

# PROGRAM PORTFOLIO 2024



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# WHAT IS SEED ABOUT?

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FOUNDED BY EXECUTIVES FOR EXECUTIVES TO EMPOWER LEADERS IN MAKING A PROFOUND IMPACT, OUR MISSION IS TO EQUIP THEM WITH THE SKILLS AND MINDSET NEEDED TO EFFECT POSITIVE CHANGE IN THEIR TEAMS, COMPANIES, AND BEYOND.

SEED EXECUTIVE SCHOOL WAS FOUNDED IN 2014 based on the belief that world class business education is not the sole privilege of prestigious US and Western European institutions.

THIS IS WHAT LED OUR FOUNDING PARTNERS, MOL AND OTP BANK to start the first Business Leadership Program with 18 participants in Hungary.

The belief was and is to this very day that "BETTER LEADERS MAKE A BETTER WORLD" and leadership is a skill that can be learned, you do not necessarily have to be born with it.

TODAY, SEED EXECUTIVE SCHOOL HAS OVER 2000 PARTICIPANTS AND ALUMNI FROM 45 NATIONALITIES, our program portfolio covers all layers of the organization from leaders to managers and talents.

WE ARE TRUSTED PARTNER TO MORE THAN 300 COMPANIES, and as a sign of growing regional outreach, over 30% of our participants are non-Hungarians.



# OUR APPROACH

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## Transformational Leadership Journeys

We guide our participants through transformational leadership journeys, instilling personal commitments to ongoing improvement, equipping them to confidently navigate and lead their teams through times of change.

The focus is purely on do-how and practice and how it can be best applied the next day.

## International Executive Faculty

All faculty members and mentors are ex- or current C-level executives with 20+ years of international experience.

Our participants will learn from leaders who have experienced similar situations and overcome similar challenges as themselves, so our faculty members can provide support based on their first-hand experience.

## Knowledge Exchange

We are committed to addressing modern leadership challenges in the form of regularly shared insights and studies regarding the CEE region, as well as our exclusive executive event series, which fosters the discovery of innovative solutions.



# DISCOVER OUR PROGRAMS

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## Programs for Individuals

- ADVANCED LEADERSHIP PROGRAM
- FOUNDATIONS OF MANAGEMENT PROGRAM
- BUSINESS LEADERSHIP PROGRAM
- FOCUS PROGRAMS
- EXECUTIVE MBA PROGRAM

## Programs for Organizations

- IN-COMPANY LEADERSHIP AND MANAGEMENT DEVELOPMENT PROGRAMS
- STRATEGIC TRANSFORMATION PROGRAM
- TALENT DEVELOPMENT PROGRAM
- LEADERSHIP TEAM ALIGNMENT PROGRAM
- SPECIFIC FOCUSED TAILORED PROGRAMS



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# A UNIQUE JOURNEY

## STEPS

At each step, you will engage in **small group discussions** and attend plenary sessions led by faculty members with 20+ years of C-level experience. At the end of the steps, you will formulate your **personal commitments** for the next sprint.

## IMPLEMENTATION PERIOD

Between the steps, you will be guided by your **personal mentor and coach** in **following through on your commitments** and applying your learnings to real-life situations. You can take part in 10 mentoring and 10 coaching sessions.



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## BECOME A GENERATIVE LEADER

## TRANSFORM YOUR BUSINESS

## MANAGE YOUR STAKEHOLDERS

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myLEADERSHIPchallenge

mySELFdevelopment

- Are you a true **'Generative' leader**? Develop a tailored leadership model through **'head', 'heart' and 'hand'**
- Adapting to a new leadership role, the **triple bottom-line**
- Become an **authentic 'Generative' leader**
- **Personal career** and life strategy
- **Build agility** as an organizational capability
- Ensure **sustained high performance through mobilizing** other leaders
- **Avoid decision-making traps and biases** with data-based decisions

- Shape your **transformational leader profile**
- Navigate well in **uncertainty and complexity**
- Create an **uncertainty-proof strategy** and execution engine
- Lead **transformation** and create **change agility**
- Shape the organization and lead **culture change**
- Accelerate **digital transformation** and turn AI into a **competitive edge**
- Build a proper **governance structure** to support transformation

- Optimize your **key stakeholder relations**
- Improve your **media interview capabilities**
- Line up your organization with **effective internal communication**
- Make an impact: **innovate and influence**
- Create **competitive advantage through ESG**





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# WHO SHOULD ATTEND?

## WE RECOMMEND THE ADVANCED LEADERSHIP PROGRAM TO LEADERS,

- WHO ARE CURRENTLY **C-LEVEL SENIOR MANAGERS** OF LARGE AND MEDIUM-SIZED COMPANIES
- WHO ARE **MANAGING DIRECTORS** OF SMALL AND MEDIUM-SIZED COMPANIES
- WHO ARE FRESHLY APPOINTED **NUMBER ONE EXECUTIVES**
- WHO ARE MANAGERS INCLUDED IN THE **SUCCESSION PLAN** FOR MANAGING DIRECTOR POSITION

# YOUR MENTORS WILL BE



GYÖRGY LEITNER

RMC Clinics, Affidea Hungary  
GlaxoSmithKline



DR. ÁGNES FÁBIÁN

Henkel Hungary



DR. THOMAS NARBESHUBER

BASF Central & South-East Europe

# YOUR FACULTY WILL INCLUDE



DR. LÁSZLÓ ESZES

T-Systems, GROW Group,  
Kearney



BERNADETT TÁTRAI

Fundamenta, Erste Bank,  
UniCredit Bank



DR. GYÖRGY BECK

Vodafone Hungary,  
Hewlett-Packard, Compaq



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# FEES

**EUR**  
**9.900\***

\* The price includes all training days, teaching materials, venue, meals and coffee breaks, all technical costs ensuring the on-site/online/hybrid delivery, tests and evaluations, mentoring and coaching sessions and lifelong membership in the SEED Alumni Community. The price does not include VAT.

# LOCATION

## ON-SITE

the camps will be held in Budapest and in the vicinity of Budapest

# DATES

## ADVANCED LEADERSHIP PROGRAM

<b>PREPARATION</b>	the week before the course
<b>STEP 1</b>	26-28 November 2024
<b>STEP 2</b>	25-27 February 2025
<b>STEP 3</b>	27-29 May 2025
<b>CLOSING</b>	3 July 2025

PLEASE CLICK BELOW FOR FURTHER DETAILS ON UPCOMING DATES, PRICES, AND LOCATIONS.

[Visit our website](#)

[Detailed program information](#)



# BUSINESS LEADERSHIP PROGRAM

## PARTICIPANT PROFILE

The Business Leadership Program targets talented leaders whose subordinates are managers, thus they typically have 2 layers or more below them.

## PRE-COURSE END OF JOURNEY

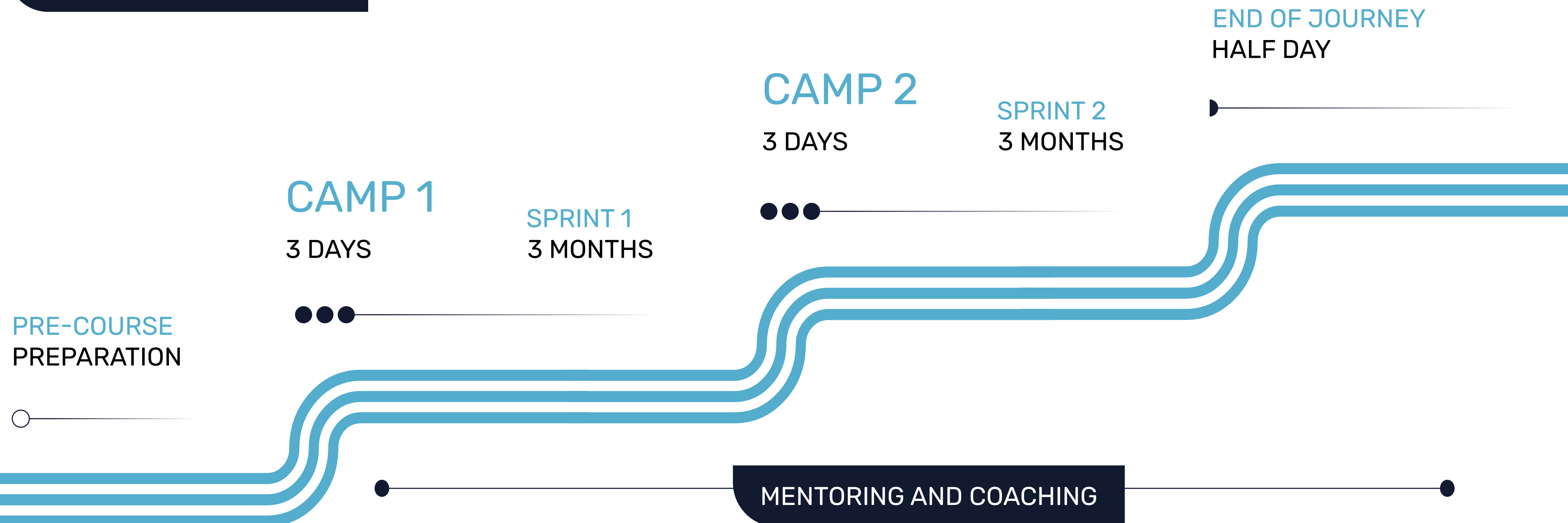
You will complete the Leadership Essentials Reflection (LER) survey both during preparations and at the end of the journey, while your supervisors will provide feedback through the "Voice of the boss" assessment. At the journey's conclusion, you'll assess whether you have achieved the goals you set at the beginning.

## CAMPS

At the on-site learning camps, you will engage in small group discussions and attend plenary sessions led by faculty members with 20+ years of C-level experience. At the end of the camps, you will formulate your personal commitments for the next sprint.

