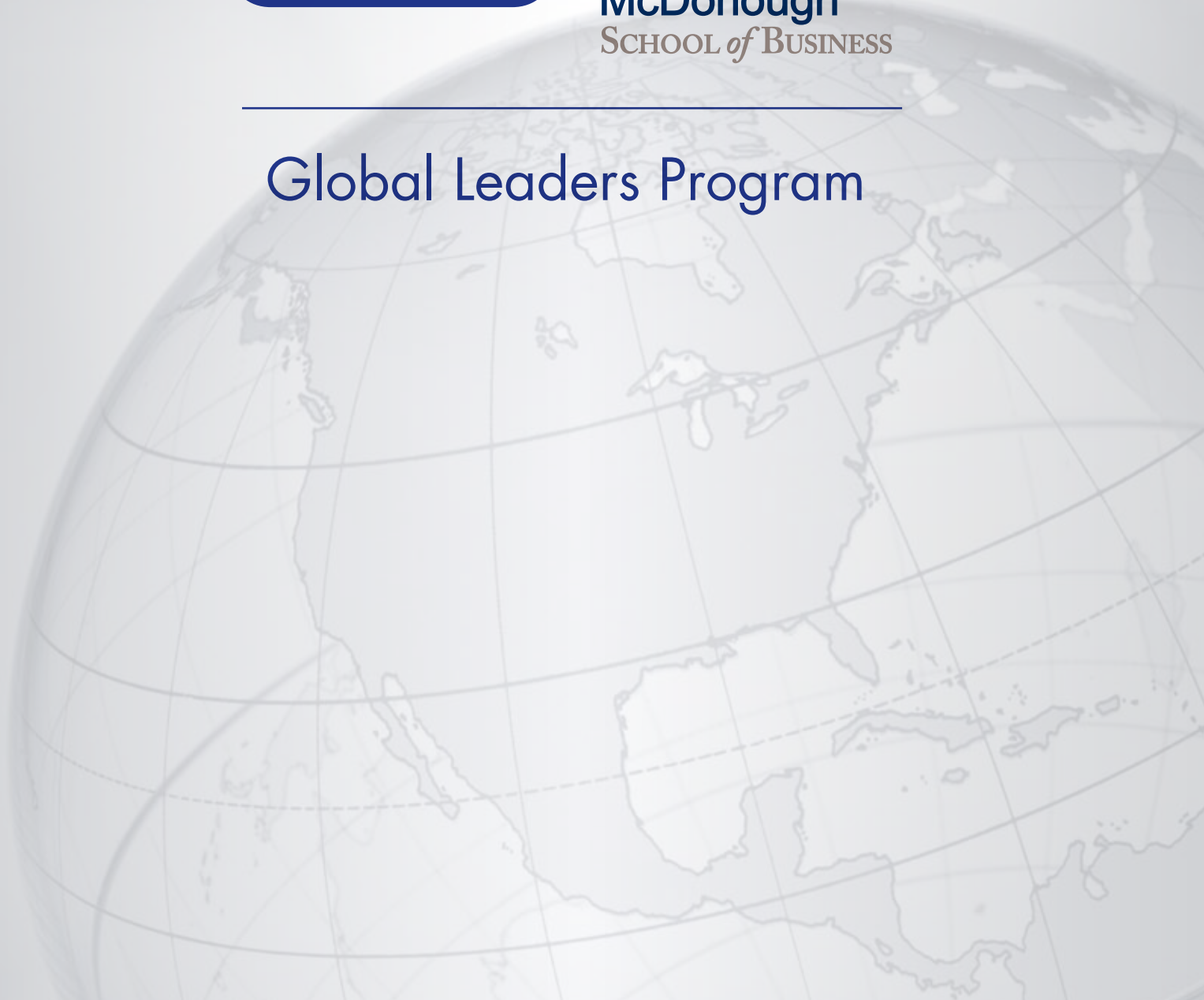




GEORGETOWN
UNIVERSITY

McDonough
SCHOOL *of* BUSINESS

Global Leaders Program



You've identified and developed executives who can lead your company.

Now, we'll help transform them into global leaders who can compete more effectively and grow your company in today's increasingly complex international marketplace.



Berlitz, the global cultural and language learning leader, has teamed up with the renowned Georgetown University to offer an innovative executive global leaders program, uniquely integrating business acumen, communication skills and cultural competency to accelerate development of the next generation of global leaders.

The program develops savvy leaders with a global mindset who can influence, persuade and consistently succeed in economic, social, technological and culturally diverse environments.

Not only are your key executives exposed to others from diverse cultures, they are also immersed in the culture, providing a level of mastery and global agility needed to drive your company to success in today's competitive global environment.

