CHIEF EXECUTIVE OFFICER PROGRAM | Program

Curriculum

The Berkeley CEO Program delivers learning that will help you fulfill your potential. Three core modules will provide you with the tools and frameworks to effectively lead innovation and change. You will explore various leadership styles to emerge as a more strategic leader equipped to build and inspire high-impact teams, and drive organizational transformation. Your in-depth learning journey will include lectures by faculty experts and specialists, case studies, group and individual exercises, and discussions with global leaders.

Module 1  Transforming the Business (Core Module)

- Systems of innovation: The Silicon Valley ecosystem as a model
- Technical platforms: A framework for strategic innovation
- Customer-focused design
- Essential drivers of the digital economy
- Driving digital transformation and innovation
- Leading growth strategies
- Intrapreneurship (leading strategic innovation and change)
- Strategy in competitive markets
- Future-proof: Leading and succeeding in the global economy
- Corporate strategy: M&A
- Corporate strategy: Sustainability

Module 2  Transforming the Self (Core Module)

- Leadership and executive presence
- Leading your team
- Managing your network
- Strategic negotiations
- Strategic storytelling
- Judgment and decision making
- Leading across differences: Conflict Management
- Beyond yourself: CSR and leading the sustainable business
- Driving change and dynamic execution
- Using influence to lead change

Module 3  Transforming the Organization (Core Module)

Visit the program page at: https://executive.berkeley.edu/programs/chief-executive-officer-program
• Your leadership style: What you think it is, what others think, and what it all means
• Leading strategy execution through culture
• Organizational canvas (exercise)
• Leadership in crises
• Leading high-performing organizations and developing a growth-oriented culture
• Fostering a culture of innovation through DEI
• Sustainability, leadership, and ethics
• Managing the board
• Taking action and getting traction

Module 4  Elective Modules

• Blockchain for Leaders
• Digital Transformation
• AI for Business
• Business Analytics for Leaders
• Future of Technology

Module 5  Capstone Personal Case Project

The program ends with a three-day in-person event, which will be held at the UC Berkeley campus in California. This Global CEO Conference will be an action-packed networking opportunity featuring in-person faculty-led sessions, master classes, campus immersions, guest speakers and peer discussions. Scheduled networking opportunities will allow you to interact with your peers and grow your professional community. Prepare for enriching encounters along the way.