**What is Strategy Execution?**

In today's highly competitive, global business environment, vision isn’t enough. What matters most is knowing how to execute on that vision to drive meaningful results.

In order to carve out a space in the marketplace and sustain a competitive edge, executives need to ask, “Where do we play, and how do we win?” Being able to identify and determine the viability of strategic opportunities, and know where and when to make trade-offs, is key to long-term success. To help executives shape the future of their companies, Harvard Business School has developed **Strategy Execution**, a new interactive online program designed to equip senior leaders and management teams with the skills they need to develop and implement differentiated, actionable strategic plans.

Executives will analyze and debate case studies from industry-leading companies, such as Danaher, Apple, and Schibsted, as well as apply lessons to issues facing their own business. Through that process, participants will engage and problem-solve with renowned faculty, as well as a group of like-minded senior leaders from a wide range of industries who are grappling with the same issues—from retaining top talent to balancing strategic objectives with financial imperatives.

**Who is Strategy Execution for?**

Strategy Execution is designed for senior leaders who are responsible for identifying, creating, and deploying strategies in companies across a wide range of industries and geographies. Representative titles would include: chief executive officer, executive director, vice president, managing director, and general manager.

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Arm your senior leaders with the skills to develop and execute strategic plans that will drive your company forward.
WHAT IS HBX LIVE?

HBX Live is a one-of-a-kind online classroom that collapses geography and allows participants worldwide to interact in real time with one another and faculty members much as they would in the famed HBS case classrooms. In the custom-designed HBX Live studio, located in Boston, a high-resolution video wall mimics the amphitheater-style seating of an HBS classroom, with up to 60 students displayed to the faculty members on individual screens simultaneously. Sessions are expertly-produced using still and roaming cameras, thus creating the look and feel of being in a real classroom, where participants can see both the faculty members and other students.

ABOUT BHARAT ANAND AND LARRY CULP

BHARAT ANAND is the Henry R. Byers Professor of Business Administration in Harvard Business School’s Strategy Unit and the Senior Associate Dean for HBX. He is an expert in corporate strategy and digital change and has written over 50 articles and case studies. His work has influenced hundreds of start-ups and established companies worldwide. His book, The Content Trap: A Strategist’s Guide to Digital Change, was named by both Fast Company and Bloomberg as one of their top ten books of the year. He is a two-time winner of the “Best Teacher Award” at Harvard Business School.

LARRY CULP is a Senior Lecturer at Harvard Business School and Senior Advisor at Bain Capital Private Equity. He is also Lead Director at General Electric, and a member of the T. Rowe Price Group Board of Directors. Culp served as the CEO and President of Danaher Corporation from 2000 to 2014, during which time the company increased revenues and its market capitalization five-fold to $20 billion and $50 billion, respectively. Harvard Business Review has named Culp one of the Top 50 CEOs in the world.

For more information, visit http://www.abouthbx.com/strategy-execution or e-mail us at HBXalliances@hbs.edu