## IMPLEMENTATION PERIOD

Between the camps, you will be guided by your personal mentor and coach in following through on your commitments and apply your learnings to real-life situations. You can take part in 5 mentoring and 10 coaching sessions.



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# SEED LEADERSHIP ESSENTIALS

*"Leadership is definable. Leadership is learnable."*

## Raise your profile

LEAD WITH VALUES

ASPIRE HIGH

LEAD YOURSELF

COLLABORATE

MAKE AND INFLUENCE DECISIONS

INSPIRE OTHERS

## Serve your people

WHY SHOULD PEOPLE FOLLOW YOU (MOTIVATION)?

SELECT YOUR PEOPLE

HOW WILL YOU DEVELOP THEM?

HOW WILL YOU BUILD A GREAT TEAM?

## Drive your business

WHAT WILL BE YOUR STRATEGY?

DRIVE EXECUTION

TRANSFORM THE ORGANIZATION

LEAD CHANGE

ENTHUSE CUSTOMERS

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## BUSINESS LEADERSHIP PROGRAM **SPRING**

CAMP 1	19-21 March 2024
CAMP 2	11-13 June 2024
CLOSING	12 September 2024

## BUSINESS LEADERSHIP PROGRAM **SUMMER**

CAMP 1	4-6 June 2024
CAMP 2	17-19 September 2024
CLOSING	5 December 2024

## BUSINESS LEADERSHIP PROGRAM **FALL**

CAMP 1	12-14 November 2024
CAMP 2	11-13 February 2025
CLOSING	15 May 2025

IN HUNGARIAN

## BUSINESS LEADERSHIP PROGRAM **HUN - TAVASZ**

CAMP 1	19-21 March 2024
CAMP 2	11-13 June 2024
CLOSING	12 September 2024

## BUSINESS LEADERSHIP PROGRAM **HUN - NYÁR**

CAMP 1	4-6 June 2024
CAMP 2	17-19 September 2024
CLOSING	5 December 2024

## BUSINESS LEADERSHIP PROGRAM **HUN - ŐSZ**

CAMP 1	12-14 November 2024
CAMP 2	11-13 February 2025
CLOSING	15 May 2025



# DATES

IN ENGLISH

## BUSINESS LEADERSHIP PROGRAM **SRB**<sup>1</sup>

CAMP 1	17-19 October 2024
CAMP 2	9-11 January 2025
CLOSING	3 April 2025

## BUSINESS LEADERSHIP PROGRAM **CZK**<sup>2</sup>

CAMP 1	26-28 November 2024
CAMP 2	4-6 March 2025
CLOSING	4 July 2025

## BUSINESS LEADERSHIP PROGRAM **ROM**<sup>3</sup>

CAMP 1	28-30 October 2024
CAMP 2	29-31 January 2025
CLOSING	2 May 2025

<sup>1</sup>The program will be held in Belgrade, Serbia.  
<sup>2</sup> The program will be held in Prague, The Czech Republic.  
<sup>3</sup> The program will be held in Romania.

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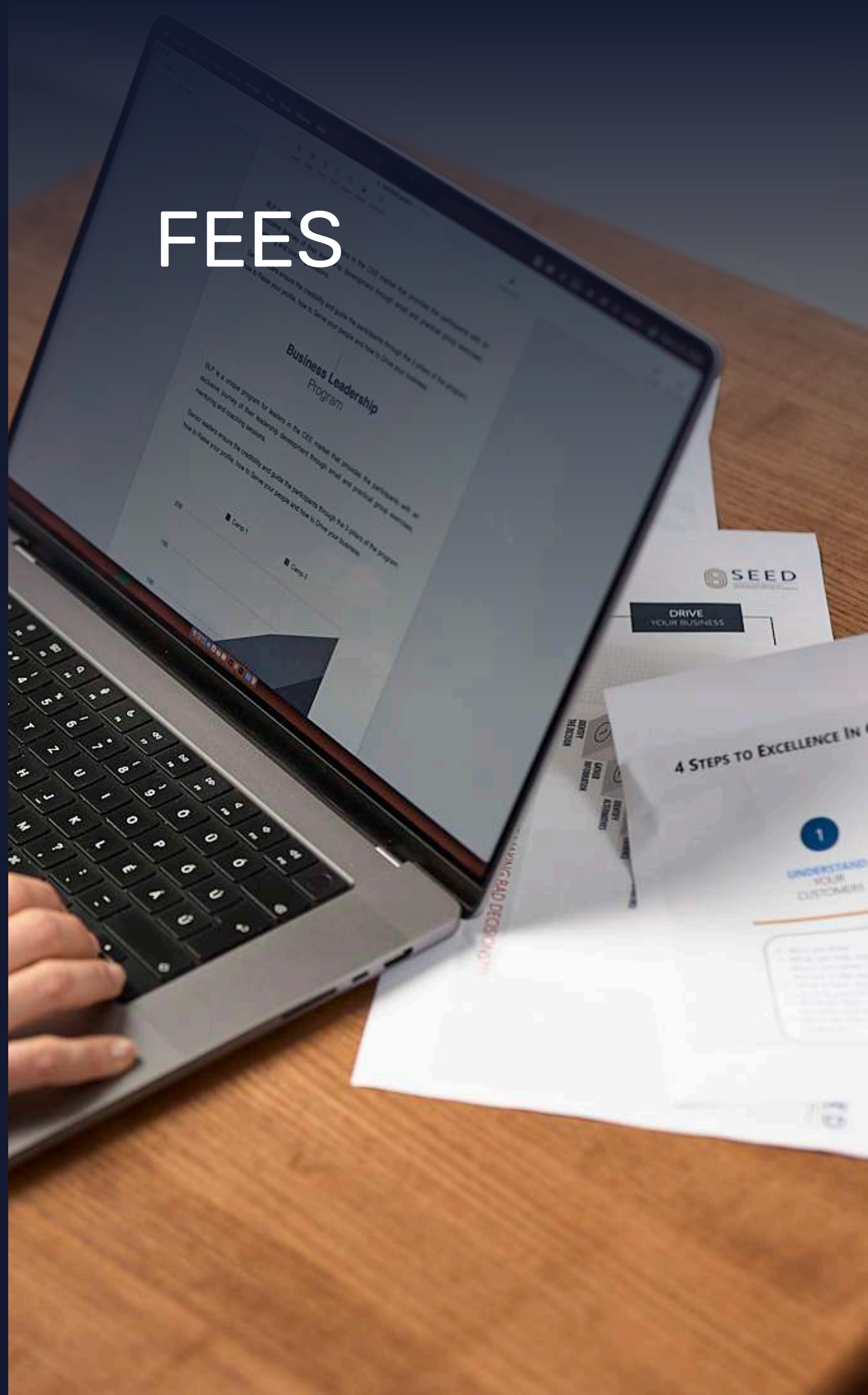
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## EUR 6.500\*

\* The price includes all training days, teaching materials, venue, meals and coffee breaks, all technical cost ensuring the on-site / online / hybrid delivery, measurements and evaluations, mentoring and coaching sessions and lifelong membership in SEED Alumni.

The price does not include VAT.

## LOCATION

**ON-SITE**  
in Budapest

**ONLINE**  
via Zoom

PLEASE CLICK BELOW FOR FURTHER DETAILS ON UPCOMING DATES, PRICES, AND LOCATIONS.

Visit our website

Detailed program information



# FOUNDATIONS OF MANAGEMENT PROGRAM

## PARTICIPANT PROFILE

The Foundations of Management Program targets ambitious managers who are already supervisors of smaller teams that are typically 1 layer.

## PRE-COURSE END OF JOURNEY

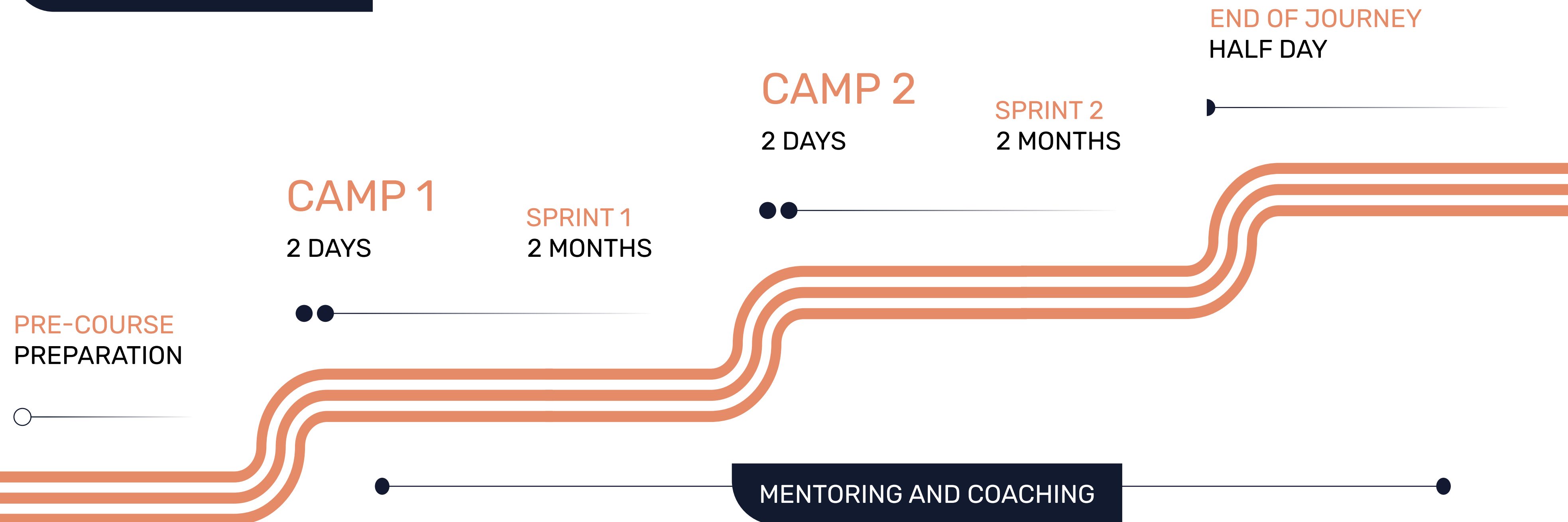
You will complete the Management Essentials Reflection (MER) survey both during preparations and at the end of the journey, while your supervisors will provide feedback through the "Voice of the boss" assessment. At the journey's conclusion, you'll assess whether you have achieved the goals you set at the beginning.

