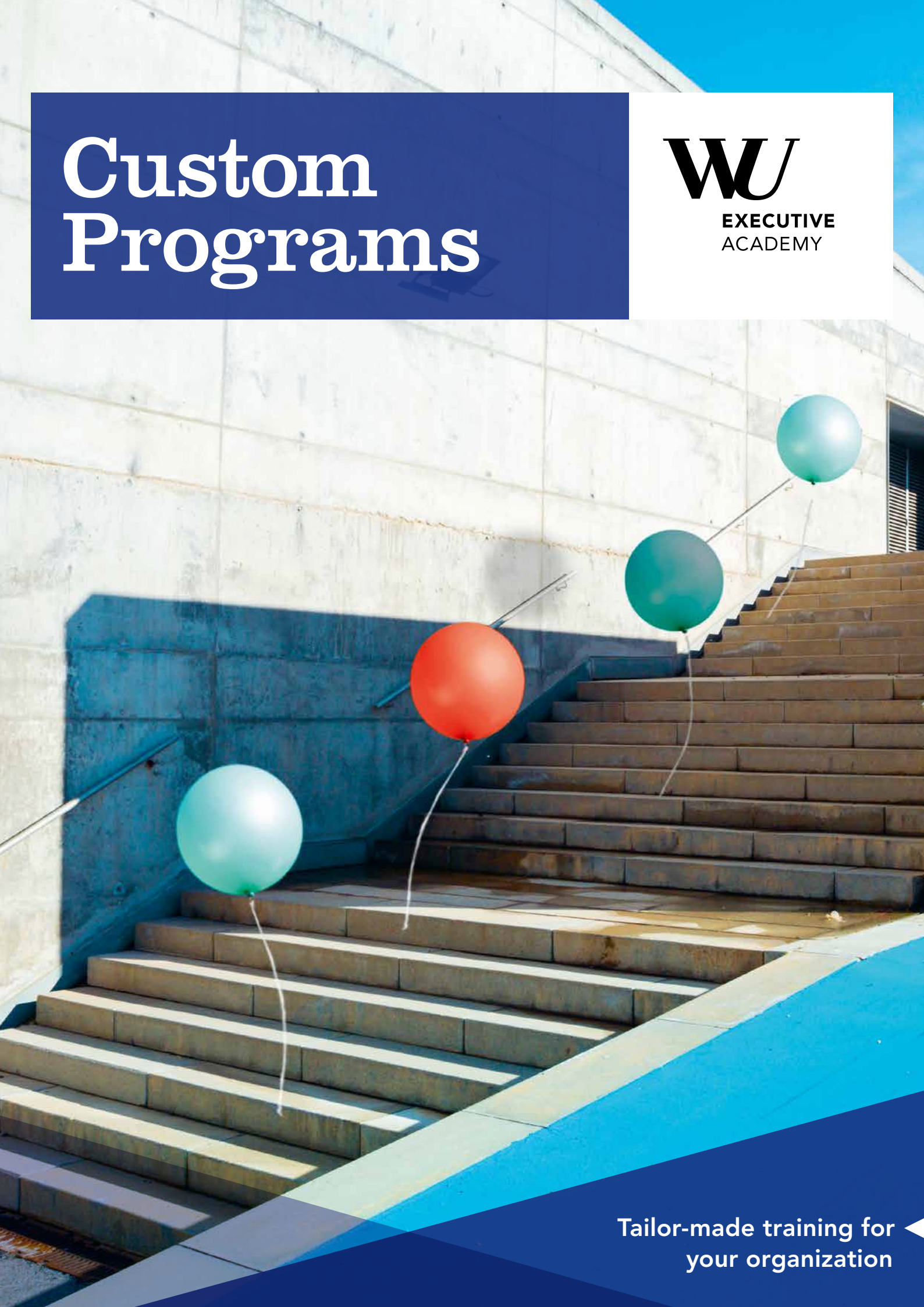


Custom Programs

WU

EXECUTIVE
ACADEMY



Tailor-made training for
your organization



“When we went through a phase of strategic realignment, we relied on the WU Executive Academy for the support we needed.”

