



Individual education programme for the CEO of a leading industrial company

Improving competitive advantage

When the CEO of one of the world's largest industrial companies from an emerging markets country needed to enhance his knowledge of market-economy disciplines, he turned to LSE Custom Programmes. To solidify his success and continue to excel in the future he needed an advanced level of understanding of the competitive landscape in which his company operated, and to know how to improve his company's competitive advantage while charting the strategy for further growth.

LSE Custom Programmes worked closely with the individual to design a programme combining fully tailored private tutoring, attendance of selected Masters-level lectures, and one-on-one workshops with LSE experts and external practitioners, as well as independent study. Delivery was adjusted to his busy schedule, with private tutoring and workshops delivered on demand.

Themes ranged from global market economics and international political economy to current trends in industrial relations, corporate governance, public sector reform and market regulation. Regular LSE lectures and private tutoring sessions were pre-scheduled throughout the calendar year for this programme. We maintained a flexible delivery structure that suited the client and the LSE experts while maintaining the integrity of the overall programme. The CEO could immerse himself within the study of general subjects at LSE as well as engaging in personalised discussions of particular interests, with access to relevant experts as required.

At a glance

Participants: **1**

Participant level: **CEO**

Duration: **Ad hoc over a year**

Location: **London**