## CAMPS

At the on-site learning camps, you will engage in small group discussions and attend plenary sessions led by faculty members with 20+ years of C-level experience. At the end of the camps, you will formulate your personal commitments for the next sprint.

## IMPLEMENTATION PERIOD

Between the camps, you will be guided by your personal mentor and coach in following through on your commitments and apply your learnings to real-life situations. You can take part in 3 mentoring and 6 coaching sessions.



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# SEED MANAGEMENT ESSENTIALS

## MANAGE YOURSELF

MANAGE YOUR OWN DEVELOPMENT

MANAGE YOUR ENERGY, TIME & FOCUS

MANAGE YOUR BEHAVIORS & HABITS

## MANAGE YOUR PEOPLE

SELECT YOUR PEOPLE, ALLOCATE ROLES & TASKS

CREATE A MOTIVATING ENVIRONMENT

SUPPORT THE DEVELOPMENT OF YOUR PEOPLE

BUILD A GREAT TEAM

## MANAGE THE BUSINESS

SET GOALS & MANAGE PERFORMANCE

ORGANIZE STRUCTURES & PROCESSES

MANAGE CHANGE

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## FOUNDATIONS OF MANAGEMENT PROGRAM **SPRING**

<b>CAMP 1</b>	16-17 April 2024
<b>CAMP 2</b>	18-19 June 2024
<b>CLOSING</b>	29 August 2024

## FOUNDATIONS OF MANAGEMENT PROGRAM **FALL**

<b>CAMP 1</b>	10-11 September 2024
<b>CAMP 2</b>	5-6 November 2024
<b>CLOSING</b>	16 January 2025

## FOUNDATIONS OF MANAGEMENT PROGRAM **WINTER**

<b>CAMP 1</b>	10-11 December 2024
<b>CAMP 2</b>	18-19 February 2025
<b>CLOSING</b>	10 April 2025

IN HUNGARIAN

## FOUNDATIONS OF MANAGEMENT PROGRAM **HUN - TAVASZ**

<b>CAMP 1</b>	16-17 April 2024
<b>CAMP 2</b>	18-19 June 2024
<b>CLOSING</b>	29 August 2024

## FOUNDATIONS OF MANAGEMENT PROGRAM **HUN - ŐSZ**

<b>CAMP 1</b>	10-11 September 2024
<b>CAMP 2</b>	5-6 November 2024
<b>CLOSING</b>	16 January 2025

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	Activity	Dates	Activity	Dates	Activity	Dates
	CAMP 1	23-24 April 2024	CAMP 1	9-10 May 2024	CAMP 1	8-9 October 2024
	CAMP 2	2-3 July 2024	CAMP 2	11-12 July 2024	CAMP 2	12-13 December 2024
	CLOSING	30 August 2024	CLOSING	13 September 2024	CLOSING	14 February 2025

<sup>1</sup> The program will be held in Prague, The Czech Republic.

<sup>2</sup> The program will be held in Belgrade, Serbia.

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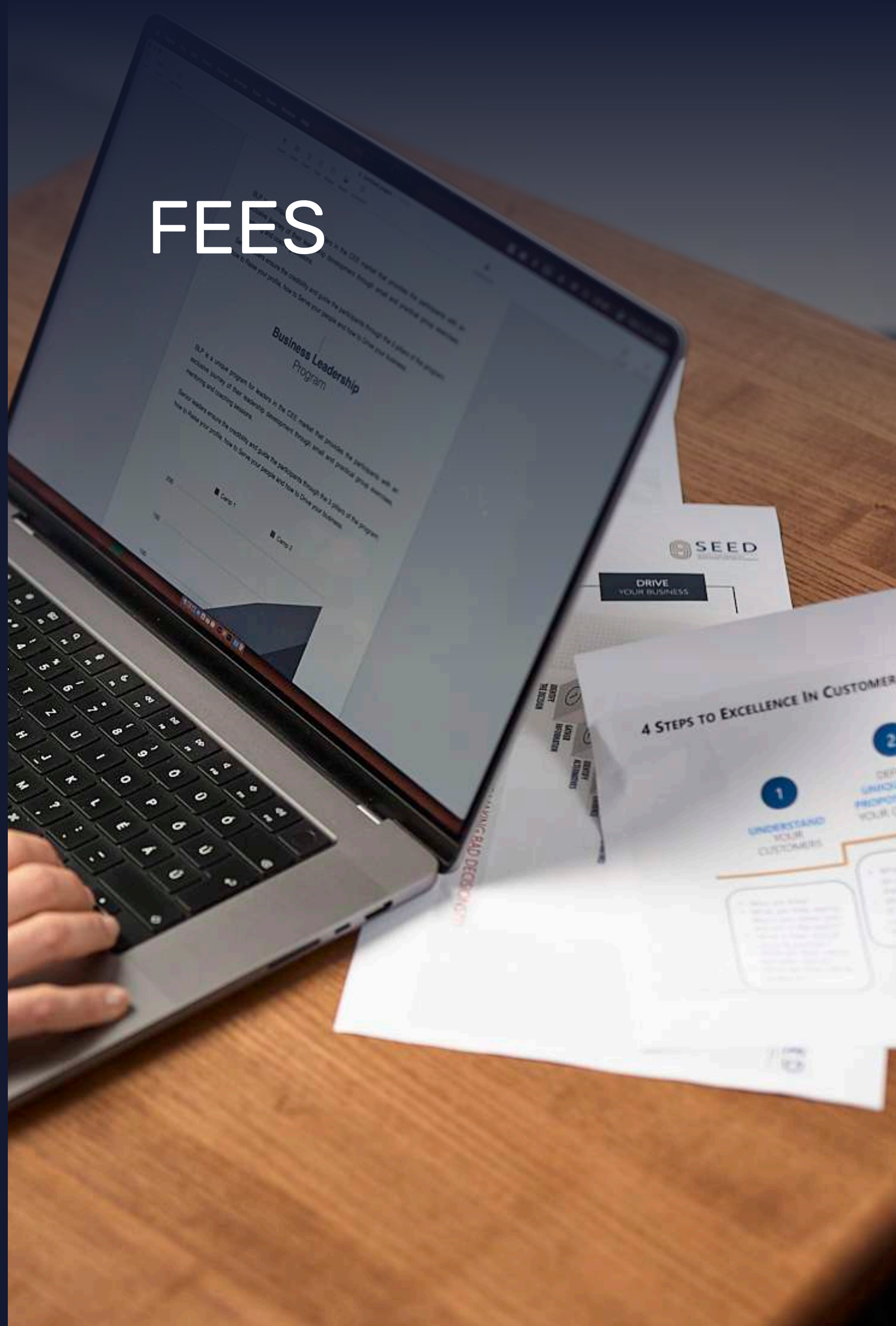
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EUR  
3.500\*

\* The price includes all training days, teaching materials, venue, meals and coffee breaks, all technical cost ensuring the on-site / online / hybrid delivery, measurements and evaluations, mentoring and coaching sessions and lifelong membership in SEED Alumni.  
The price does not include VAT.

## LOCATION

ON-SITE  
in Budapest

ONLINE  
via Zoom

PLEASE CLICK BELOW FOR FURTHER DETAILS ON UPCOMING DATES, PRICES, AND LOCATIONS.

[Visit our website](#)

[Detailed program information](#)



# EXECUTIVE MBA PROGRAM

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International Double Degree Program by:



In partnership with:



## WHAT IS AN MBA?

IT IS ALL ABOUT TRANSITION TO GENERAL  
MANAGEMENT...

- ESSENTIAL KNOWLEDGE OF ALL  
FUNCTIONAL AREAS
- MASTERY OF 2 IMPORTANT SKILLS:  
PROBLEM SOLVING AND TEAM WORK
- PREPARATION FOR  
LEADERSHIP ROLE

## PARTICIPANT PROFILE

- professionals or early managerial talents who are at or have  
the potential to grow to general management level
- ambitious leaders of small and medium-sized companies,  
as well as entrepreneurs wanting to grow their businesses

Ideal participants are open-minded, eager to learn and develop,  
proficient in English and have relevant work experience.



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NEXT INTAKE 27 September 2024

APPLICATION DEADLINE 6 September 2024

LENGTH 19 months (4 semesters)

## PRICE

EUR  
22.000\*

\* Paid in 4 installments.

The tuition fee includes all classroom days, instruction and teaching materials, leadership development sessions and coffee breaks on teaching days.

The fee does not include any travel costs, meals and accommodation during the Maastricht Residency.

## ADMISSION REQUIREMENTS

- University or college degree
- At least five years of work experience
- Proficiency in English is tested based on the submitted application and a personal interview. Please note that the committee may decide to ask for taking an additional test
- Completion of Required Leveling Courses or GMAT with minimum score of 600 or Equivalent GRE score
- 2 letters of recommendation
- Motivational letter
- Personal interview

FOR FURTHER DETAILS ON UPCOMING DATES, PRICES, AND LOCATIONS, PLEASE VISIT OUR WEBSITE OR DOWNLOAD OUR PROGRAM BROCHURE.

[Visit our website](#)

[Download our program brochure](#)



# FOCUS PROGRAMS

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OUR FOCUS PROGRAMS ARE DESIGNED FOR MID TO SENIOR-LEVEL LEADERS, SEEKING A DEEPER UNDERSTANDING OF SPECIFIC TOPICS.