Christine Sumper-Billinger, Managing Director, Austrian Federal Computing Center

Welcome!

“We listen before we talk.
We understand before we advise.”

Are you thinking about offering a training program to your employees and executives to ensure their skills are fit for the future? Are you currently leading your department or organization through a restructuring process? Are you re-evaluating your positioning in light of a changing market? These are just some of the reasons why organizations of all sizes and from all industries come to us. Do these challenges sound familiar to you? We will be happy to support you.

YOUR COMMITTED PARTNER THROUGHOUT CHANGE PROCESSES

Rely on our experience and expertise. We develop customized leadership and management development programs with empathy, creativity and passion – tailor-made for you and your organization.

INDIVIDUALLY DESIGNED LEARNING JOURNEYS

From customized in-house MBA programs and individually tailored leadership and management development programs to workshops and learning nuggets – we offer and continuously expand a broad range of learning formats for companies and organizations. Let’s work together to find the perfect fit for your objectives.

Our experienced faculty passionately works with executives, experts and high potentials. Together, they work and reflect on various topics and business challenges, enabling the participants to create new approaches for leading your organization into the future.

We look forward to working with you!

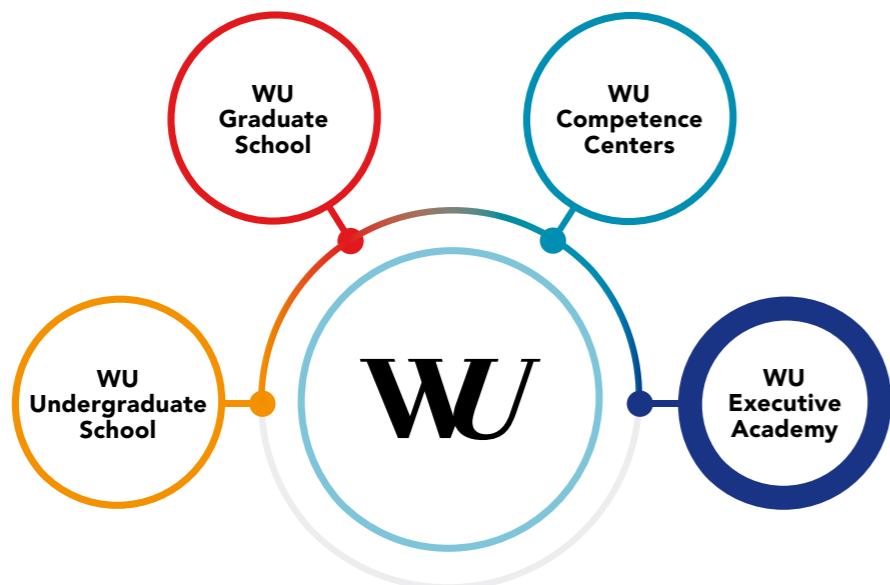
Barbara Stöttinger
Dean



Barbara Stöttinger © Heinz Zeggl

WU Vienna Facts & Figures

The Vienna University of Economics and Business (WU Vienna) ranks among Europe's leading business universities. Benefit from the international network, first-class education and the inspiring campus of WU Vienna.




