



Interactive HEC Paris Masterclass will help senior executives develop leadership acumen

'Are Leaders Born or Made?' Masterclass to tackle age-old debate and give participants insight into renowned executive Specialized Master's in Business Unit Management (SBUM) degree program

Doha, Qatar – October 4, 2017: HEC Paris, one of the world's leading providers of Executive Education, is hosting a public Masterclass to share with managers and executives the latest thinking around what good leadership is. The session will also provide an insight into the HEC Paris Specialized Master's in Business Unit Management (SBUM) degree program, which has been running in Doha since 2013 and has helped over 200 graduates advance their careers.

The innovative evening session entitled 'Are Leaders Born or Made?', will be held on October 10 at the HEC Paris campus in Tornado Tower, Doha, and will be taught by HEC Paris Affiliate Professor Dr. Randy White, a world-renowned thought leader in executive coaching and leadership development.

The public Masterclass will be in the form of a SBUM classroom, allowing participants to experience firsthand HEC Paris' renowned professors and the engaging modules which make up the SBUM degree program.

"The debate about what makes a good leader, what it takes to be a good leader and whether leaders are born or made has been a constant for many years and it will continue to spark and divide opinions," said Dr. White.

"Through this Masterclass we will break down the various parts of this debate, such as how leaders become leaders and what constitutes good leadership, with the aim of interacting with the participants and getting them to examine their own leadership skills and how they can adapt in changing times," he added.

The interactive ‘Are Leaders Born or Made?’ Masterclass will focus on how leaders are identified and the journey they have taken, reflect on what effective leadership is and how the leader’s role has evolved as we move through the 21st Century.

“A primary goal of HEC Paris is shaping the region’s future business leaders and this SBUM Masterclass, through the distinguished tutelage of Prof. White, will provide managers with an understanding of what constitutes great leadership. During the session, Prof. White will explore with the participants how these elements can be implemented to the further development of teams and organizations,” said Dr Nils Plambeck, Dean and CEO, HEC Paris in Qatar.

“The Masterclass will facilitate participants with an insight into the in-depth topics and subjects covered in the HEC Paris SBUM degree program and how it can be of great benefit to them in their current positions, their future career progression, and thereby also the organizations they work for,” he added.

For more information on the October 10 Masterclass, contact the Admissions Office: info@hec-q.qf.org.qa or +974 4454 0161.

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Notes to Editors

HEC Paris

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Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC Paris is a founding member of the Université Paris-Saclay. It boasts a faculty of 138 full-time professors, more than 4,400 students and over 8,000 managers and executives in training each year.

In 2010, HEC Paris joined Qatar Foundation and brought world-class Executive Education programs and research activity to Doha and the region. By 2011, HEC Paris launched Qatar’s first international EMBA. The HEC Executive MBA (EMBA) is a part-time program that provides executives with a set of fundamental skills to expand their knowledge and leadership capabilities. In addition to the EMBA, HEC Paris provides in Qatar a Specialized Master’s Degree in Strategic Business Unit Management. The institution also offers non-degree management programs for executives, in the form of open enrolment programs as well as custom-designed programs for individual companies. It has also recently introduced bespoke executive management programs for Family Owned Businesses (FOB) that are designed to meet the specific and individual needs of each client and are aimed at key decision makers, from Board level to middle management. The programs and research activities of HEC Paris in Qatar build

corporate competitiveness within the global economy and are fully aligned with Qatar National Vision 2030 to support the transformation of Qatar into an advanced, competitive and knowledge-based economy. Accordingly, HEC Paris has opened a Research Office that has resulted in a number of case studies and innovative articles being published in renowned academic journals and presented at international conferences. HEC Paris has been ranked one of the world's leading providers of Executive Education programs for the past eight years. <http://www.qatar.exed.hec.edu/>

Qatar Foundation

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