The programs are held by executives with decades of experience in the given subjects, who also provide mentorship or guidance to participants while they work through their real-life leadership challenges.

The programs last for 1-2 months and normally include 2x2 in-person or online sessions, held in Budapest or via Zoom. For specific details for each program, see the program pages below.

- **Live interactive courses:** live, interactive sessions with our world-class faculty and peers
- **Cutting-edge topics:** get an access to the latest insights, practical toolset of leadership and management
- **Exclusive guest speakers:** you'll have the chance to learn from industry experts
- **E-Certificate:** build your resume with the e-certificate by SEED Executive School

Visit our website



# LEADING CHANGE

Leading through continuous change and uncertainty is probably the biggest challenge of leaders today and the need for being ready for “anything that might happen” is stronger than ever.

The objective of the program is to prepare mid to senior level leaders for these challenges with SEED’s practical, “DO-HOW focused” approach.

## FACULTY MEMBERS



**DR. LÁSZLÓ ESZES**  
SEED Academic Director,  
T-Systems, GROW Group,  
Kearney



**GYÖRGY LEITNER**  
SEED Business Director,  
RMC Medical, Affidea,  
GlaxoSmithKline

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## OUR PREVIOUS GUEST SPEAKERS WERE:



**TIBOR RÉKASI**  
Chief Executive Officer  
Magyar Telekom



**CSABA POROSZLAI**  
Chief Executive Officer  
Egis Pharmaceuticals



**ÁDÁM KATONA**  
Deputy Chief Executive Officer  
E.ON Hungary



**TIBOR SZPISJÁK**  
Managing Director  
Hewlett Packard Enterprise



**KATALIN MAGYAR**  
Managing Director  
Trans Lex Work



**KRISZTIÁN MAKKAJ**  
Managing Director CEE and Balkans of  
EssilorLuxottica (Ofotért, Grand Vision)

## FOR WHOM?

Middle to senior level leaders who lead in an environment of continuous change, lead specific transformation programs or “just” wants to lead their organization to future readiness by increased agility.

## KEY TOPICS

- How to relate to change as a leader?
- What must we know about the human being and change?
- How to lead transformation, culture change and create a change-ready, agile organization?
- How to master the skills needed for successful change leadership?

2x2 days on-site in Budapest

**16-17 October 2024 | 21-22 November 2024**

[Visit our website](#)

[Download our brochure](#)





# ASPIRING WOMEN LEADERS

The lack of women leaders in our organizations continues to be a challenge even with their proven positive impact on economic returns and growth.

This course will enhance your self-awareness, and will provide you with a broader understanding of the challenges women face in the workplace, along with tools and techniques to address them.

## FACULTY MEMBERS



**DR. ANITA CSOMA**  
MOL Group  
ConocoPhillips  
Shell International



**ESZTER AVAR**  
Blueberry Development  
HR Partner Consulting  
Human Value International

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## GUEST SPEAKERS:



**BOGLÁRKA SZENTPÉTERY**  
CEE HR Director  
DANONE



**FERENC HORVÁTH**  
Special Envoy to the Chairman  
MOL GROUP



**MARIANNA SÁRVÁRI**  
SEED Faculty  
Program Manager  
DELOITTE

## FOR WHOM?

Rising female talents, team leads to mid-level female leaders who aspire to higher-level leadership positions.

## KEY TOPICS

- Understand your own leadership style and utilize its strength to create impact and build partnerships
- Build self-confidence and craft a personal leadership vision
- Reveal and address the systematic gender-bias barriers and develop skills to address them
- Improve communication skills and emotional intelligence
- Understand the elements of gravitas to elevate your

2x2 days plus closing half-day, on-site in Budapest

**19-20 September 2024 | 21-22 November 2024 | 13 December 2024**

[Visit our website](#)

[Download our brochure](#)



# FINANCE FOR NON-FINANCE MANAGERS

Navigating the complexities of finance and making informed decisions is a crucial aspect of leadership, particularly for mid to senior-level executives.

This program helps you to eliminate the mysteries around finance and gain the essential financial insights and practical skills in today's dynamic business landscape.

## FACULTY MEMBERS



**JÁNOS SZABÓ**  
Magyar Telekom  
Delco Remy  
Hitachi



**KRISZTINA HORVÁTH**  
M-RTL  
Cisco Hungary  
Raiffeisen Bank

## FOR WHOM?

Mid to senior level managers, seeking a deeper understanding of finance, focusing less on scientific details and more on the drivers that enhance effective communication and collaboration with finance in the future.

## KEY TOPICS

- In what ways does finance support daily business operations?
- How do key financial statements contribute to a comprehensive understanding of business activities?
- What insights are gained by exploring details and abbreviations such as OPEX, CAPEX, EBIT, and EBITDA?
- Why is a clear understanding of the significance of cash essential for effective business decision-making?

2x2 days on-site in Budapest

**12-13 November 2024 | 10-11 December 2024**

[Visit our website](#)

[Download our brochure](#)

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# LEADING AND MANAGING ACROSS CULTURES

In today's increasingly international work environment, mastering intercultural communication and people management may make the difference between successful leaders and 'management drop-outs.'

This program will show you not only how to understand but also how to leverage cultural nuances and turn cultural differences into strategic advantages.

## FACULTY



**SANDY VACI**  
P&G Canada  
Cadbury International  
Citibank Global Consumer

## CO-FACILITATOR



**JAVIER MONEDERO**  
Prieuropa  
Citibank  
Spanish Embassy (Iraq)

## FOR WHOM?

Middle to senior level leaders working in an international environment, whose roles involve acting in multiple countries, or company owners who are eager to expand internationally.

## KEY TOPICS

- Understand and leverage cultural nuances for global leadership success.
- Real-world insights from case studies of industry leaders.
- Practical strategies for managing diverse teams and cross-border challenges.
- Building a foundation for effective cross-cultural communication and management.
- Exploring renowned cross-cultural models by global experts.

4 x ½ days online via Zoom

**15 October 2024 | 22 October 2024 | 29 October 2024 | 7 November 2024**

[Visit our website](#)

[Download our brochure](#)

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# CUSTOM PROGRAMS

FOR FURTHER INFORMATION WE INVITE YOU TO VISIT OUR WEBSITE.

[Visit our website](#)

Partner up with us to develop your leaders, leadership teams, or even your whole organization in a customized format and schedule.

- Is your company disrupted by rivals and you need to transform your operations?
- Do you need to boost up the leadership qualities in your organization so that you are better equipped to withstand changes and complexity?
- Have you considered outsourcing your leadership development so that you can focus on other strategic and tactical matters?

WE ARE READY TO PARTNER UP WITH YOU AND PROVIDE YOU THE SUPPORT FROM LEADERSHIP AND TALENT DEVELOPMENT WORKING CLOSELY WITH YOU IN DEVELOPING CUSTOM PROGRAMS AND SOLUTIONS.

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# CUSTOM PROGRAMS

## IN-COMPANY LEADERSHIP AND MANAGEMENT DEVELOPMENT PROGRAMS

Our open enrollment programs can be provided in an alternative format, allowing companies to tailor it according to their specific requirements. The format, content, and subjects covered in these programs are all customizable to meet the clients' needs. Typically, these programs are centered around a particular company objective.

## TALENT DEVELOPMENT PROGRAM

Our Talent Development Programs are tailored for companies seeking to nurture their top talents. With durations ranging from 3 to 12 months, our comprehensive approach aligns precisely with each company's objectives. Participants work towards company goals while enhancing their own skills.

## SPECIFIC FOCUSED TAILORED PROGRAM

We provide customized shorter programs designed as targeted workshops to meet specific company needs. The duration of these programs is typically short, but can be adjusted according to preference. These programs are designed to concentrate on a specific topic, ensuring a focused learning experience.

## STRATEGIC TRANSFORMATION PROGRAM

In our Strategic Transformation Program, we provide valuable assistance to companies in the process of formulating their strategies. We offer expert guidance and support to the leaders of the organization who bear the responsibility of crafting and implementing the strategic vision.

## LEADERSHIP TEAM ALIGNMENT PROGRAM

In our Leadership Team Alignment Programs, we focus on developing the top leaders and board members of the company, assisting them in areas such as strategy formulation. This program is particularly beneficial for newly established leadership teams as we facilitate the process of establishing a shared vision and fostering collaboration among team members.



# EXECUTIVE INSIGHTS



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As part of the SEED Executive Insights series, we share regular insights and research from our Faculty to inspire insightful conversations and reflections around modern leadership topics. We are also looking for new answers and potential solutions for the challenges ahead of us.

SEED EXECUTIVE INSIGHTS SERIES IS  
CURRENTLY AVAILABLE IN TWO FORMATS:

- **WHITEPAPERS**  
Our faculty members share their insights and advice to executives through written whitepapers.
- **THE PODCAST SERIES**  
Our faculty members engage in discussions about exciting leadership topics, talk about leadership challenges, share their experiences, and provide valuable insights through our podcast format.

Take a look at our Executive Insights



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THE **SEED CONNECT – CONVERSATIONS ON MODERN LEADERSHIP** IS AN EVENT SERIES, WHICH WAS CREATED TO PROVIDE A PLATFORM FOR BUSINESS LEADERS TO DISCUSS CURRENT TRENDS AND CHALLENGES.

The events - supported by the SEED team and faculty and attended by invited senior executive guests - accommodate real dialogues on the key issues influencing strategy and the day-to-day operational environment.

Through engaging conversations, keynote speakers and participants share their experiences and challenges, while building valuable connections. The event series covers pressing issues such as digital transformation or strategic leadership. SEED Connect events provide an excellent opportunity to network with other leaders in the field and gain valuable insights into the latest trends and challenges in modern leadership.

FOR FURTHER DETAILS AND UPCOMING DATES WE INVITE YOU TO VISIT OUR WEBSITE.

