

# Executive Development Programme

Provide your executives with the capacity to lead innovation and change while inspiring the organisation to deliver extraordinary results.

## What is it?

The Executive Development Programme (EDP) aims to provide leaders with the capacity to lead innovation and change while inspiring others to deliver extraordinary results. The EDP is a world class education and change initiative designed specifically for senior executives in telecommunications companies worldwide.

The EDP is offered by BT Telconsult in co-operation with faculty from leading academic institutions. It helps executive boards and senior management teams to define and test their business strategy. They can then consider how best to execute their strategic intent using lessons learnt from industry and academia to help ensure the successful implementation of essential change.

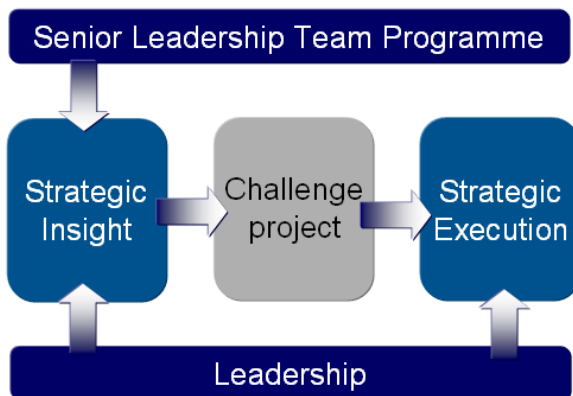
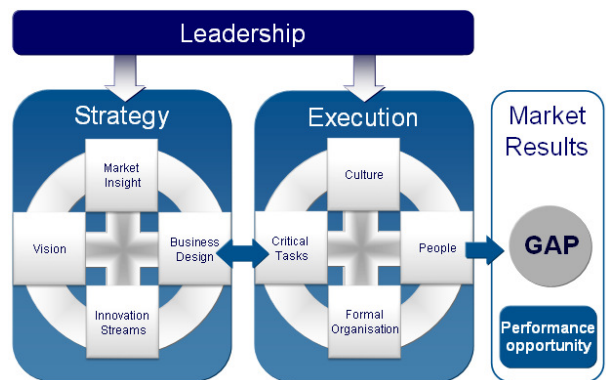
In today's market telecommunications operators are faced with significant challenges. Research has shown that the most successful companies are those that monitor market influence very closely and adapt their strategy constantly. In doing so, the organisation provides itself with fresh input without missing the details. History is full of examples of companies that did not succeed in making the shift at the right time. The EDP helps to raise awareness of the need to respond dynamically to market forces amongst board member or directors, by providing models and practical tools on how to improve and enhance their own strategy. The workshops are moderated by leading experts and underpinned by BT's experiences in the relevant situations. This programme is designed and delivered by faculty from Harvard Business School and Stanford Graduate School of Business in conjunction with BT Telconsult.



## Why do you need it?

In the current economic climate your organisation will be challenged to reduce costs, improve the quality of products or services and identify new areas for growth. The pressure to change will only increase over the next decade. To survive or ideally grow the business the right strategy has to be found and the implementation of that strategy needs to be thoroughly planned and executed. This is easily said but proves to be the most difficult part of the journey to success. An objective, outside view can help you significantly to challenge existing strategies and smoothly align the way forward.

If you currently face new business challenges or if you have recently started an organisational transformation the Executive Development Programme can provide the tools and insight to assist your executives in meeting that challenge.



## Our approach

The EDP is always tailored to your specific requirements to help ensure the programme is a perfect fit for the individual needs of your organisation.

The main components will focus on the specific gaps identified by your top leadership team in an initial workshop designed to agree the context and set the direction the company needs to take.

The subsequent workshops blend your progress with the relevant business issues providing education and insight into how best to lead the company to successful implementations. The programme provides practical tools and models on patterns of change and innovation in technology markets, strategic choice and decision-making, organisational diagnosis and change and leadership and culture. The course is underpinned by BT knowhow and experience.

The programme applies these tools and methods to live business challenges in the company, supporting change efforts and reinforcing the learning of participants. The programme can be undertaken separately or embedded in a larger staff development or leadership programme.

## Where we have done it

BT Telconsult has successfully delivered this programme to leading telecoms operators in the EMEA region where the initial workshop took place with the board members followed by a sequence of director workshops.

The EDP is based on successful executive education models such as Leading Strategy Execution (LSE): BT's executive leadership programme designed to help leaders take advantage of market disruptions and keep BT ahead of its competitors. LSE in BT was designed and delivered in collaboration with Professor Mike Tushman from Harvard Business School. In addition, Dr Narendra Laljani from Ashridge Business School worked with teams on strategic market analysis and customer trends. An independent review established a £8M return on investment from the programme in a single year.

## Why BT

BT is one of the leading telecommunications operators globally and is widely recognised for its innovation and thought leadership. We operate in one of the most competitive and deregulated telecoms markets, and understand the impact of regulatory changes on telco and ICT transformations. This is from a legacy as well as a next-generation technology, portfolio and organisation perspective.

BT will bring a unique combination of unparalleled industry experience, robust business process models and methodology, and practical implementation of business process transformation.

BT has obtained tangible benefits that are measurable using pre-defined metrics. Not only are we taking this leading know-how, experience and best practice to our clients by offering consultancy services, we have also developed a Service Portfolio of 21C transformation services to offer a full end-to-end approach.

## Client benefits

BT Telconsult can help you to succeed in challenging times.

The Executive Development Programme can be used as an accelerator to support complex change initiatives and single line of business challenges. The benefits you stand to gain include:

- Aligned leadership group.
- Common understanding of performance or opportunity gaps.
- Enhanced leadership skills.
- Methodology for executing transformational change.
- Awareness of best practice.
- Exposure to shared learning tools and techniques

## About BT Telconsult

BT Telconsult is a global telecommunications management and technology consulting business with 30 years experience in providing consultancy services to fixed and mobile telecoms operators in over 90 countries. We are part of BT Global Services and leverage BT's experience and expertise as a 21C Next-Generation Communication Provider to help our clients overcome the challenges they face. Our consultative practitioners have a deep understanding of how to address end-to-end business, technology and operational challenges using best practices and methodologies developed by BT to support your business transformation.

For more information please visit  
<http://bt-telconsult.com>



Bringing it all together

### Offices worldwide

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