



Rolls-Royce
Motor Cars Limited

CONSCIOUS
BUSINESS INSTITUTE

CUSTOM LEADERSHIP PROGRAM FOR SENIOR-LEVEL HIGH-POTENTIALS

HIGH POTENTIALS LEADERSHIP PROGRAM

The BMW Group board commissioned CBI to create a global 12 month program to prepare high-potentials for their leadership function as Vice-Presidents.

This program consists of three highly intense modules: a China module in collaboration with Tsinghua University, a US module with IESE Business School, and a German module in collaboration with Ashoka. The Leadership Development & Coaching Program enhances effectiveness and Authentic Leadership capabilities.

This program is now in its 6th year at BMW Group.

WHY CBI WAS BROUGHT IN

The board of BMW Group had determined the need for a high-end program that would develop and enable senior executives to successfully lead BMW Group into the future. Based on 7 strategic goals, CBI created an annual 12-month custom program in collaboration with BMW Group's leadership qualification group.

OUR STRATEGY AND INSIGHTS

To create sustainable and impactful change in participating executives, CBI:

- Developed 3 distinct program modules in China, the United States, and Germany, integrating leading business schools and thought-leading organizations.
- Implemented an accompanying 12-month Leadership Development & Coaching Program based on CBI Leadership Approaches to deepen learning experiences and create a lasting shift towards a more collaborative leadership style.

CHANGE CREATED

As a result of the program, participants obtained:

- Global business expertise that enables them to lead more effectively
- Leadership and cultural insights to help deal with the increasing pressure, complexity and rate of change
- A new perspective about business and global leadership, which is now expanded within BMW Group.

*"This is the best program BMW has in place!
I feel honored to be part of this group."*

BMW Group Program Participant

POWERFUL RESULTS DELIVERED

In a cross-section of all modules, participants report 80-100% satisfaction with the program. 65-100% of the learned material can be transferred into their workplace. With our focus on mindsets rather than behaviors, alumni's report that even 12 months after the program, the impact and the spirit of the learning experiences are still alive in their day-to-day work.



Conscious Business Institute, LLC.

Expanding Human Capacity

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