[Visit our website](#)





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**ANTHONY RADEV**  
Corvinus University of Budapest,  
SEED Executive School,  
McKinsey & Company



**LÁSZLÓ ESZES**  
T-Systems, GROW Group,  
Kearney



**OANA ILIE**  
Banca Romaneasca,  
Exim Bank, OTP Bank Romania



**GYÖRGY LEITNER**  
RMC Medical, Affidea Hungary,  
GlaxoSmithKline



**ANITA CSOMA**  
MOL Group, ConocoPhillips,  
Shell International



**LÁSZLÓ ACZÉL**  
Superfuture  
Young & Rubicam Budapest



**JANA KULICHOVÁ**  
HRA Pharma, Boehringer Ingelheim,  
Unilever



**RÓBERT HUSZÁR**  
K&H Bank,  
Raiffeisen Bank



**THOMAS NARBESHUBER**  
BASF Central & South-East Europe



**VLADIMIR ČUPIĆ**  
EY Serbia, Atlantic Grupa,  
Hypo Alpe Adria Bank



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**GYÖRGY BECK**  
Vodafone Hungary,  
Hewlett-Packard, Compaq



**KRISZTINA HORVÁTH**  
M-RTL, Cisco Hungary,  
Raiffeisen Bank



**TAMÁS BERNÁTH**  
MFB, OTP Bank,  
McKinsey & Company



**ESZTER AVAR**  
Blueberry Development, HR Partner  
Consulting, Human Value International



**SANJAY GUPTA**  
GROW Group, T-Systems,  
Siemens



**BERNADETT TÁTRAI**  
Fundamenta, Erste Bank,  
UniCredit Bank



**BALÁZS SIPOS**  
Boiron Laboratories,  
Boehringer Ingelheim



**TANJA PETROVIĆ**  
The Coca-Cola Company



**SANDY VACI**  
P&G Canada, Cadbury International,  
Citibank Global Consumer



**PETR HAVLÍČEK**  
Zaraguza  
Young & Rubicam Prague and CEE



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FOCUS AND CUSTOM PROGRAMS



**MARIANNA SÁRVÁRI**  
Deloitte, T-Systems,  
Raiffeisen Bank



**ŽARKO SAKAN**  
New Moment Balkans



**JUDIT ZOLNAY**  
MetLife Hungary and Bulgaria,  
Aviva, AXA



**FERENC SZABÓ**  
Raiffeisen Bank, Docler Holding  
Luxemburg, Credit Lyonnais Bank



**JÁNOS SZABÓ**  
Magyar Telekom, Hitachi Remy,  
Delco Remy



**MÁRIA JANKA**  
E.ON Hungary Group



**MICHAL VYDRŽEL**  
Talent'em, Microsoft,  
Goldman Sachs, Morgan Stanley

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# COACHES



**ESZTER AVAR**  
Executive coach,  
OD consultant



**BEÁTA BARKÓCZI**  
Executive coach,  
OD and management consultant



**NOÉMI CSELÉNYI**  
Executive coach,  
OD consultant



**MÁRK DÖMÖTÖR**  
Executive coach, OD and people  
development consultant



**ANNA IZSÁK**  
Executive coach,  
OD consultant



**ANETT KÁKONYI**  
Executive coach,  
OD consultant, Trainer



**FANNI MAKRAI**  
Executive coach,  
HR consultant, Trainer



**ANNA FLÓRA MIKÓ**  
Executive coach,  
Trainer



**DORKA NAGY-JÓZSA**  
Executive coach,  
OD consultant, Trainer



**LUCA NEMES-BÁN**  
Executive coach,  
OD consultant, Trainer



**ANNA PATAKI**  
Executive coach,  
OD consultant



**DÁNIEL SOMLAI**  
Executive coach,  
Management consultant, Trainer

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[www.seed-uni.com](http://www.seed-uni.com)

OFFICE

Közraktár u. 4-6.  
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WRITE TO US

[info@seed-uni.com](mailto:info@seed-uni.com)

POSTAL ADDRESS

Fővám tér 8.  
1093 Budapest, Hungary

CALL US


+36 20 962 5173

FIND US SOCIAL MEDIA

 [linkedin.com/school/seeduni/](https://www.linkedin.com/school/seeduni/)

 [youtube.com/@seeduni](https://www.youtube.com/@seeduni)

 [facebook.com/seeduni](https://www.facebook.com/seeduni)

 [instagram.com/seeduni/](https://www.instagram.com/seeduni/)



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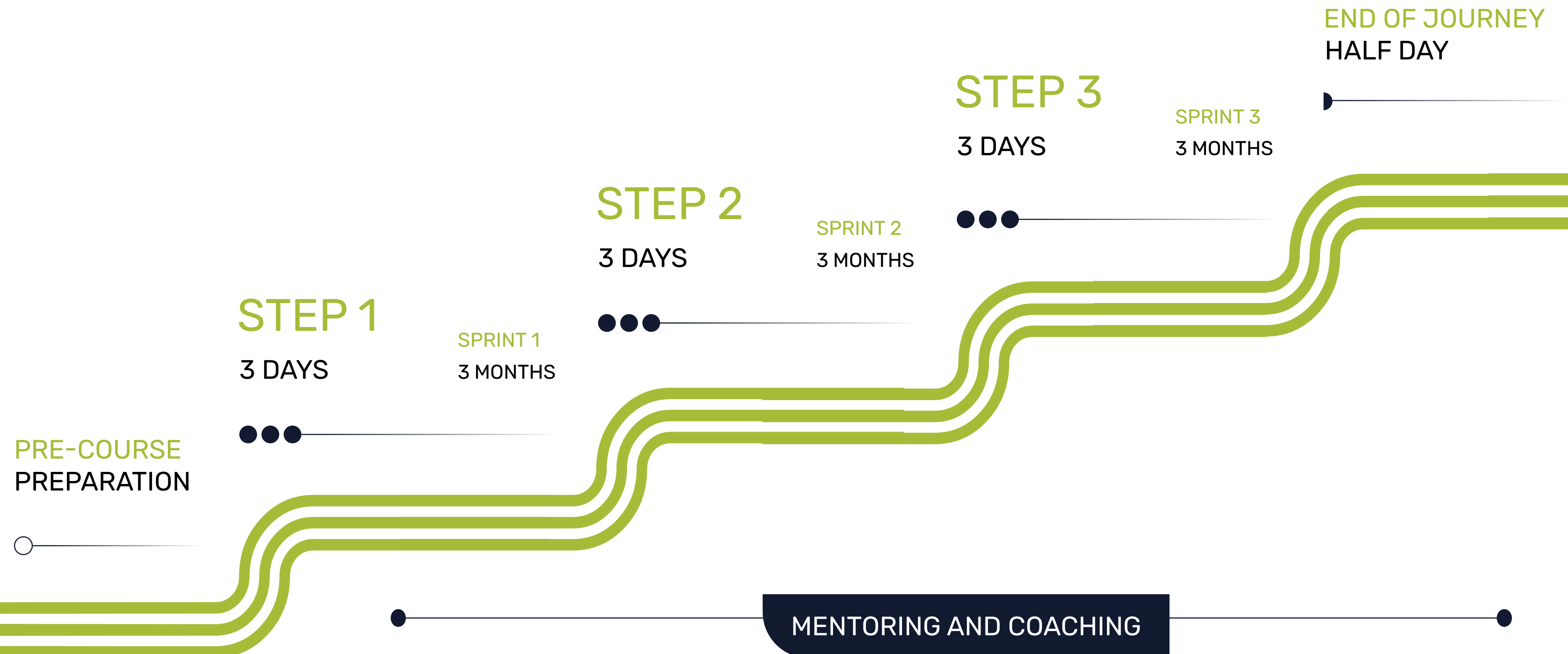
# A UNIQUE JOURNEY

## STEPS

At each step, you will engage in **small group discussions** and attend plenary sessions led by faculty members with 20+ years of C-level experience. At the end of the steps, you will formulate your **personal commitments** for the next sprint.

## IMPLEMENTATION PERIOD

Between the steps, you will be guided by your **personal mentor and coach** in **following through on your commitments** and applying your learnings to real-life situations. You can take part in 10 mentoring and 10 coaching sessions.



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## BECOME A GENERATIVE LEADER

## TRANSFORM YOUR BUSINESS

## MANAGE YOUR STAKEHOLDERS



- Are you a true **'Generative' leader?** Develop a tailored leadership model through **'head', 'heart' and 'hand'**
- Adapting to a new leadership role, the **triple bottom-line**
- Become an **authentic 'Generative' leader**
- **Personal career** and life strategy
- **Build agility** as an organizational capability
- Ensure **sustained high performance through mobilizing** other leaders
- **Avoid decision-making traps and biases** with data-based decisions

- Shape your **transformational leader profile**
- Navigate well in **uncertainty and complexity**
- Create an **uncertainty-proof strategy** and execution engine
- Lead **transformation** and create **change agility**
- Shape the organization and lead **culture change**
- Accelerate **digital transformation** and turn AI into a **competitive edge**
- Build a proper **governance structure** to support transformation

- Optimize your **key stakeholder relations**
- Improve your **media interview capabilities**
- Line up your organization with **effective internal communication**
- Make an impact: **innovate and influence**
- Create **competitive advantage through ESG**

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# WHY SHOULD YOU JOIN THE PROGRAM?

- GET **PRACTICAL SOLUTIONS** TO YOUR WORKPLACE CHALLENGES
- TAKE DEFINITE STEPS TO **BECOME AN AUTHENTIC 'GENERATIVE' LEADER**
- GET AN ANSWER ON **HOW TO CREATE STRATEGY IN AN UNCERTAIN WORLD**
- RECEIVE SOLUTIONS ON HOW YOU CAN **LEAD THE TRANSFORMATION** OF YOUR COMPANY
- LEARN HOW TO **PURSUE AN EVEN BETTER DIALOGUE** WITH YOUR EXTERNAL AND INTERNAL STAKEHOLDERS



WE OFFER **PERSONALIZED SOLUTIONS TO REAL WORKPLACE CHALLENGES** AND COMPREHENSIVE STRATEGIES TO TRANSFORM ORGANIZATIONS.