~1,500
faculty members

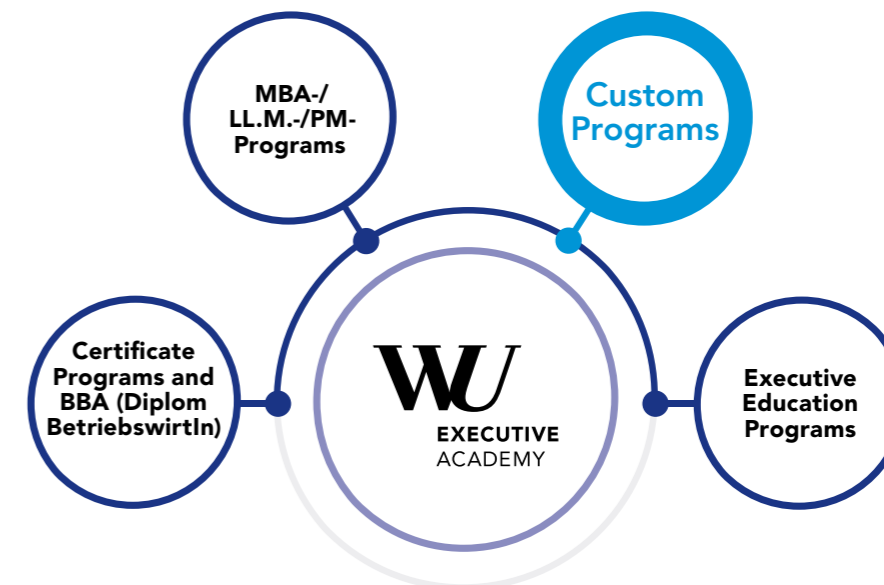

> 240
partner universities
around the world


Triple
accreditation
(only 1% of the world's
business schools)



WU Executive Academy Facts & Figures

The WU Vienna bundles its executive education portfolio in the WU Executive Academy, offering international high-quality further education to professionals.




Faculty
renowned experts
with backgrounds in
academia and business


~2,400
satisfied participants
per year from
more than 50 countries


Connecting
academia
and business

CUSTOM PROGRAMS
Tailor-made leadership and management training for companies and organizations



Cooperation
with Austrian and
international
companies



Intimate knowledge
of organizations



**Innovative,
agile and modern
work style**

Our approach to learning

SOME PEOPLE SAY, "YOU CAN'T TEACH AN OLD DOG NEW TRICKS."



For us, learning is a **lifelong process**.
Varied. Flexible. And essential to survive.



In a dynamic environment, both people and organizations must be open to change and **adapt to new challenges** in order to succeed.



No individual learns like another.
We strive to meet every person where they stand and help them achieve a sustainable learning effect by offering a **broad range of innovative learning designs**.



We want to enable lifelong learning and provide the **inspiration and space** to people that helps them grow. Therefore, our smartly aligned training programs have a focus on the applicability of learned contents in the real world. This creates dynamics that support you in achieving your organization's goals and moving forward.

WE SAY YOU CAN!



"The WU Executive Academy inspires organizations and their employees to live up to their full potential."

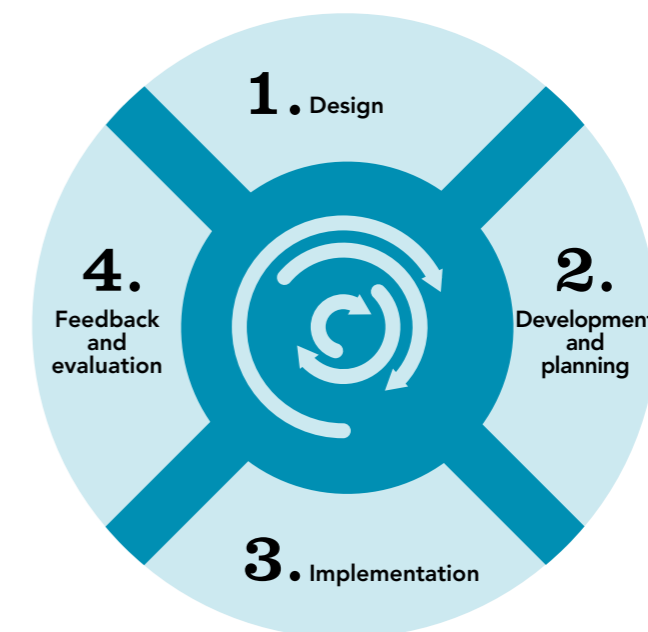
Barbara Stöttinger
Dean of the WU Executive Academy

"The WU Executive Academy's advice and support was extremely helpful to us when we jointly devised the program. They made sure the wishes and needs of Henkel were heard and met."

