

Unleash
your potential

Integrated Management Thinking (IMT)

Mini-MBA Cycle III

Managing your organization
effectively and efficiently



McGill

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Institute

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Program Overview

As the most senior-level program in McGill's Mini-MBA Series, this experience helps seasoned managers make sound decisions that will support intelligent growth in their organizations. It is perfect for those wanting to enhance and refine their abilities in creativity and innovation, change management, strategic growth, financial acumen and entrepreneurial thinking.

How can you be a catalyst for innovation and growth given your resources, capabilities, and restrictions? Are you equipped to lead and execute change? Can you establish the readiness needed to capture opportunities? These questions and more will be answered in a dynamic, idea-sharing format, assisted by outstanding professors with real-world experience.

Key Benefits

- Explore trends in leadership, innovation, finance, entrepreneurship, and growth strategies
- Capture advanced-level insights often found in the final “integration” phase of leading MBA/EMBA programs
- Learn to better analyze your options and make more successful decisions
- View your business through multiple lenses, ensuring greater harmony among functions and units
- Test your ability to launch new ideas, gain buy-in, and take action on projects
- Network and share ideas with an exceptional peer group from diverse industries

Who should attend?

This program is designed for managers and executives who have at least 15 years' managerial experience and/or have completed the Advanced Management Course (AMC). For those who received an MBA degree seven or more years ago, this is a perfect opportunity to update knowledge, and to gain exposure to late-breaking benchmarks and best practices.

What is included?

The registration fee includes facilitation by our highly rated faculty members, course materials, cases studies, meal service (breakfast, lunch and breaks)*, and a **certificate of completion** from the McGill Executive Institute.

**Meal service is included for in-person programs only.*



Key Themes

Strategic Innovation

- Create a culture of innovation
- Breakthrough, continuous and incremental innovation
- Value innovation: tools for creating new opportunities
- Commercialize innovation
- Sustainability and corporate social responsibility

Entrepreneurship

- Business model canvas
- Understand growth options: organic, joint ventures, M&A and alliances
- Take risks and balance quality vs. speed to market

Creative Management Thinking

- Stages of creative thinking
- Intro to design thinking
- Team ideation
- Brainstorming and value creation

Pitching and Launching Your Ideas

- Build a strong business case: tips and techniques
- Create your new integrated business model
- Convince business leaders that your growth strategy or new idea is worth their attention

Financial Analysis for Growth

- Finance and cost your ideas
- Leverage your assets and resources
- Source investment capital
- Evaluate risk in your growth model

Leading Change

- Drive forces of successful change
- Link change behaviours to business results
- Spark change in both small and large/mature organizations
- Navigate change anxiety
- Personal resilience and self-development planning

Faculty and Learning Approach

As an integral part of McGill's Desautels Faculty of Management, the Institute's faculty team comprises McGill University professors and lecturers as well as highly rated academic and business experts from around the world.

Please visit our [website](#) for a full list of the faculty team assigned to this program.