WITH **PRACTICAL MENTORSHIP** AND **TAILORED GUIDANCE** WE HELP PARTICIPANTS MASTER LEADERSHIP SKILLS AND GAIN THE CONFIDENCE TO NAVIGATE CHANGE EFFECTIVELY.



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# WHO SHOULD ATTEND?

## WE RECOMMEND THE ADVANCED LEADERSHIP PROGRAM TO LEADERS,

- WHO ARE CURRENTLY **C-LEVEL SENIOR MANAGERS** OF LARGE AND MEDIUM-SIZED COMPANIES
- WHO ARE **MANAGING DIRECTORS** OF SMALL AND MEDIUM-SIZED COMPANIES
- WHO ARE FRESHLY APPOINTED **NUMBER ONE EXECUTIVES**
- WHO ARE MANAGERS INCLUDED IN THE **SUCCESSION PLAN** FOR MANAGING DIRECTOR POSITION

# YOUR MENTORS WILL BE



GYÖRGY LEITNER

RMC Clinics, Affidea Hungary  
GlaxoSmithKline



DR. ÁGNES FÁBIÁN

Henkel Hungary



DR. THOMAS NARBESHUBER

BASF Central & South-East Europe

# YOUR FACULTY WILL INCLUDE



DR. LÁSZLÓ ESZES

T-Systems, GROW Group,  
Kearney



BERNADETT TÁTRAI

Fundamenta, Erste Bank,  
UniCredit Bank



DR. GYÖRGY BECK

Vodafone Hungary,  
Hewlett-Packard, Compaq



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# THE NEXT STEP OF YOUR LEADERSHIP DEVELOPMENT JOURNEY

**HAVE YOU ATTENDED OUR BUSINESS  
LEADERSHIP PROGRAM BEFORE?  
THIS PROGRAM WAS DESIGNED FOR  
LEADERS LIKE YOU AS WELL!**

## WE OFFER YOU NEW **SELF-REFLECTION** OPPORTUNITIES

- Generative leader profile
- Transformational leader test
- Personal career and life strategy
- Mindfulness

## WE WILL HAVE A **STRONG TRANSFORMATIONAL FOCUS** THROUGHOUT THE WHOLE COURSE

- Change Leadership agility
- Transforming the business and the organization
- Digital transformation and AI
- Creating an uncertainty-proof strategy and execution engine

## WE BRING YOU **NEW ASPECTS OF** **STAKEHOLDER MANAGEMENT**

- Optimizing stakeholder relations
- Interview technique training
- Working with the Board
- Mobilizing the organization
- Making an impact
- Turning ESG into a competitive advantage

**AT EVERY MODULE, TOP MANAGER GUEST  
SPEAKERS WILL TALK ABOUT THEIR OWN**



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# FEES

**EUR**  
**9.900\***

\* The price includes all training days, teaching materials, venue, meals and coffee breaks, all technical costs ensuring the on-site/online/hybrid delivery, tests and evaluations, mentoring and coaching sessions and lifelong membership in the SEED Alumni Community. The price does not include VAT.

# LOCATION

## ON-SITE

the camps will be held in Budapest and in the vicinity of Budapest

# DATES

## ADVANCED LEADERSHIP PROGRAM

<b>PREPARATION</b>	the week before the course
<b>STEP 1</b>	26-28 November 2024
<b>STEP 2</b>	25-27 February 2025
<b>STEP 3</b>	27-29 May 2025
<b>CLOSING</b>	3 July 2025

FOR FURTHER DETAILS ABOUT THE PROGRAM, PLEASE CONTACT US.

Contact us



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# A UNIQUE JOURNEY

## PARTICIPANT PROFILE

The Business Leadership Program targets talented leaders whose subordinates are managers, thus they typically have 2 layers or more below them.

## PRE-COURSE END OF JOURNEY

You will complete the Leadership Essentials Reflection (LER) survey both during preparations and at the end of the journey, while your supervisors will provide feedback through the "Voice of the boss" assessment. At the journey's conclusion, you'll assess whether you have achieved the goals you set at the beginning.

## CAMPS

At the on-site learning camps, you will engage in small group discussions and attend plenary sessions led by faculty members with 20+ years of C-level experience. At the end of the camps, you will formulate your personal commitments for the next sprint.

## IMPLEMENTATION PERIOD

Between the camps, you will be guided by your personal mentor and coach in following through on your commitments and apply your learnings to real-life situations. You can take part in 5 mentoring and 10 coaching sessions.

## PRE-COURSE PREPARATION

## CAMP 1

3 DAYS

## SPRINT 1

3 MONTHS

## CAMP 2

3 DAYS

## SPRINT 2

3 MONTHS

## END OF JOURNEY

HALF DAY

MENTORING AND COACHING

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# SEED LEADERSHIP ESSENTIALS

*"Leadership is definable. Leadership is learnable."*

## Raise your profile

LEAD WITH VALUES

ASPIRE HIGH

LEAD YOURSELF

COLLABORATE

MAKE AND INFLUENCE DECISIONS

INSPIRE OTHERS

## Serve your people

WHY SHOULD PEOPLE FOLLOW YOU (MOTIVATION)?

SELECT YOUR PEOPLE

HOW WILL YOU DEVELOP THEM?

HOW WILL YOU BUILD A GREAT TEAM?

## Drive your business

WHAT WILL BE YOUR STRATEGY?

DRIVE EXECUTION

TRANSFORM THE ORGANIZATION

LEAD CHANGE

ENTHUSE CUSTOMERS

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# PROGRAM CONTENT

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7 CLOSING
Program introduction	Juggling	Coaching	Intro & leadership journey	Inspire (skills)	Transform + Drive execution	Small teams: discussion of progress, results, learnings (half day)
Small team introduction, discussion of personal motivation and goals	Motivate					
Intro to raise your profile	Develop your people + feedback	Collaborate	Build your team	Inspire (skills)	Fly on the wall (Feedback to each other in small groups)	Certificates
Lead with values		Lead yourself				
Aspire high	Intro to drive the business	Commitments & Closing	Enthuse customers	Make decisions	Commintments & Closing	
Intro to serve your people	Strategy					
Select your people			Inspire			

- Raise your profile
- Serve your people
- Drive your business

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IN ENGLISH

## BUSINESS LEADERSHIP PROGRAM **SPRING**

CAMP 1	19-21 March 2024
CAMP 2	11-13 June 2024
CLOSING	12 September 2024

## BUSINESS LEADERSHIP PROGRAM **SUMMER**

CAMP 1	4-6 June 2024
CAMP 2	17-19 September 2024
CLOSING	5 December 2024

## BUSINESS LEADERSHIP PROGRAM **FALL**

CAMP 1	12-14 November 2024
CAMP 2	11-13 February 2025
CLOSING	15 May 2025

IN HUNGARIAN

## BUSINESS LEADERSHIP PROGRAM **HUN - TAVASZ**

CAMP 1	19-21 March 2024
CAMP 2	11-13 June 2024
CLOSING	12 September 2024

## BUSINESS LEADERSHIP PROGRAM **HUN - NYÁR**

CAMP 1	4-6 June 2024
CAMP 2	17-19 September 2024
CLOSING	5 December 2024

## BUSINESS LEADERSHIP PROGRAM **HUN - ŐSZ**

CAMP 1	12-14 November 2024
CAMP 2	11-13 February 2025
CLOSING	15 May 2025



# DATES

IN ENGLISH

## BUSINESS LEADERSHIP PROGRAM **SRB**<sup>1</sup>

CAMP 1	17-19 October 2024
CAMP 2	9-11 January 2025
CLOSING	3 April 2025

## BUSINESS LEADERSHIP PROGRAM **CZK**<sup>2</sup>

CAMP 1	26-28 November 2024
CAMP 2	4-6 March 2025
CLOSING	4 July 2025

## BUSINESS LEADERSHIP PROGRAM **ROM**<sup>3</sup>

CAMP 1	28-30 October 2024
CAMP 2	29-31 January 2025
CLOSING	2 May 2025

<sup>1</sup>The program will be held in Belgrade, Serbia.  
<sup>2</sup> The program will be held in Prague, The Czech Republic.  
<sup>3</sup> The program will be held in Romania.

