



THE 10<sup>th</sup> EDITION OF  
MAXIMIZE YOUR  
BOARD'S POTENTIAL



THE HARVARD FACULTY CLUB | JUNE 13 – 16, 2022

***André van den Berg, Executive VP & CCO at Schiphol Group:***

*“This program gives you relevant and up to date insight in what should make boards. New threats, new rules and continuous change as a business driver. The great thinkers in Harvard make you very aware of what should be on the mind of boards.”*



## THE GOLDEN STANDARD EXECUTIVE PROGRAM ON CORPORATE GOVERNANCE

Is gaining a deeper understanding of the role, tasks and responsibilities of the board one of your main goals?

Join us to update your knowledge of the complex world that board members face in 2020 and the future.



### INSIGHTS FROM THE US BY LEADING FACULTY

- ❖ What are the global oversight challenges boards worldwide face in disruptive times?
- ❖ What should be on the board's agenda from 2020 onwards for creating shared future value and CSR?
- ❖ The latest and best cases and insights, shared by leading faculty at the Harvard Faculty Club.
- ❖ High quality peer group and peer-to-peer didactics.
- ❖ How to deal with board dynamics 2.0
- ❖ How do boards deal with innovation, global ventures and agility?

### THE HARVARD CASE METHOD – REAL LIFE SITUATIONS

The curriculum is based on learning by the Harvard Case Method, group work and personal reflection sessions. Sample cases include: Tesla, Imtech, IBM, Walmart, Goldman Sachs, New Century Financial, Vodafone, Dow and Rohm & Haas, Yahoo!, Hewlett-Packard, and more.

- ❖ *Niels van Namen, Vice President, UPS Healthcare Europe: "Maximize Your Board's Potential provides fantastic insights in boards, board challenges and your own potential in its landscape. Very interesting under Fred's leadership and an inspiring group."*
- ❖ *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."*

Together with more than seven thought leaders, program director prof. dr. Fred van Eenennaam designed the renewed ‘Maximize Your Board’s Potential’ to help board members harness themselves while heading towards future challenges. Also appearing in our program:

- ❖ Jay Lorsch (Harvard Business School)
- ❖ Guhan Subramanian (Harvard Law School)
- ❖ John Coates (Harvard Law School)
- ❖ William Kerr (Harvard Business School)
- ❖ Dean Krehmeyer (University of Virginia, Darden School of Business)
- ❖ Paul Healy (Harvard Business School)
- ❖ Ed Freeman (Darden School of Business)

The program, including its faculty and speakers, is subject to change.

## THOUGHT LEADERS

on key challenges board members face now and in the near future

- ❖ *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.”*

## Program Director



Prof. dr. Fred van Eenennaam is academic director of ‘Maximize Your Board’s Potential’. He developed several leading programs in The Netherlands, such as the New CFO program, Nyenrode Commissioners Cycle, IESE board program and more. He conducts many board evaluations, in-board training, he writes cases and has been working with Harvard professors since 2001. He is 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 fulfills several executive board positions and has a family business background.

The first five editions of Maximize Your Board’s Potential were co-created with Rodria Laline. She was also the co-host and co-academic director. In 2016, Ms. Laline decided to step down allowing Prof. van Eenennaam to take over full responsibility of the program.

## THEMES IN OUR EXECUTIVE PROGRAM

Boards and their Global Challenges	Board Dynamics and Shared Value Creation	Board Dynamics and Moments of Truth	Boards and New Capitalism
<p>US governance in comparison to world-wide governance system.</p> <p>Dealing with innovation, disruption, global ventures and agility</p> <p>Corporate Governance 2.0, the next steps on governance in the foreseeable future.</p>	<p>Financial sector &amp; the board. Risk management beyond financial risk.</p> <p>Business and Society: evolution of the C-Suite. Shareholders, directors and executives.</p> <p>How to deal with board dynamics</p>	<p>Structuring boards: The role and function of the board.</p> <p>The evolving roles of legal councils, audit committee and other special committees</p> <p>Functional and dysfunctional boards. Board dynamics.</p> <p>Transparency, reporting and financial disclosure. Friendly and hostile take-overs</p>	<p>New ways of working: Dynamic companies &amp; global partnerships.</p> <p>Strategy and risk oversight in changing times: The working of boards in disruptive situations.</p>



## Alumni Information

### 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)

Evening program or evening off

### Registration & Contact

For more information, please visit our website  
[www.thedecisioninstitute.org](http://www.thedecisioninstitute.org)

This program works with personal invitations. If you want to apply to the program, please send an e-mail to [info@thedecisioninstitute.org](mailto:info@thedecisioninstitute.org)

Supplementary to the Maximize Your Board's Potential program, an additional programs will take place:

- ❖ *Maximize Your Value-Based Health Care (for healthcare professionals who wish to take VBHC to an institutional level)*

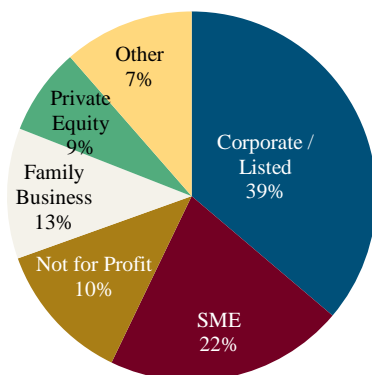
[www.thedecisioninstitute.org](http://www.thedecisioninstitute.org)  
[info@thedecisioninstitute.org](mailto:info@thedecisioninstitute.org)  
+31 (0)20 4040 111



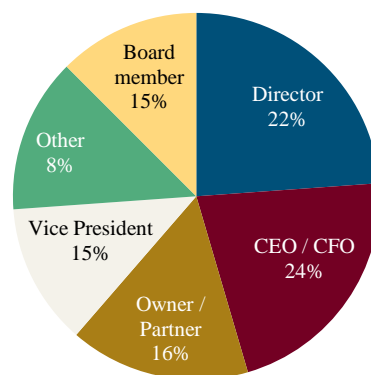
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Cambridge, MA 02138  
USA



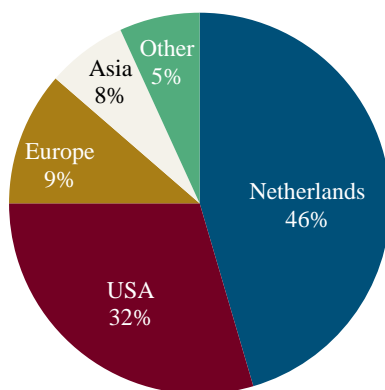
### Business



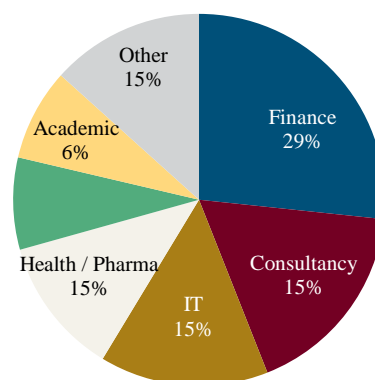
### Occupation



### Nationality



### Field of work



## Partial Participants Roster

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

## International Partners



HARVARD  
Faculty Club



FOUNDER CARBON NETWORK



THE GLOBAL GOVERNANCE COMMUNITY



International Center  
for Corporate Governance



TPAGlobal

ValueBased  
HealthCare | Center  
Europe



THE  
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IESDE  
School of Management



CETYS  
UNIVERSIDAD  
GRADUATE SCHOOL  
OF BUSINESS