

An aerial photograph of a coastal city, likely Rhodes, Greece, showing a large harbor and a prominent building on a peninsula. The image is overlaid with a dark blue gradient.

MEDITERRANEAN LEADERSHIP JOURNEY

BECOME A LEADER IN A CHALLENGING WORLD ECONOMY:
IDEAS AND PRACTICES AT THE FRONTIER

ORTYGIA
BUSINESS SCHOOL

WHAT IS MLJ?



The Mediterranean Leadership Journey is an OPEN ENROLMENT program designed for managers with proven leadership potential.

The course is organized around the three pillars of business education: CORPORATE STRATEGY, LEADERSHIP and NEGOTIATION. The purpose is to analyse the CHALLENGES that managers face at different levels: the company, the individual, and the macroeconomy.

The format is lectures, case study discussions and simulations.

Each module will benefit from lecturers from top business school and external speakers including CEOs, entrepreneurs and global thinkers.

LUCREZIA REICHLIN

Founder of Ortygia Business School



4 REASONS TO CHOOSE MLJ

1

THE QUALITY OF THE LECTURERS

coming from a pool of frontier thinkers teaching at the world's top business schools, as part of the Ortygia Business School network & community.

2

THE CONTENT SPECIFICALLY TARGETED

to offer a rapid immersion in the most challenging managerial issues of the day, and current thinking about these issues from leading experts.

3

THE STANDING OF THE EXTERNAL SPEAKERS

including representatives from the corporate world and public policy intellectuals.

4

THE NETWORK OF PARTICIPANTS

carefully selected to represent a wide range of background and experiences, to build precious business connections in a community of future leaders.

WHO IS IT FOR?

Mid to senior career professionals with around 15 years of experience who hold leadership position or will fill such a role in the near future to be selected from a variety of backgrounds. The quality and heterogeneity of the class is a key asset of the programme.

The MLJ is addressed to:

- ➔ Individuals from different regions/countries and sectors;
- ➔ Ambitious, motivated people with solid records of achievement;
- ➔ Individuals who are open to being challenged and ready to contribute and take advantage of new opportunities.

MEDITERRANEAN LEADERSHIP JOURNEY – PAST EDITIONS

THE CLASS

Average age	42 Years
Average work experience	15 Years
International to domestic students	27 %
Percentage of women to men	40 %

CONTENTS

- Corporate Strategy
- Behavioral Strategy
- Leadership
- Crisis Management
- Decision Making
- Negotiation
- World Economy

COMPANIES



GUEST SPEAKERS



Daniela Baglieri



Francesco Caio



Roberto Cingolani



Claudio Costamagna



Carlo Cottarelli



Luigi de Vecchi



Filippo Mazzei



Alessandro Profumo

LECTURERS



Giada Di Stefano
Bocconi University



Sydney Finkelstein
Tuck School of Business



Giovanni Gavetti
Tuck School of Business



Ena Inesi
London Business School



Michael Jacobides
London Business School



Thomas Lawton
Tuck School of Business



Elias Papaioannou
London Business School



Nicola Persico
Kellogg School of Management



Lucrezia Reichlin
London Business School



Raffaella Sadun
Harvard Business School



Andrew Scott
London Business School



Michael Tsur
Negotiation Specialist

LECTURERS AND CONTENTS



Michael G. Jacobides,
Sir Donald Gordon Professor of
Entrepreneurship & Innovation
and Professor of Strategy,
London Business School

COMPETING IN A DIGITAL ERA

Michael G. Jacobides, Sir Donald Gordon Professor of Entrepreneurship & Innovation and Professor of Strategy, London Business School

One of the most profound changes in today's business landscape is the relentless rise of technology, which has the power of transforming how money is made – and lost. Well before today's rightful obsession with **GenAI**, we saw the emergence of the internet transform both commerce and production; **new technologies** that blew up traditional vertically and horizontally integrated organizations, pushing to unbundling, specialization and significant value migration as a result. As organizations were forced to speed up their digitization as a result of COVID19, customer behaviour also changed, leading to a new opportunity landscape. More recently, over-hyped excitement with the metaverse has given rise to excessive scepticism, and GenAI is rightly seen as a key focus. Yet lost in this excitement with technology and the productivity gains or the new markets it unlocks is a focus on **tools and frameworks that allow executives to take technologically driven opportunities and translated them to actions that can benefit their firms' bottom-line.**

This course draws on cutting-edge, award-winning research but also experience of the lecturer as BCG/BHI's academic advisor and Evolution Ltd's Lead Advisor to help guide us through **how technology changes the competitive landscape**. We will cut through the hype and see how we can learn from success stories and failures alike, drawing on some of the key changes in the competitive landscape so that participating executives can have a clear and simple set of tools to help them navigate this increasingly complex landscape.

Contents:

- Mastering industry evolution and value migration
- Winning with new business models
- How to compete through platforms
- Re-thinking your offerings: From products to digital ecosystems
- Learning from and leveraging the metaverse bubble
- Competing in a world of AI

Michael G Jacobides is the Sir Donald Gordon Professor of Entrepreneurship & Innovation at London Business School, where he is Professor of Strategy. He is the Lead Advisor at Evolution Ltd, a boutique consultancy focused on navigating the shifting digital competitive context. He is an Academic Advisor of BCG, the Head Digital Economy Expert Advisor at the Hellenic Competition Commission, a Visiting Scholar at the New York Fed, and Visiting Fellow at Cambridge. Selected as one of the worlds' top 50 management thinkers in 2019, his research looks at how the digital revolution reshapes firms, sectors and ecosystems and is a regular speaker in corporate events and meetings, from TEDx to the WEF in Davos.

