

EMERGING LEADERS PROGRAMME

6 -10 March 2017

6th Edition



UNIVERSITY

6th Edition

Emerging Leaders Programme

Location

ESADE Business School
Av. Esplugues 92-96
08034 Barcelona, Spain
Tel. +34 932 804 008

Hotel Information

Hotel AC Victoria Suites
Beltrán i Ròzpide, 7-9 (with Av. Pedralbes, 16)
08034 Barcelona, Spain
Tel. +34 932 069 900
Ask for ESADE's special rates.

Fee

€3,200 Early Bird Free (until 31 July, 2016)

€3,900 Registration Fee (until 31 December, 2016)

€4,500 Closing Registration Fee (from 1 January, 2017)

Includes tuition fees, teaching materials and catering. Accommodation is not included, but we can offer special accommodation prices for participants.

Registration Process

Candidates are to send a completed Application Form. The application fee will be accepted up to two weeks before the programme starting date. To ensure a space, candidates are advised to begin their admission process as early as possible.

Register online:

www.fia.com/fia-university

Registration contact: alexandra.castells@esade.edu

Fees, Cancellation and Refund Policy

The programme fee is due in full 30 days before the programme starts. FIA University will grant a full refund for cancellation requests received in writing before this date. Cancellation requests received after this date will have a maximum refund of 50%. If you are unable to attend this programme, we will accept a substitute participant.



The FIA University mission is to leverage the value of being a member of the FIA family by means of sharing, spreading and creating new knowledge and leadership in the fields of Mobility and Motor Sport, so that in the future the FIA and member Clubs can remain the relevant reference in their field.

The FIA University is a capacity building initiative that will run programs to strengthen member organisation on a national, regional and global level. The content to be developed in the FIA University will be organized around three main pillars: Strategy & Leadership, Advocacy & Public Policy as well as Functional Expertise.

FIA UNIVERSITY PROGRAMME PORTFOLIO

In addition to the FIA University Emerging Leaders Programme, the FIA University runs the following:

- Senior Executive Programme
- Latin American Leaders Programme
- FIA University Region II Club Development Programme
- Policy & Advocacy Programme
- Strategic Lobbying Programme

FOR FURTHER INFORMATION

For further information, candidates may consult on any matter concerning the FIA University ELP by contacting:

fiainiversity@fia.com

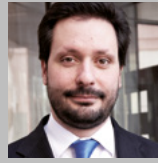
Faculty

FIA University

Programme Co-Directors



Mr Thierry Willemarck
CEO, Touring Club
Belgium

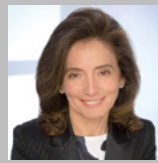


Prof. Dr. Luis Vives
ESADE Business School
Spain

Programme Professors



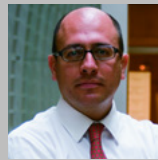
Prof. Dr. Marco Bertini
ESADE Business School



Prof. Isabel Aguilera
ESADE Business School



Prof. Joaquín Cava
ESADE Business School



Prof. Dr. Pedro Parada
ESADE Business School

Programme Sponsors



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Group Chief Executive, RAC WA
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General Manager, Club
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New Zealand



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Director of Strategy &
Innovation, ANWB
The Netherlands

ESADE

Business School

Executive Education

YOUR PARTNER
FOR GLOBAL
LEARNING

ESADE is an international business school, with more than 50 years of history.

Throughout this history, ESADE has forged deep-rooted ties with the business community by being close to their needs and by always trying to develop innovative approaches to add value in Executive Education.

At ESADE, we believe in the transformative power of education and we develop learning programmes and learning experiences that impact both the participating companies as well as individuals. This is likely the reason why ESADE is today recognised as a Top-5 provider of Executive Education worldwide.



"Studying at ESADE has been the most personally satisfying educational experience that I have had in my professional career."

Alisa Heise

Group Financial Controller,
Royal Automobile Club of Queensland (RACQ)

"The employees that participated in the ELP Programme now have a better perspective on the unique challenges and opportunities they face, the tools to better meet these challenges and a network of global contacts with whom they can collaborate."

Frank Fotia

Chief Operating Officer
Canadian Automobile Association (CAA)

"An experience that has shown me the possibilities and potential for both myself and my organisation."

