



# MAXIMIZE YOUR BOARD'S POTENTIAL

THE HARVARD FACULTY CLUB, CAMBRIDGE MA, USA

JUNE 10-13, 2024



# THE GOLDEN STANDARD EXECUTIVE PROGRAM

Join the 10th edition of the program to update your knowledge of the complex world that board members face in 2023/24 and beyond.

During the intensive four days, all important aspects of board governance will be addressed, varying from global governance, through AI and risk management to the ethical dilemmas of 21st Century board work.

**Pim Lubbers, Non Executive Rabobank Zuid-Holland Midden:**

“Maximize Your Board's Potential is an intensive and attractive program. The setting at Harvard is professional and challenges you to be part of a board and participate actively in difficult cases.”



# INSIGHTS FROM THE US BY LEADING FACULTY

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- What is on the agenda of US governance boards in 2023/24 and onwards?
- What are the global oversight challenges boards worldwide face in disruptive times?
- What should be on the board's agenda for creating shared future value and CSR?
- How do boards deal with innovation, global ventures and agility?
- How to make good decisions in moments of truth?

# THE HARVARD CASE METHOD

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The curriculum based on the Harvard Case Method, board simulation, dilemma-solving exercises and personal reflection.

In a room filled with people from diverse industries, functions, countries, and backgrounds it is no easy task to make a decision. The Harvard Case method will put you in the shoes of decision makers facing a challenging situation. The main question is: What would you do in their place?

Sample cases include: Tesla, Imtech, IBM, Walmart, Goldman Sachs, New Century Financial, Vodafone, Dow and Rohm & Haas, Yahoo!, Hewlett-Packard, and more.

**Emma FitzGerald, Managing Director Wholesale at Severn Trent Water:**

“The Harvard case-based teachings by excellent professors enhance analytical thinking, reflective judgment and participation skills and realize a clear understanding of board dynamics.”

# THEMES

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Managing Boards Across the World	Shared Value Creation	Board Dynamics and Moments of Truth	Managing Innovation, Agility, and Advanced Technologies
US governance vs. global governance systems	Business and society: shared value creation and sustainability	Functional and dysfunctional boards & board dynamics	Dealing with innovation, disruption, global ventures and emerging technologies
Structuring boards: The role and function of the board	New ways of working: Dynamic companies & global partnerships	Transparency, reporting and financial disclosure, Friendly and hostile take-overs	Strategy and risk oversight: The working of boards in disruptive situations
The evolving roles of legal councils, the audit committee, and other special committees	Next steps on governance in the fore-seeable future	Financial sector & the board: Risk management beyond financial risk	Managing advanced technologies and AI & cyber security

# FACULTY



**Prof. dr. Fred van Eenennaam**  
Academic Director

Prof Fred van Eenennaam is a member of the Microeconomics of Competitiveness Initiative at Harvard Business School and Prof. M.E. Porter, Ph.D. added him to his HBS Hall of Fame in 2012. He has been working with Harvard professors since 2001.

developed several leading programs in The Netherlands, such as the New CFO and CIO program, Nyenrode Commissioners Cycle, IESE board program, and more. He also conducts board evaluations and in-board training, and fulfills several executive board positions.



**Prof. Jay Lorsch**  
Harvard Business School



**Prof. Ed Freeman**  
Darden School of Business



**Prof. William Kerr**  
Harvard Business School



**Prof. Paul Healy**  
Harvard Business School



**Donna Hamlin, PhD**  
CEO, Boardwise



**Steef Huibergste, PhD**  
CEO, TPA



**Prof. John Coats**  
Harvard Law School



**Prof. Guhan Subramanian, MD.**  
Harvard Law School



**Prof. Dean Krehmeyer**  
Darden School of Business



**Prof. Fernando G. Alberti**  
LIUC - Cattaneo University



**Philip Mueller, PhD**  
Head of core government, Amazon

# PARTICIPANT PROFILE

Maximize Your Board's Potential is an invitational program for current and future board members and executives.

For previous participants, understanding new corporate governance has proven to be extremely useful when intending to expand business ventures, navigating complexity, risks and uncertainty, and last but not least in developing leadership tools.



