

# EMERGING LEADERS PROGRAM

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October 14-18, 2013

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**New Edition**



FIA University

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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 Program (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 times, indeed 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.



Ms. Susan Pikrallidas,  
Secretary General FIA Mobility

*"This FIA University course was a great way of building on the knowledge, experience and diversity of the FIA family."*



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



Mr. Thierry Willemarck,  
FIA University Mentor

## Key Takeaways

**By the end of the FIA University Emerging Leaders Program (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.

# Program Content

The program 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 organization 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.

## Program Structure

Prior to the start of the program in Barcelona, participants will receive Pre-Program materials consisting of preparatory readings. The 4.5 day program will be followed by a Post-program phase in which each Club will develop an individual project.

	Pre-Program ▶	Sessions in Barcelona ▶	Club Project ▶	Presentation of Results	
Day	Monday, October 14	Tuesday, October 15	Wednesday, October 16	Thursday, October 17	Friday, October 18
Topic of the Day	Leadership & High Performance Teams	Strategy & The different Clubs' Models	Market Positioning & Innovation	Leading Change	Work in Projects
9:00-11:30	Welcome to the FIA University	Strategy & Leadership	Perceived Value & Strategic Moves	Why is Change so Difficult?	Teamwork
11.30 - 12.00	Break				
12.00 - 13.00	Leading Self	Strategy Content & Process	Business Model Innovation	Change Simulator/ Leading Change: Phases	
13.00 - 14.00	Lunch				
14.00 - 16.00	Guest Speaker	Guest Speaker	Guest Speaker	Guest Speaker	
16.00 - 16.30	Break				
16.30 - 18.00	Leading Self	Positioning & Resources: Analysis of Automobile Club Models	Knowledge Sharing: Innovative Practices & Approaches	Personal Resources for Change	
18.00 - 18.30					
18.30	RACC Visit & Opening Cocktail	Free Evening	Group Dinner	Closing Ceremony & Dinner	

- Session with an Interactive Lecture Format
- Session based on Knowledge Sharing
- Session based on a Simulation-Based Exercise

- Session with the Participation of FIA / Club Speakers
- Cultural / Social Activities
- Session with Project-based learning

# Faculty

## FIA University

### Program Co-Directors



Mr. Thierry Willemarck  
CEO, Touring Club  
Belgium



Prof. Luis Vives  
ESADE Business School  
Spain

### Program Professors



Prof. Silviya Svejnova  
ESADE Business School



Prof. Isabel Aguilera  
ESADE Business School



Prof. Pedro Parada  
ESADE Business School

### Program Sponsors



Mr. Brian Gibbons\*  
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\* Pending Confirmation

## ESADE Business School

### EXECUTIVE EDUCATION

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

Throughout our 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 recognized as a Top-5 provider of Executive Education worldwide.



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## 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

3,900 Euros  
3,200 Euros Early Bird Registration (until June 30, 2013)

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 Admission Form. The application fee will be accepted up to two weeks before the program 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](http://www.fia.com/fia-university)

Registration Contact: [megan.shapleigh@esade.edu](mailto:megan.shapleigh@esade.edu)

## Cancellations

Sometimes, due to unforeseen circumstances, a registration has to be cancelled. To be entitled to full reimbursement of the total amount paid, cancellations must be notified in writing 30 days before the start of the program. Given the demand for this program and the work entailed in its preparation, if the cancellation is reported less than 30 days before the program starts, only 50% of the total amount paid can be returned. There is no right to reimbursement if cancellation takes place after the program has started.



*"I wish the FIA University had started 20 years ago."*

Mr. Sebastián Salvadó, President RACC, Spain

## FIA University

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 organizations 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, Lobbying & Public Policy as well as Functional Expertise.

## FOR FURTHER INFORMATION

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



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Mr. Agustí Milà  
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[amila@fia.com](mailto:amila@fia.com)