Four key business hubs around the globe have been selected so executives can acquire first hand local perspectives and insights and experience cultural differences. Program themes and content are tied directly to the locations where the program is held.

Real world challenges are integral to the program. An executive virtual coach will be assigned to each program participant who will work with executives before, between and throughout the program on a strategic action plan relevant to your company.

Even before the first in-person session, executives will be exposed online to communications and presentation skills.

In addition, Berlitz's proprietary Cultural Orientations Indicator® (COI), a statistically validated online cultural assessment, measures participants' work style preferences to understand and leverage cultural diversity when working with others around the world.

To be a leader you need a vision. To be a global leader you need more.

The Berlitz Georgetown University Global Leaders Program provides a unique combination of global business insights and individual leadership development, engaging and challenging executives to create a concrete roadmap to apply new perspectives in their organizations.

This learning experience integrates cutting edge best practice executive learning methods including coaching, webinars and roundtables with seasoned business executives, senior government officials, diplomats and prominent journalists.

Designed to meet the needs and time constraints of busy executives, the Global Leaders Program is delivered in four one-week modules over eight months.

The program is structured to progress from broader topics such as global economies to focus on the individual.

Participants will be able to network throughout and continue the dialogue with their global colleagues on a secure online community created specifically for this program.

2010 PROGRAM HIGHLIGHTS

Module 1: Global Market Dynamics:
Global Economics
June in London, England

The program kicks off in London, a city with historical significance as a center of international business. It examines the political and regulatory influences on global business while grounding participants in management fundamentals. Participants analyze macroeconomic structure and develop a greater understanding of inter-regional economic integration. **Courses include:** The Global Environment of Business, Business Government and the Global Economy, Emerging Market Economics and Fiscal Monetary Policy.

Module 2: Global Industry Dynamics:
Supply Chain Management
August in Shanghai, China

The program reconvenes in Shanghai, an emerging market with global manufacturing. The module develops participants' understanding and application of corporate strategy, global supply chain and provides the tools necessary to assess market demands, examine industry forecasts, and investigate the dynamics of global competition. **Courses include:** Industry Economics, Corporate Strategy and Industry Dynamics, Corporate Finance, Entering Emerging Markets and Global Logistics and Operations Management.

Module 3: Global Enterprise Dynamics:
Information Technology
October in Bangalore, India

Bangalore is home to innovation and technology. This module explores the day-to-day management of global business operations and will focus on managing in emerging countries and demonstrating leadership in diverse environments. **Courses include:** Entrepreneurship, Structuring and Managing the Global Enterprise, Marketing Strategies for Global Executives, Innovation and Technology, Leveraging Technology: Leading Organizational Change.

Module 4: Global Leadership Dynamics:
Becoming A Global Leader
December in Washington, D.C., USA

Conducted in Washington, D.C., a hub of international business research and policy and U.S. political power, this module focuses on recent global business transformations, developing ethical and sustainable leadership practices, and the specific challenges facing executives. **Courses include:** Systems Thinking, Intercultural Negotiations/ Negotiating Complex Multi-Party Deals, Influence and Persuasion, Leading with Emotional Intelligence, Building Social Capital and Retaining Top Talent, Multi-Cultural Ethics, Corporate Social Responsibility, and Inclusive Leadership.

This program is intended for senior executives with a minimum of 15 years of professional experience who are able to conduct business in English but do not have to be native English speakers.



BERLITZ INTERNATIONAL, INC.

Founded by Maximilian D. Berlitz in 1878, Berlitz International, Inc. is the world's premier provider of premium language and cultural services. Merging 130 years of innovation in language services with the latest in technological advancements, Berlitz provides state-of-the-art language training, cultural consulting programs, and proficiency assessment & testing services. Berlitz has over 500 locations in 70 countries, and delivers live online programs via the Internet through Berlitz Virtual Classroom. Berlitz has the resources through this extensive network to accommodate the needs of businesses and organizations from one-on-one training to enterprise-wide programs.

GEORGETOWN UNIVERSITY

Georgetown University, a highly prestigious private institution, was founded in 1789, the same year the U.S. Constitution took effect. Today, Georgetown is a major international research university whose distinguished faculty include renowned international scholars who bring to the classroom a lifetime of experience. Located in Washington, D.C., the campus provides access to the nation's capital and its myriad of cultural, civic, and government programs. The University has produced five Nobel prize winners and many graduates of note including William Clinton, 42nd President of the United States and current Philippines President Gloria Macapagal-Arroyo.

**Invest in the future of your company with
Berlitz International and Georgetown University.**

The Berlitz logo consists of the word "Berlitz" in a bold, white, sans-serif font, set against a dark blue rounded rectangular background. A small registered trademark symbol (®) is located at the top right of the blue box.

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