**Gerard Paulides, Executive Vice President Deal Completion Royal Dutch Shell**

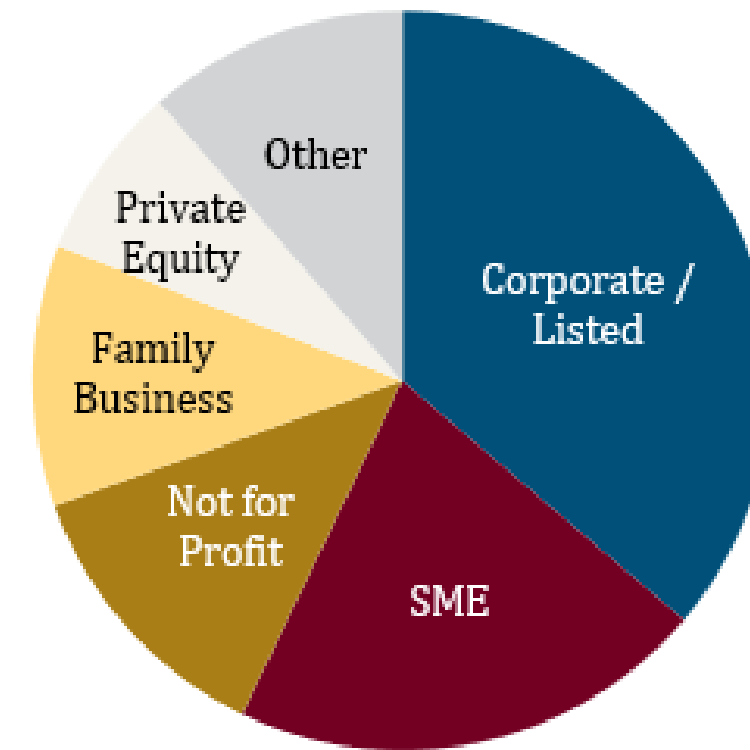
“This seminar does an excellent job to understand the structure of boards and the duties and liabilities of the directors in boards. It inspires understanding of the drivers of directors’ behavior in navigating the boardroom.”

# PARTICIPANT ROASTER

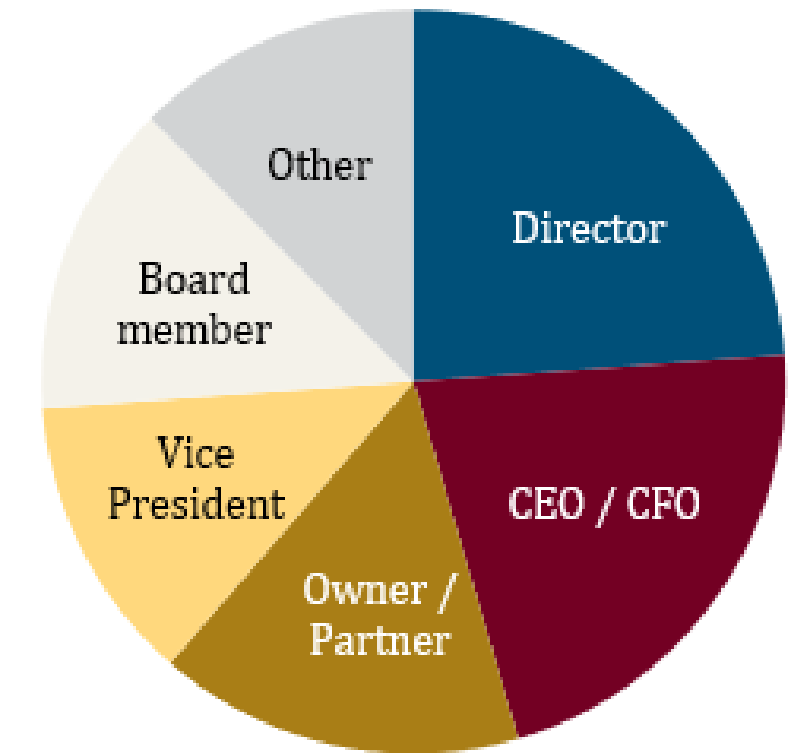
ABN AMRO Bank  
 Aegon  
 Amrop Executive Search  
 APG Asset Management  
 ASR Nederland  
 Asyst Technologies  
 Atherton Consulting Group  
 Boardwise  
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 CapGemini  
 Cisco Systems  
 CMS  
 Corebrand  
 DELL  
 Delta Hydrocarbons BVv  
 Deloitte  
 DNB Central Bank of The Netherlands  
 Erasmus School of Economics  
 Ernst & Young  
 GEM Partners  
 General Electric  
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Technologies  
 Leaseplan  
 LTP  
 Nizi International  
 Maes & Lunau Executive Search  
 Merck Sharp & Dohme  
 Meriant  
 National Geographic Partners  
 NIBC MVV Energy  
 ORTEC  
 Robeco  
 Royal FloraHolland  
 SAP  
 Shell International  
 Silicon Valley Bsnk  
 Start People BV  
 TPA Global  
 Trivium Corporate Solutions  
 UNISYS  
 US Commercial Service  
 UPS  
 Vastned Retail N.V.  
 Vinci Energies