LECTURERS AND CONTENTS



Michael Tsur

Adv., Negotiation Specialist, conflict resolution, crisis management and mediation expert

MANAGEMENT IN A CHALLENGING REALITY

Michael Tsur, Adv., Adv., Negotiation Specialist, conflict resolution, crisis management and mediation expert

Professionals in today's chaotic world must develop the skills necessary to handle those inevitable situations in which external events intrude upon, and interfere with, the professionals' **abilities to make clear and appropriate decisions**. These situations of uncertainty can easily deteriorate into crises. If not handled correctly, they also can cause irreversible damage to relationships.

In order to be effective in such situations, professionals must possess **the capacity to collect, assess and adapt to new and changing information**. They must also develop their **creative capacities and vision** to take into account and address the consequences for the future ("the day after").

Using the most contemporary tools and methodologies for **creative problem-solving**, students will develop the skills needed for **making good decisions in a chaotic reality**. Learning, observing and experiencing a variety of approaches and strategies for negotiation enrich our knowledge and toolbox for different situations and circumstances.

Contents:

- rules of engagement
- negotiation in doubt
- apologizing in a challenging reality
- the art of asking questions
- the "trust formula"

Michael Tsur is a lawyer and an expert in negotiation, conflict resolution, crisis management and mediation. He specializes in executive coaching of General Managers, Directors and Owners of companies in Israel and around the globe, working in particular on how to navigate complex negotiations and situations. Founder in 1996 of the Mediation & Conflict Resolution Institute in Jerusalem, since 1999 Michael Tsur is a member of the Think-Tank for the IDF – Israel Defence Forces Hostage Negotiation Team. In 2011 Michael Tsur founded Shakla & Tariya, the first Institute for Negotiation Specialists - approaching negotiation as a stand-alone profession.

FORMAT & DATES

MLJ 10th edition will start in July and end in early autumn 2024 with two modules **in person** at Ortygia Business School, Siracusa, for a total of 6 days of teaching.

MODULE 1: COMPETING IN A DIGITAL ERA			
Residential Session: July 4th – 6th			
WED	THU	FRI	SAT
	9:00 – 13:00 lecture	9:00 – 13:00 lecture	8:30 – 12:30 lecture
	13:00 - 14:00 Lunch	13:00 - 14:00 Lunch	12:30 - 13:30 Lunch
	14:00 – 18:00 lecture	14:00 – 18:00 lecture	13:30 – 16:30 lecture
<i>Arrival</i>		19:30 Networking Dinner	<i>Departure</i>

MODULE 2: MANAGEMENT IN A CHALLENGING REALITY			
Residential Session: september/october tbc			
WED	THU	FRI	SAT
	9:00 – 13:00 lecture	9:00 – 13:00 lecture	8:30 – 12:30 lecture
	13:00 - 14:00 Lunch	13:00 - 14:00 Lunch	12:30 - 13:30 Lunch
	14:00 – 18:00 lecture	14:00 – 18:00 lecture	13:30 – 16:30 lecture
<i>Arrival</i>		19:30 Closing Dinner	<i>Departure</i>

OBS LEADERSHIP PROGRAMME ACCORDING TO PARTICIPANT MANAGERS

“THE BEST OF MLJ”

What did you like best about the programme?



TEACHING METHOD

“The fact that the exercise was done involving part of the attending companies was very effective.”

“Interaction and deep analysis.”

“Very interesting discussions and moments of reflection and self-coaching and take-aways from each lesson.”



THE CONTENTS

“Contents absolutely over the high expectations.”

“Practical Impact on job activity.”

“Topics out of ordinary and very interesting.”

“Contents are fully oriented to work real practice and not only theory”

“Practical tools and stimulating food for thoughts changing previous knowledge about the subject”

Class Interaction and real cases discussion



Simulations, role playing and team exercises



Contents and topics



Relevance of contents for job



OBS LEADERSHIP PROGRAMME ACCORDING TO PARTICIPANT MANAGERS

“THE BEST OF MLJ”

What did you like best about the programme?



LECTURERS AND GUEST SPEAKERS

“Quality of the Teachers.”

“Interaction with lecturers.”

“Quality of the dinner speakers.”

“Very effective and powerful way of transmitting information / method and contents”

Lecturers



Guest Speakers



Networking



Organization overall and OBS Staff



CONTEXT AND ORGANIZATION

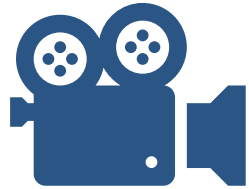
“Networking.”

“Well organized.”

“Logistics and support of OrtygiaBS staff.”

“Organization overall.”

STUDENTS EXPERIENCE



<https://goo.gl/VJLdyp>



100% of MLJ Participants
highly recommend
the Executive Program in Senior Leadership



The logo for Ortygia Business School features the word "ORTYGIA" in a large, white, serif font. Below it, the words "BUSINESS SCHOOL" are written in a smaller, white, sans-serif font, enclosed within a white rectangular border.

ORTYGIA
BUSINESS SCHOOL

Ortygia Business School
Via Roma, 124 96100
Siracusa
www.ortygiabs.org |
info@ortygiabs.org