



Roger Hallowell
Adjunct Professor at HEC Paris

Roger Hallowell is an Adjunct Professor at HEC Paris. His focus is on Executive Education. At HEC Paris he is the Academic Director of programs for executives in the fields of leadership of change, service management, and strategy. Among other assignments, he is the Academic Director of «Leading Strategies for Outstanding Performance» and teaches regularly in the HEC Executive MBA, formerly running the major "Service and Innovation" and currently in charge of the module "Leadership in the Organizational Context." He runs numerous modules in custom programs.

Professor Hallowell was previously a managing partner at the Center for Executive Development and a professor at Harvard Business School, where he conducted research from 1991 to 2003. His academic work focuses on leadership of organizations seeking to increase the value they deliver to customers, often through service.

His projects are designed to help executives and senior managers enhance their leadership skills, including their ability to design and implement change. He is an authority on strategic initiatives with the goal of simultaneous cost reduction and quality improvement. He has written more than 60 case studies on organizations worldwide, including three HBS best sellers. He advises private equity firms on their investments in the service sector. Professor Hallowell has a Bachelor of Arts from Harvard College and an MBA and Doctorate from Harvard Business School.

This program is designed to provide managers with the skills they will need in times of headwinds and uncertainties that companies must navigate with prudence and wisdom. Most of the time, well-managed companies do not need to engage in the kind of brutal cost-cutting that we frequently see during economic downturns.

PROGRAM

This program blends strategic thinking with the leadership qualities necessary to steer business in an adverse environment by helping you to:

- Understand and accept reality
- Acknowledge that there will be a recovery and be ready
- Get into the right mindset: be prepared, not surprised
- Be strategic: know when to focus on revenue growth rather than cost-cutting
- Implement best practices in doing more with less
- Use the downturn as an opportunity to improve and look ahead to foresee better times
- Focus on customers and employees and on value propositions you deliver to both
- Communicate positively and with intent

WHO SHOULD ATTEND? IS IT RIGHT FOR ME?

The program is useful to all senior executives and individuals being groomed for senior executive positions, possibly being in their first role as a generalist, or having achieved deep expertise in a speciality.

SELECTION PROCESS

All applicants will undergo a blind review process by a selection committee.

Applicants will be assessed based on experience, area of expertise, and comparative merit.

Any late or incomplete submissions will be automatically disqualified.

LEARNING METHODS

The program will be delivered online and will be highly interactive and varied. Sessions will include a combination of very short cases, video cases, exercises, small group work and simulations.

BENEFITS

- Understand the role a Superior Value Proposition plays in enabling an organization to weather difficult economic conditions
- Identify the key ingredients in delivering a Superior Value Proposition
- See your value proposition as your customers see it, not as you wish it were
- Frameworks to help organizations enhance their value propositions
- Acknowledge how the leadership style should change based on the situation at your organization.
- Understand which leadership styles are most effective in different situations
- Recognize how to use best practices in the leadership of change to create an agenda that will be right for your organization

PARTICIPANT PROFILE

- Updated C.V. reflecting current role and responsibilities
- Minimum 10 years of work experience
- English proficiency

HOW TO APPLY

To register for the program, click on the link: https://kfas.formstack.com/forms/managing_business

DATES

From Saturday 26 September to Thursday, 1 October

DURATION

6 half days: 3 pm - 7 pm