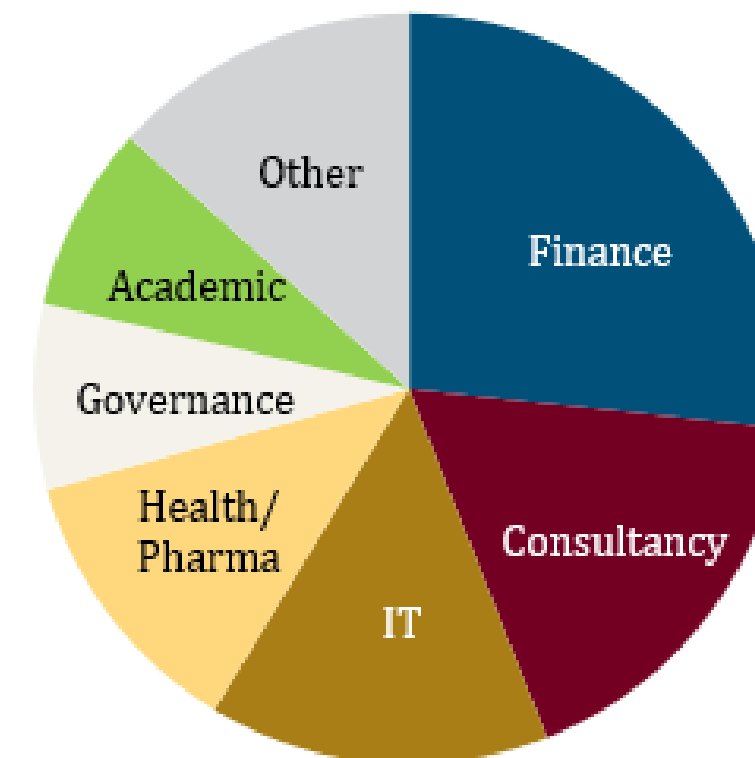
Business



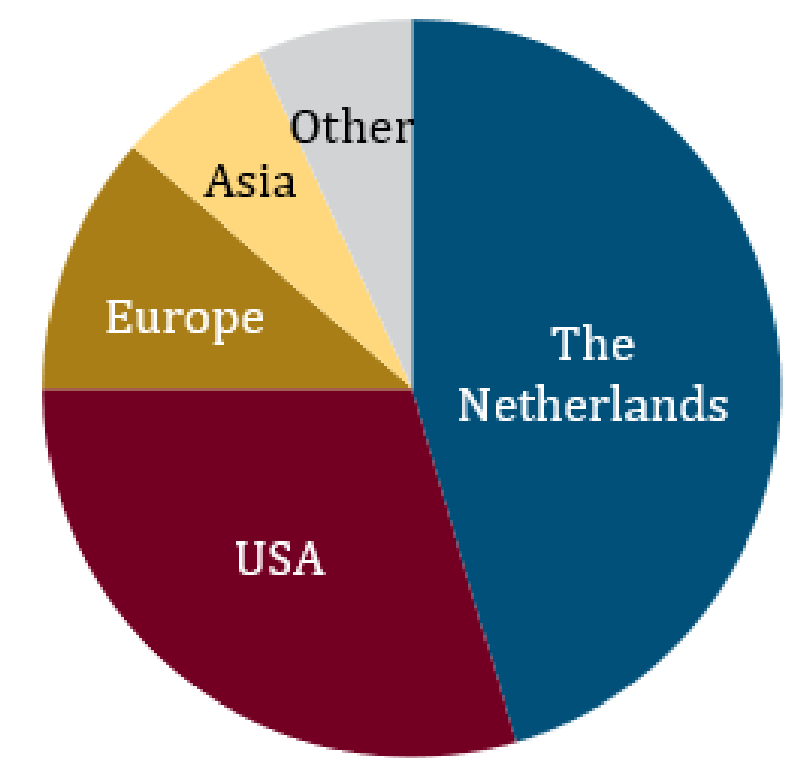
Board position



Field



Geography







The Harvard Faculty Club  
20 Quincy Street  
Cambridge, MA 02138, USA

## DAILY SCHEDULE

9:00 am - 12:15 pm	Morning sessions (including coffee break)
12:15 - 1:00 pm	Lunch
1:00 - 5:00 pm	Afternoon Sessions (including coffee break)
5:00 - 8:00 pm	Evening program or evening off

### **Jamiu Busari, Chairman and Executive Board Member Zuyderland Medisch Centrum**

“Maximize Your Board’s Potential enables you to get an in-depth understanding of globally different approaches to corporate governance and helps to interpret the working of the boards and the local regulations and principles in a small and inspiring group. This enables the participants of the course to a more cosmopolitan approach.”

# REGISTRATION

This a personal invitational program . If you are interested, get in touch with us via [info@thedecisioninstitute.org](mailto:info@thedecisioninstitute.org).

Standard Participation fee: € 7.552 (exc. VAT)

# INTERNATIONAL PARTNERS

# CONTACT

[www.thedecisioninstitute.org](http://www.thedecisioninstitute.org)  
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