Martina Steinberger-Voracek,
Founder and Consultant, former Corporate Vice President Global Sales, Henkel

Real added value for you – our tried-and-tested approach

Every training program we design is unique. In outlining it, we cooperate closely with you and your organization. The result is a tailor-made learning format that precisely fits your demands and goals and will have maximum impact.



1

DESIGN

- › Needs assessment and getting to know your organization
- › Defining expectations and goals
- › Proposing a concept for a tailor-made training program

2

DEVELOPMENT AND PLANNING: CO-CREATION WITH YOU

- › Detailed adjustment of the first design to match your needs
- › Precise definition of program and learning objectives
- › Jointly selecting faculty from our pool of leading practitioners, industry experts and researchers
- › Finalizing planning, preparation and implementation of the program (program management)

3

IMPLEMENTATION OF THE TRAINING PROGRAM

- › Innovative learning methods and change of perspectives
- › Effective measures ensuring knowledge transfer
- › Ongoing individual support of your organization, the faculty, and participants
- › Continuous quality assurance measures and optimization

4

FEEDBACK AND EVALUATION

- › Ongoing assessment and evaluation of the program
- › Further initiatives ensuring knowledge transfer
- › Overhauling the program to prepare for the second round
- › Degree certificates and recognition of credits for MBA programs possible

“We have found a partner who offers high-quality trainings in the field of ‘Digital Transformation and Innovation,’ specializing in both leadership and subject-specific topics. We really appreciate the outstanding service and excellent lecturers.”

Walter Oblin,
Chief Financial Officer (CFO), Deputy Chairman, Austrian Post

From the individual to the organization



2. OUR TRAINING PROGRAM: ROOM FOR EXPERIMENTING

Participants will find a space to voice their thoughts, think in new ways and **experiment**. Examples taken from the participants' own sphere of experience make learning contents more tangible. In workshops, we will address questions specific to your organization and jointly develop **strategies suitable for actual implementation**.

- › Leadership by Design Thinking
- › Start-up Safaris
- › Online Learning
- › Special Workshops^{WU}
- › Modern learning environments
- › Interaction
- › Change of perspectives
- › Connection to your organization



1. PREPARING PARTICIPANTS

We prepare participants for the contents they will encounter even before the program starts. This preparatory input encourages **reflection**, which allows for an efficient use of the time spent together in the workshop.

**Awakening curiosity.
Inspiring. Activating.**



“We must be allowed to DO what we are expected to MASTER.”

*Katharina Turecek
Physician and cognitive scientist*

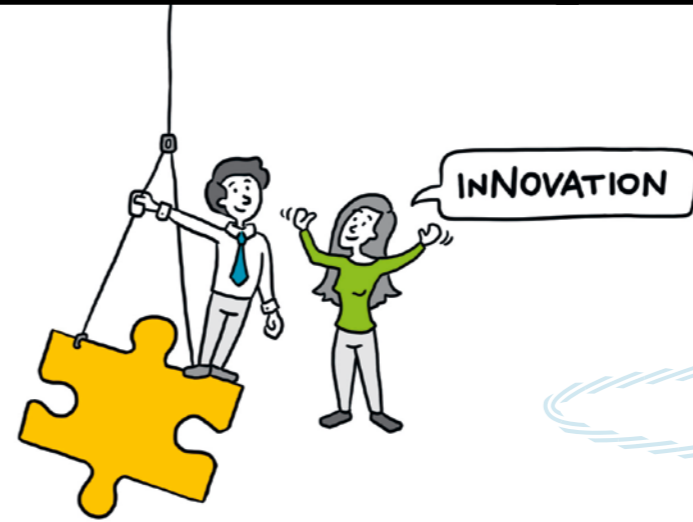
3. BRIDGING THEORY AND PRACTICE

The combination of interactive learning in the safe environment of the workshop and the subsequent practical implementation of learned contents helps participants **acquire** and master new options for action. Offering **guidance** to participants in this process and jointly **reflecting** on experiences made is crucial for the success of this approach.