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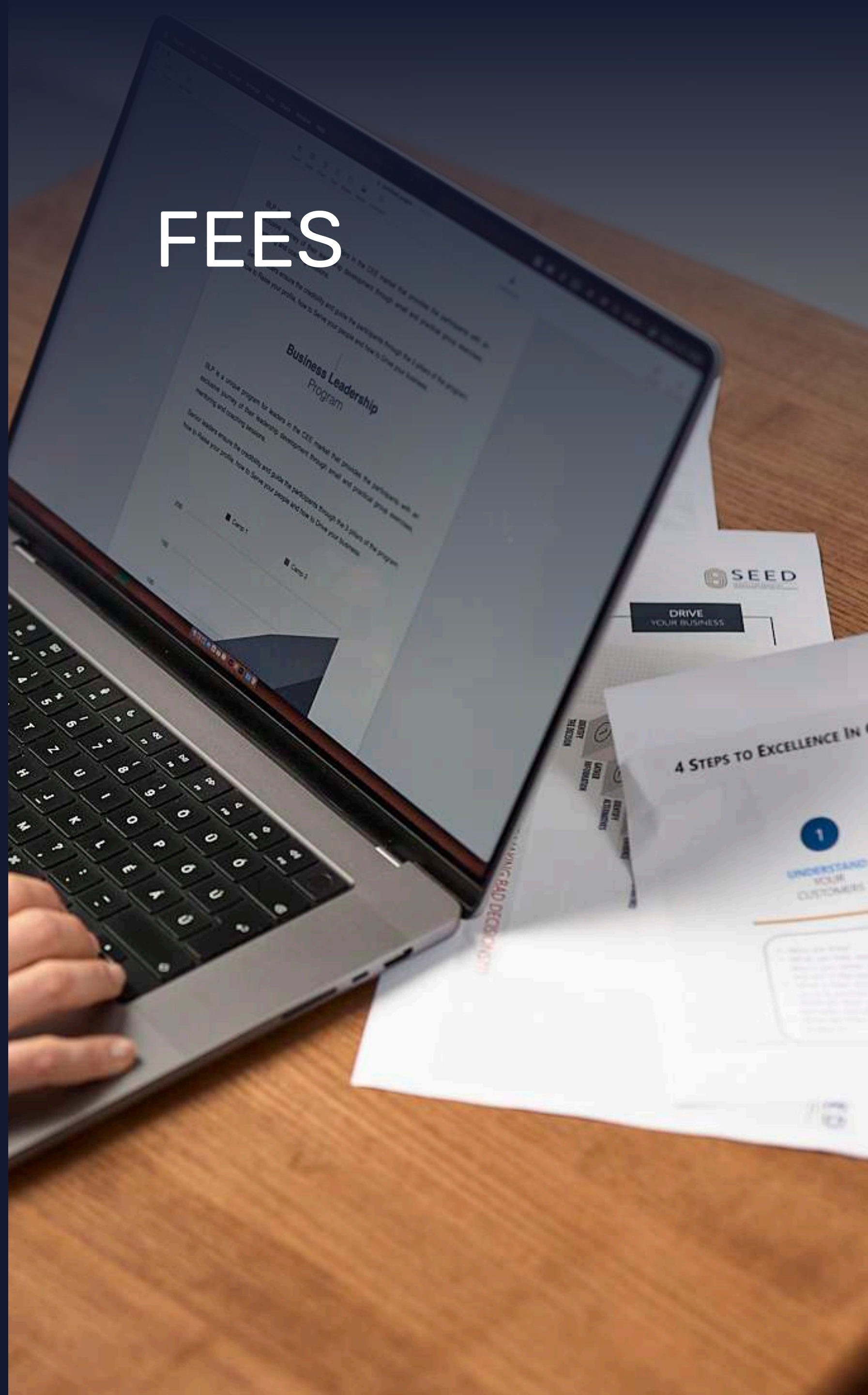
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EUR  
6.500\*

\* The price includes all training days, teaching materials, venue, meals and coffee breaks, all technical cost ensuring the on-site / online / hybrid delivery, measurements and evaluations, mentoring and coaching sessions and lifelong membership in SEED Alumni.

The price does not include VAT.

## LOCATION

ON-SITE  
in a hotel

ONLINE  
via Zoom



# TESTIMONIALS



**JAKUB REIL**

PLANT MANAGER,  
VITERRA CZECH

**BUSINESS LEADERSHIP  
PROGRAM**



I really liked the set up of the program. It is well prepared and designed. What I like the most is that the mentors are senior, experienced guys. They have decades of experience in the leadership and this is something different compared to any other course of school. It's very nice that they are sharing their personal experience and all the stuff around, besides the theories and methods.



**KATARÍNA  
FITZOVÁ**

GENERAL MANAGER,  
US STEEL KOŠICE

**BUSINESS LEADERSHIP  
PROGRAM**



The team of SEED are not just trained lecturers, but real former top executives of real companies with real experience, and they all are very open to share their experience, and advise us on how to improve our leadership styles and moves. Together with my personal mentor and coach, I started to focus on mostly my own improvements during practical exercises. For example, I went through some really applicable motivational factors.

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# FEEDBACK FROM OUR PROGRAMS

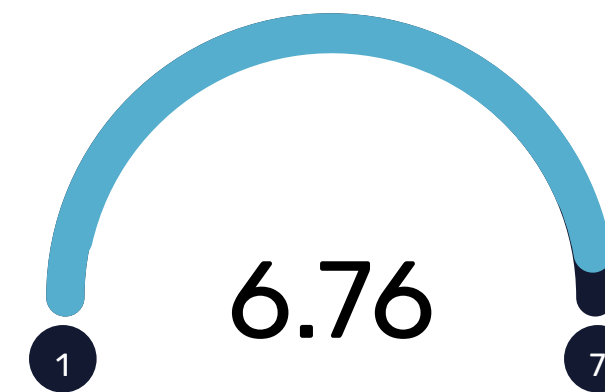
## OUR PARTICIPANTS' RECOMMENDATION

*Would you recommend this program to a colleague?*



## OVERALL RATING OF THE PROGRAM

*How would you evaluate the Business Leadership Program?*



## OVERALL RATING OF THE FACULTY'S PERFORMANCE

*How would you evaluate your mentor's contribution to your learning journey?*



The balance between frontal presentations and small group work was really good. It provided a great combination of hands-on experience and knowledge transfer.

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# FOUNDATIONS OF MANAGEMENT PROGRAM

DETAILED PROGRAM INFORMATION

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# A UNIQUE JOURNEY

## PARTICIPANT PROFILE

The Foundations of Management Program targets ambitious managers who are already supervisors of smaller teams that are typically 1 layer.

## PRE-COURSE END OF JOURNEY

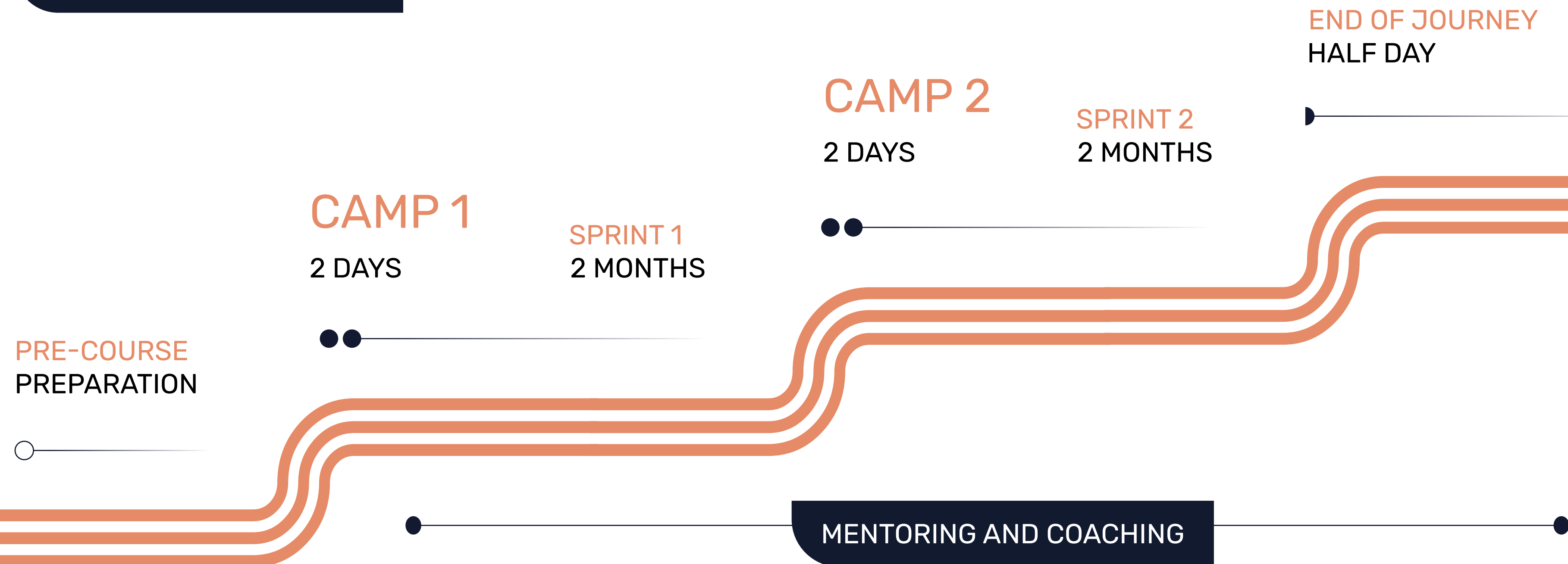
You will complete the Management Essentials Reflection (MER) survey both during preparations and at the end of the journey, while your supervisors will provide feedback through the "Voice of the boss" assessment. At the journey's conclusion, you'll assess whether you have achieved the goals you set at the beginning.

## CAMPS

At the on-site learning camps, you will engage in small group discussions and attend plenary sessions led by faculty members with 20+ years of C-level experience. At the end of the camps, you will formulate your personal commitments for the next sprint.

## IMPLEMENTATION PERIOD

Between the camps, you will be guided by your personal mentor and coach in following through on your commitments and apply your learnings to real-life situations. You can take part in 3 mentoring and 6 coaching sessions.



