



Leadership Expedition: Understanding European business

Duration: 8 days [5 days development activities; 3 days cultural visits]

Target audience: Senior Chinese executives in state owned enterprises or private firms

Objectives

- > Understand Europe as a place to do business
- > Analyze business theme[s] and/or industry and/or country of choice
- > Develop personal networks

Outcomes

For organizations

- > Senior management awareness of Europe: opportunities and threats
- > Support business development

For individuals

- > Develop international outlook and capability
- > Understand your European equivalents



Content

- > Europe's social, technological, economic and political trends
- > Facilitated discussion with thought leaders from the media, academe, government, politics, the arts and NGOs
- > Outside-In visits: sharing business and leadership challenges with senior management of leading European corporations
- > Europe's culture and its impact on business
- > Expert input on theme[s] or industry/country of choice

Learning approach

Learning in Practice – applying learning to your organization through:

- > A Next Steps agenda to cascade out ideas for action
- > Feedback to immediate team: What Europe could mean to us
- > Post-program debrief to top management

Next steps

To find out more about this sample program please contact us by email at:

- > info@gtnworld.net



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