THE ORGANIZATIONAL SURROUNDINGS

While participants nurture their skills, it is the organization's task to create a **fertile ground**, enabling employees to apply new behavioral patterns, methods and ideas. We support you in **launching** strategic measures, change initiatives and process adaptations within your organization.



“Translating acquired knowledge into practice often makes it necessary for the organization to adapt its framework conditions.”

*Konrad Holleis
Team Lead Custom Programs,
WU Executive Academy*



Our faculty – practice-oriented, precise, effective

Our hand-picked faculty consists of in-house researchers and external industry experts – all of them executives, trainers and executive coaches who meet WU's high quality standards.

Their goals: make participants curious, support and advise them and help them implement learnings into practice. This makes for balanced training programs – based on a sound theoretical basis and effective in the real world.



“Working with the WU Executive Academy, I receive close support that I highly appreciate and I also gain a lot of new insights from their experience.”

Thomas Funke
Innovation expert and co-founder
TechQuartier Frankfurt

“In my opinion, the most important added value the WU Executive Academy provides is that they professionally handle the alignment and coordination of training programs between companies and faculty – a truly useful interface.”

Bettina Fuhrmann
Head of the Institute for Business Education,
WU Vienna

Customer voices

You want to provide new ideas, food for thought, and concrete tools to your employees to ensure your organization's success also in the future? You have come to the right place!

We support you in restructuring processes, advise you throughout change processes, and foster innovation and development based on a cooperative approach.

- › Short and intense or in sequential modules spanning several months
- › For executives, high-potentials or industry experts
- › In German or English
- › Offline or online – anywhere in the world

Every training program is individually designed. Our programs have only one thing in common: they all feature interactive methods and modern learning settings.



© VBW/Hinteregger

ERSTE GROUP – TRAINEE PROGRAM FOR TALENTS

For many years, Erste Group and the WU Executive Academy have jointly offered a group-wide trainee program for young and highly qualified university graduates within Erste Group in order to support talents and enable them to acquire cross-departmental qualifications. The program consists of several modules on specific banking issues and digital topics and is topped off with a practical project.



“In the design of our program, the WU Executive Academy has proven that it has the ability to adapt the learning contents and the learning design to our specific needs.”

Markus Posch, former Head of Group HR, Erste Group

BERNDORF AG – LEADERSHIP PROGRAM

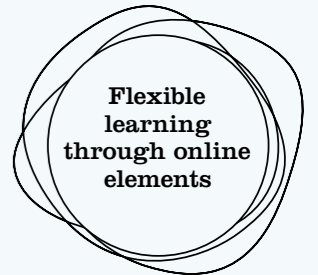
For a global group of companies with a decentralized structure such as Berndorf, fostering a shared understanding of the overall holding strategy and leadership culture is crucial. The WU Executive Academy has developed two programs for executives and young talents from five countries. Running parallel to each other, they include group workshops, peer learning modules, and one-on-one coachings.



© Berndorf AG

“A key advantage for us is the fact, that the WU Executive Academy's in-house programs specifically promote the mutual learning of the managers.”

Franz Viehböck, Member of the Board, Berndorf AG



© Blender4

DOKA GMBH – BLENDED LEARNING FOR EXECUTIVES

The WU Executive Academy developed a blended learning concept on the topic of change management as part of a strategic initiative for top executives at Doka. In order to reach as many executives around the globe as possible, classroom sessions were complemented by various online components including videos, interactive challenges, forum discussions, and other learning nuggets over a period of three months.



“Thanks to the customized e-learning formats provided by the WU Executive Academy, we were able to offer an interactive training program on the topic of change to our executives all over the world.”

Valentina Hinteregger, Head of Change & Communication, Doka GmbH

AUSTRIAN POST – INNOVATION & DIGITALIZATION

A program designed by the WU Executive Academy gave different target groups within the organization the opportunity to address the topics of digitalization, innovation, and trends in communication in order to identify future market potential in the postal sector. Participants learned to recognize sales opportunities and foster innovation. Innovation projects offered as part of the program helped participants transfer the acquired expertise to the workplace.



