appointments:

- Boot Camp Program Guide
- UC Berkeley - Haas School of Business Acceptance Letter
- Certificate of Tuition Payment
- Copies of return plane ticket
- Proof of residence in home country
- Bank account information
- Job details

If participants have any additional questions about the visa procedures, please contact the **AMENA Center** at: amenaced-haas@berkeley.edu