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# SEED MANAGEMENT ESSENTIALS

## MANAGE YOURSELF

MANAGE YOUR OWN DEVELOPMENT

MANAGE YOUR ENERGY, TIME & FOCUS

MANAGE YOUR BEHAVIORS & HABITS

## MANAGE YOUR PEOPLE

SELECT YOUR PEOPLE, ALLOCATE ROLES & TASKS

CREATE A MOTIVATING ENVIRONMENT

SUPPORT THE DEVELOPMENT OF YOUR PEOPLE

BUILD A GREAT TEAM

## MANAGE THE BUSINESS

SET GOALS & MANAGE PERFORMANCE

ORGANIZE STRUCTURES & PROCESSES

MANAGE CHANGE

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# PROGRAM CONTENT

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5 CLOSING
Program introduction	Setting goals and tasks	Present your achievements	Build a great team	Small teams: discussion of progress, results, learnings (half day)  Certificates
Small team introduction, discussion of personal motivation and goals	Feedback	Performance evaluations	Managing change	
The manager's journey	Recognition	Support your people's development (coaching basics)	Feedback to each other, commitments, closing	
Select your people	Managing self	Managing your energy		
Motivate your people	Commitments, & Closing			

- Manage Yourself
- Manage your people
- Manage your business

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IN ENGLISH	FOUNDATIONS OF MANAGEMENT PROGRAM <b>SPRING</b>		FOUNDATIONS OF MANAGEMENT PROGRAM <b>FALL</b>		FOUNDATIONS OF MANAGEMENT PROGRAM <b>WINTER</b>	
	CAMP 1	16-17 April 2024	CAMP 1	10-11 September 2024	CAMP 1	10-11 December 2024
CAMP 2	18-19 June 2024	CAMP 2	5-6 November 2024	CAMP 2	18-19 February 2025	
CLOSING	29 August 2024	CLOSING	16 January 2025	CLOSING	10 April 2025	

IN HUNGARIAN	FOUNDATIONS OF MANAGEMENT PROGRAM <b>HUN - TAVASZ</b>		FOUNDATIONS OF MANAGEMENT PROGRAM <b>HUN - ŐSZ</b>	
	CAMP 1	16-17 April 2024	CAMP 1	10-11 September 2024
CAMP 2	18-19 June 2024	CAMP 2	5-6 November 2024	
CLOSING	29 August 2024	CLOSING	16 January 2025	

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	<b>CAMP 1</b>	23-24 April 2024	<b>CAMP 1</b>	9-10 May 2024	<b>CAMP 1</b>	8-9 October 2024
	<b>CAMP 2</b>	2-3 July 2024	<b>CAMP 2</b>	11-12 July 2024	<b>CAMP 2</b>	12-13 December 2024
	<b>CLOSING</b>	30 August 2024	<b>CLOSING</b>	13 September 2024	<b>CLOSING</b>	14 February 2025

<sup>1</sup> The program will be held in Prague, The Czech Republic.  
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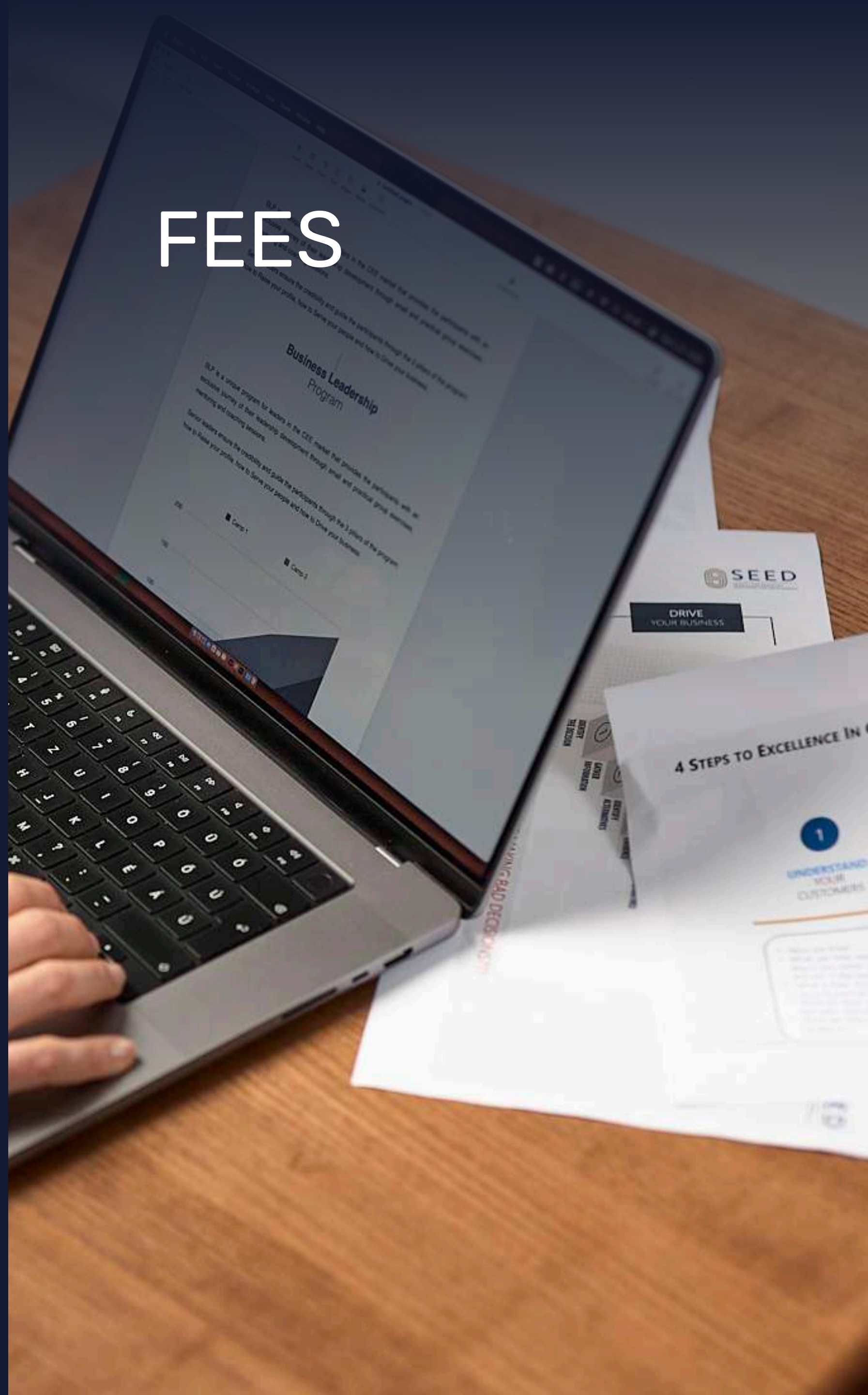
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# TESTIMONIALS



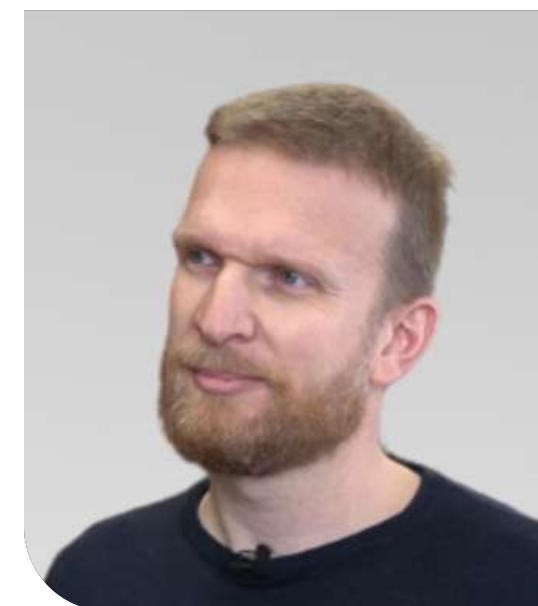
## BALÁZS BODNÁR

TRANSFORMATION SENIOR  
EXPERT, MOL GROUP

FOUNDATIONS OF  
MANAGEMENT PROGRAM



My personal motivation is to continue developing my leadership skills and style. I am very satisfied with the program because I learned a lot and gained very useful tools. For example, I learned how to motivate my people from different points of view. What will make it even more successful is that the kind of knowledge I obtained from the program will be given to my subordinate leaders for them to learn and apply in the daily life of our organization.



## PÉTER BALI

BUSINESS UNIT LEADER,  
HEWLETT PACKARD ENTERPRISE

FOUNDATIONS OF  
MANAGEMENT PROGRAM



I'm new to this role, and I'm new to these management topics. This training is really about helping me learn how to lead the people I'm working with and become a better manager than I was or am. The mentoring is a very strong part; when I have an issue, my mentor can share one, two, or three examples from his real-life stories. He not only gives advice but also provides another point of view on how people think, potential solutions, and the steps to consider.



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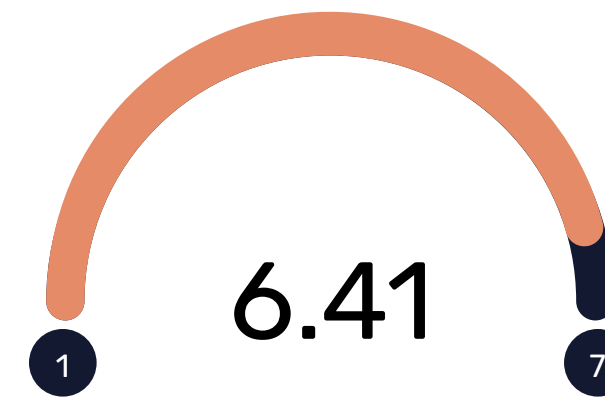
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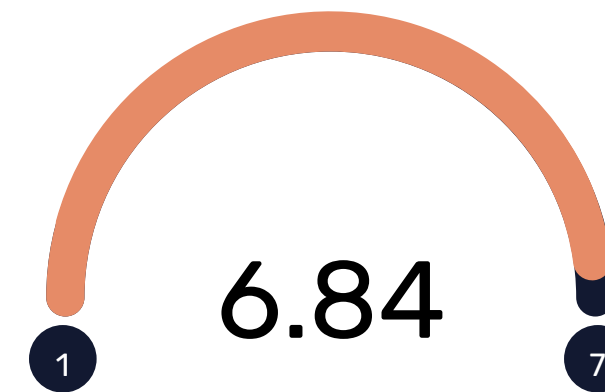
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## OVERALL RATING OF THE FACULTY'S PERFORMANCE

*How would you evaluate your mentor's contribution to your learning journey?*



It has been the best learning experience I have ever had. The right mix of frontal learning, small group discussions, and active contribution (such as role-playing) was perfectly constructed to keep up my interest and eagerness to learn and contribute. Although I was already familiar with some of the models presented, the instructors' delivery of the material, enriched by their personal touch and obvious management expertise, was fascinating.