© Austrian Post

“We have found a partner who offers high-quality trainings in the field of ‘Digital Transformation and Innovation,’ specializing in both leadership and subject-specific topics. We really appreciate the outstanding service and excellent lecturers.”

Walter Oblin, Chief Financial Officer (CFO), Deputy Chairman, Austrian Post



Academic in-house programs

You want to offer a custom-made degree program to selected high potentials in your organization, focusing not only on your industry but also looking at your company's challenges?

We will design a tailor-made program for your employees in which they can acquire an academic, internationally recognized degree. This can either be a certificate, Master's or MBA program.

- › Developing business management expertise
- › Realizing concrete projects for your organization
- › Serving as an attractive employer branding initiative
- › Improving retention rates of qualified employees
- › Creating networks to better utilize synergies

“When attracting new talent, in-house programs that award an academic degree are becoming an increasingly important tool for employer branding.”

Konrad Holleis
Team Lead Custom Programs,
WU Executive Academy



PORSCHE HOLDING –
PROFESSIONAL MBA MOBILITY MANAGEMENT^{WU}

The mobility industry is currently re-inventing itself. Porsche Holding is investing in its international high potentials' future by offering a custom in-house MBA program. The additional simultaneous program for top executives guarantees the desired strategic alignment.

PORSCHE
HOLDING

“Having cooperated closely for so many years, we did not have to think long about creating a joint in-house MBA program – a top-level academic education for our team.”

Paul Gahleitner, Head of Group HR, Porsche Holding GmbH



TELEKOM AUSTRIA GROUP – CERTIFICATE PROGRAM
TELECOMMUNICATION MANAGEMENT PROGRAM^{WU}

Throughout the dynamic phase in which the telecommunications company merged its mobile and landline networks, the company supported its middle management and high potentials in the framework of an in-house certificate program of the WU Executive Academy.



“The degree to which the program was customized to match the specific needs of our company was astonishing.”

Iris Kritscher, formerly International Marketing,
Telekom Austria Group (program participant)

























A1 Telekom
Austria
Group

Special Workshops^{WU} – a truly remarkable experience

A change in perspective and a real surprise – that's what participants of our Special Workshops^{WU} can expect. Prepare to be amazed! Below, you see an excerpt of the workshops we offer.

	<p>DIRTY INNOVATION</p> <p>“Developing a concrete business model from an innovative idea – Dirty Innovation equips our executives with modern tools and the right mindset for exactly that goal.”</p> <p>Daniel Rutter, EVP Human Resources, Kapsch Group</p>	
	<p>LEADERSHIP ORCHESTRA</p> <p>“The Leadership Orchestra is a true highlight and a great contribution to understanding one's own leadership style.”</p> <p>Agnes Hanel, Head of HR, Fonds Soziales Wien</p>	
<p>CHILDREN COACH MANAGERS</p> 	<p>GAME-SET-GROW!</p> 	

References

Information and contact

WU Executive Academy

WU (Vienna University of Economics and Business)
Welthandelsplatz 1, Building EA
1020 Vienna, Austria



Konrad Holleis
Team Lead Custom Programs
Tel. +43-1-313 36-6504
konrad.holleis@wu.ac.at
executiveacademy.at/exed

Media owner: WU Executive Academy
Layout: Werner Weißhappi; Published: 20/12
Print: Gerin Druck GmbH
All information provided in the brochure
is subject to misprints and changes.



PEFC Certified
This product is from sustainably managed
forests, recycled and controlled sources.
www.pefc.org



WU (Vienna University of Economics and Business)
Welthandelsplatz 1, 1020 Vienna, Austria
wu.ac.at

Arriving by public transport:
Subway: U2 stations "Messe-Prater" or "Krieau"
Bus: 82A, "Südportalstraße" stop