

GLOBAL SHARED VALUE LEADERSHIP

Linking Needs + Interests to Create Shared Value

Global Shared Value Leadership (GSVL) connects leaders, organizations and communities to tackle conflicting goals and navigate between sectors and cultures to create shared value. GSVL participants will acquire a range of leadership skills, tools, and frameworks to simultaneously create economic value and address an environmental or social challenge confronted by a given community.

GSVL graduates will be able to link the interests of organizations and their leaders with the needs of communities to design shared value initiatives. The GSVL Certificate is a formal recognition that you have completed a transformative 10-day action learning experience from the highly selective Key Executive Leadership Programs at American University.

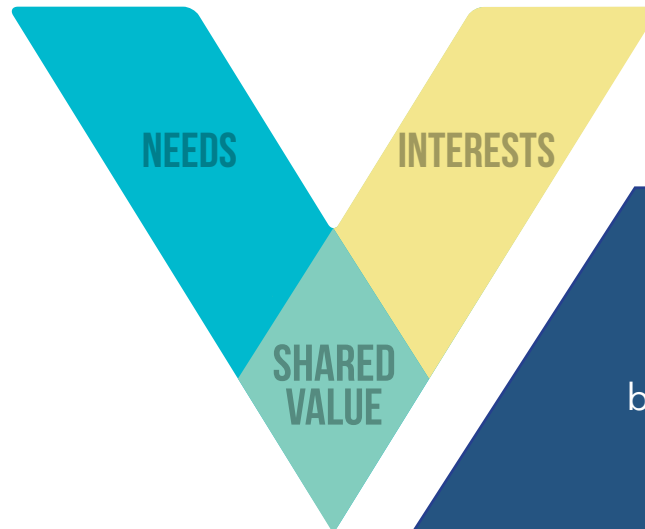
Join world class faculty, shared value practitioners, and global leaders to address leadership and public-private partnership challenges while building trust across business, government, and nonprofit sectors.

BROUGHT TO YOU BY AMERICAN UNIVERSITY, DEVELOPED BY:

EXEADMEN:
Exeleadmen provides leaders and entrepreneurs with the knowledge, tools, and networks to create economic value by way of creating societal value.

BELIEVE GREEN:
We are fostering an economic system that intrinsically safeguards our environment.

INFINITY SQUARED:
InfinitySquared builds strategic cross-sector partnerships to accelerate development efforts and unlock business potential.



“To solve our most vexing problems, we need executives who can move easily among the business, government, and social spheres”

NICK LOVEGROVE & MATTHEW THOMAS

ORGANIZATIONAL OPPORTUNITIES AND BENEFITS	BUSINESS (create wealth)	NONPROFIT (accelerate impact)	GOVERNMENT (improve policies)
OPPORTUNITIES	<ul style="list-style-type: none"> • Develop new product/service • Fill the skills gap • Build greater employee motivation, loyalty, and productivity • Strengthen stakeholder relationships • Acquire better understanding of development issues 	<ul style="list-style-type: none"> • Design new collaborative projects across sectors • Increase streams of revenue • Acquire new skills and competencies 	<ul style="list-style-type: none"> • Advance agendas by developing synergies • Strengthen relationships with stakeholders • Innovate solutions for communities and regional planning • Acquire new perspectives to create new and enhance existing policies
BENEFITS	<ul style="list-style-type: none"> • Open new markets • Diversify streams of revenue • Improve relationships with key stakeholders • Increase market share and competitiveness • Decrease social, political, and environmental risks 	<ul style="list-style-type: none"> • Scale social and environmental impact • Align organization with development agendas • Strengthen relationships with communities within areas of operation 	<ul style="list-style-type: none"> • Scale impact of proven policies by leveraging additional resources • Accomplish goals established within agenda • Improve relationships with constituents, communities, and other key stakeholders

PROGRAM SCHEDULE

Day 1	Welcome, Course Overview, and Introduction to Shared Value
Day 2	Leadership Competencies to Link Community Needs to Interests of Individual Leaders
Day 3	Linking Community Needs and Organizational Interests
Day 4	Field Visit
Day 5	Shared Needs & Interests Presentations
Day 6	How to Create Shared Value
Day 7	Leadership and Communication Strategies for Shared Value
Day 8	Implementing Shared Value Initiatives: Lessons Learned
Day 9	Designing Shared Value Initiatives
Day 10	Shared Value Action Plan Presentations/Certification Ceremony

ELIGIBILITY

In order to optimize the learning environment, this program will enroll 8 business leaders, 8 government managers and 8 non-profit executives for each 10-day GSVL cohort.

You are eligible to apply if you have:

- At least 5 years of experience in management and leadership
- A graduate degree and/or relevant experience
- Competence in English (minimum TOEFL score 600)

APPLY TODAY: BEGIN YOUR GSVL JOURNEY NOW!

Contact us to get started:

www.american.edu/spa/key/Global-Shared-Value-Leadership.cfm

CALL 1.202.249.8093 **EMAIL** admissions@gsvl.info

If your organization is interested in hosting a two-week GSVL session, we may be able to accommodate your location and dates. Please contact us using the information above.