

EXECUTIVE INSIGHTS

INSPIRE YOUR MANAGERS WITH POWERFUL,
FIRSTHAND STORIES FROM WELL-KNOWN EXECUTIVES

EXECUTIVE INSIGHTS FROM FIFTY LESSONS FEATURES BUSINESS LEADERS SHARING SHORT, PERSONAL ANECDOTES ABOUT BREAKTHROUGH MOMENTS IN BUSINESS AND THEIR CAREERS

EXECUTIVE INSIGHTS appeals to both emerging leaders and seasoned executives who will relate to the business challenges discussed, and will quickly internalize the lessons learned to guide their daily actions and decision making. Formatted for both desktop and portable devices, the short engaging clips are easy to access anytime, anywhere.

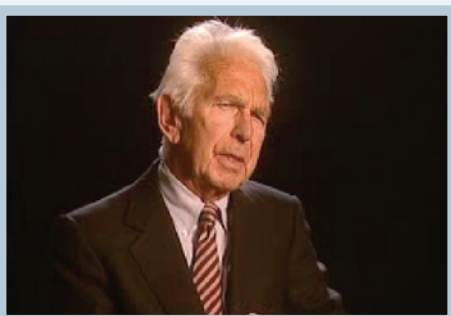
CONTENT

PERSONAL ADVICE, REAL-WORLD RELEVANCE

Executive Insights is less than five minutes in length, and the compelling storytelling format will grab the attention of busy managers eager to hear what business leaders have to say.

The extensive collection covers a wide range of issues, job functions, and business challenges. The clips feature executives from a diverse group of industries offering personal insights, advice, and tips on:

- **Sectors:** Perspectives on a broad range of industries, from aerospace to utilities
- **Change:** Change management, turnarounds, culture change
- **Communication:** Public relations, the media, writing, negotiating, listening, and more
- **Entrepreneurship:** Stories about start-ups, financing, exit strategies, and more
- **Ethics & Responsibility:** Corporate governance, social responsibility, the environment, and more
- **Finance:** Costs, cash, risk, forecasting, mergers, and acquisitions
- **Global Business:** Cross-cultural relations, international business
- **Human Resources:** Hiring, retention, letting people go, diversity, and more
- **Innovation:** Creativity, experimentation, invention
- **Leadership:** Behaviors, vision, personal style, succession
- **Managing People:** Teamwork, motivation, relationships, engagement
- **Operations:** Distribution, suppliers, health and safety, regulatory issues
- **People Development:** Mentoring, coaching, feedback, career, life balance
- **Sales & Marketing:** Market research, customers, sales, clients, marketing strategies
- **Strategy:** Organizational structure, growth, products, competition, execution, the future
- **Technology:** Research and development, information technology



HIGHLIGHTS

- > Quick clips for busy managers
- > For desktop, iPod, MP3, and other devices
- > Integrates with learning curriculum
- > Personal, engaging experience
- > Showcase your own executives

EXPERTS

PERSONAL STORIES FROM THE PROS

Features well-known and admired business executives, industry leaders, and prominent professors. The dramatic one-to-one storytelling about personal and business challenges creates a forceful impact and memorable learning experience.

Hundreds of clips to choose from:

CREATING A CULTURE OF GROWTH

Warren Bennis
University of Southern California

LEADERSHIP

Sanjiv Ahuja, Orange Group

TURNAROUNDS

Paul Anderson, Duke Energy

CHANGE

David Brandon, Domino's Pizza

MAKING UNPOPULAR CALLS

Amy Butte, New York Stock Exchange

TOUGH CONVERSATIONS

Stephen Dando, Reuters

CAREER ADVANCEMENT

Dina Dublon, JPMorgan Chase

DELIVERING HONEST FEEDBACK

Amelia Fawcett
Morgan Stanley International

INNOVATION

Robert Herbold, Microsoft Corporation

RESTORING CONFIDENCE

Rosabeth Moss Kanter
Harvard Business School

...plus many more clips

> For more information visit:
www.harvardbusiness.org/corporate

PROGRAM ELEMENTS

DESIGNED FOR MANAGERS ON THE GO

Executive Insights is appealing to busy managers with limited time. Each clip is short—less than five minutes—and to the point. Managers can tune in wherever, whenever they choose to gain advice on tackling tough business issues.

Incorporating video into learning programs is simple. The clips are categorized by topic, expert, and organizational competency—so you can quickly locate titles for specific issues and individual executives.

Flexible purchase options allow you to:

- Select individual titles.
- Acquire a full site license to the entire video library.
- Showcase your organization through custom filming of your company's leaders.

Our curriculum experts have mapped the most relevant videos to other Harvard Business Publishing premier management and leadership development offerings—making it easy to integrate the clips into a learning curriculum.

ADDITIONAL FEATURES

Compelling concepts can immediately be applied on the job.

Professional development benefit that is highly relevant and easy to use.

Customizable selection can be tailored to individual needs.

Hundreds of videos available. See our website for a complete list.

TARGET AUDIENCE

Executive Insights is ideal for busy, time-pressed managers looking to enhance their leadership and management skills.

Building and refining this group's leadership skills will directly affect your organization's success.

COMPLEMENTARY OFFERINGS

Extend the program's impact with additional leadership development programs, such as:

FACULTY SEMINAR SERIES

Videos offer the best lessons from business school with renowned professors and experts from Harvard Business School and Stanford Graduate School of Business.

Or select from our deep well of print and digital content. Ask your relationship manager for recommendations to match your current strategic initiatives.

SUPPORT

IMPLEMENTATION SERVICES

EXECUTIVE INSIGHTS is quick and easy to deploy via your LMS or intranet. Our Implementation Services Team can help you develop an effective rollout strategy and can customize the product to meet specific organizational needs for even greater impact.

Many more Harvard Business Publishing offerings are available to help you achieve your leadership and management development objectives. Please contact us for information on our comprehensive portfolio of strategic content, programs, and services.

LEARN MORE

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