Stuart Murray

Project Manager,
Automobile & Touring Club of the United Arab Emirates (ATCUAE)

EMERGING LEADERS PROGRAMME

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Today's challenging context calls for multifaceted Automobile Club leaders who can spot emerging opportunities, who can navigate in difficult economic environments and who have a holistic view of the role of their Clubs, from servicing their members to advocating for road safety.

FIA University Emerging Leaders Programme (ELP) helps talented young individuals master new skills and develop new leadership styles—transforming them into outstanding leaders who can implement projects having a direct impact in the future of their Automobile Clubs.

The FIA University ELP builds on the knowledge, experience and diversity of the FIA family. By developing leadership skills and providing a broader strategy, innovation and advocacy perspectives, FIA University helps clubs groom the next generation of Automobile Club leaders.



Mr Jean Todt ,
FIA President

"Unlike big corporations, the FIA is not a homogenous entity, but rather a federation of sport and mobility Clubs with varied interests. We want to help our Clubs be stronger in these challenging times, by giving them access to the best strategic capacity building education. Initiated as a Mobility project, I do think there is a real potential to extend the FIA University into the work of our Motorsport Clubs."

Who Should Attend

The FIA University ELP aims at attracting dynamic, energetic participants keen to drive their Automobile Clubs forward. Typically, high potential executives who can make it to the first line, or recently appointed first line executives with little or no club experience.



"The FIA University Emerging Leaders Programme is a unique opportunity to foster your professional knowledge and your network with your peers in an international learning environment."



"The FIA University Emerging Leaders Programme offers a unique combination of top university teaching, a tailor made programme for Automobile Clubs and international exposure with Club executives from all over the world."



Key Takeaways

By the end of the FIA University Emerging Leaders Programme (ELP), participants will:

- Gain relevant knowledge and acquire a management toolkit to make the transition from a successful individual contributor to a leader of teams, projects or wider club initiatives.
- Combine increased **self-awareness** with a greater appreciation of **the part you play within the Club as a whole**. This will enable you to have a greater impact on others and to make things happen outside of the immediate scope of your role.
- **Fast-track impact at your Club** through the development of a hands-on project that has an impact on your Club's future/performance.

Programme Content

The programme focuses on three key elements:

- **Developing self-awareness.** How do you see yourself and how do others see you? Developing a critical understanding of yourself and the impact you have on other people is key to becoming an effective leader as you progress in your career.
- **Building a relevant Automobile Club skill set.** What are the value drivers of your Club and what is your contribution to them? At this stage in your career, you need to understand your contribution to the broader strategic objectives of your organisation and be able to develop innovative solutions that deliver value in your environment.
- **Delivering results.** How do you increase your influence and impact? Young managers tend to succeed through sound technical skills and strong motivation to get the job done themselves. Making the transition to a management role requires a step-change in performance and the ability to make things happen through other people.

Programme Structure

Prior to the start of the programme in Barcelona, participants will receive Pre-Programme materials consisting of preparatory readings.

Pre-Programme ▶ **Sessions in Barcelona** ▶ **Follow-Up** ▶ **FIA University Alumni**

Day	Monday	Tuesday	Wednesday	Thursday	Friday
Topic of the day	Leadership & Strategy	Strategy & Business Models	Market Positioning & Business Models	Innovation & Leading Change	Making Things Happen
Morning 9:00 - 13:00	Welcome to the FIA University	Keynote Speaker	Rethinking the Revenue Model I	Leading Change	The Art of Strategy Execution
	Break				
	Break				
	Leadership: The Effective Use of Power on Becoming a Leader	The Process of Strategy Making	Rethinking the Revenue Model II	Leading Change	Keynote Speaker
					Conclusions & Wrap-up
13:00 - 14:00	Lunch				
Afternoon 14:00 - 16:30	Strategy: Leading Your Way to the Future	Strategy Analysis	Keynote Speaker	Leading Change	
				Break	
	Break				
Evening 16:30 - 20:30	Keynote Speaker	Keynote Speaker	The Innovation Imperative	Keynote Speaker	
	Team Building Activity	Free Evening		Free Evening	

Interactive lecture format
 Knowledge sharing
 Simulation-based exercise

FIA participation
 Cultural / Social activities