

# PROGRAM PORTFOLIO 2025



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# WHAT IS SEED ABOUT?

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 PARTNERS 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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## GENERAL LEADERSHIP AND MANAGEMENT PROGRAMS

### SENIOR EXECUTIVES

## OPEN PROGRAMS

✓ ADVANCED LEADERSHIP PROGRAM

✓ BUSINESS LEADERSHIP PROGRAM

✓ FOUNDATIONS OF MANAGEMENT PROGRAM

✓ EXECUTIVE ESSENTIALS

✓ EXECUTIVE MBA PROGRAM

## CUSTOM PROGRAMS



## FOCUS PROGRAMS

### MANAGEMENT TALENTS

### WOMEN LEADERS

✓ ASPIRING WOMEN LEADERS PROGRAM



### MID TO SENIOR LEADERS

✓ LEADING CHANGE PROGRAM



✓ BUSINESS LEADERSHIP IN THE DIGITAL AGE



✓ LEADING INNOVATION



✓ STRATEGIC MARKETING FOR BUSINESS LEADERS



### NON-FINANCIAL LEADERS

✓ FINANCE FOR EXECUTIVES





# PROGRAMS FOR INDIVIDUALS

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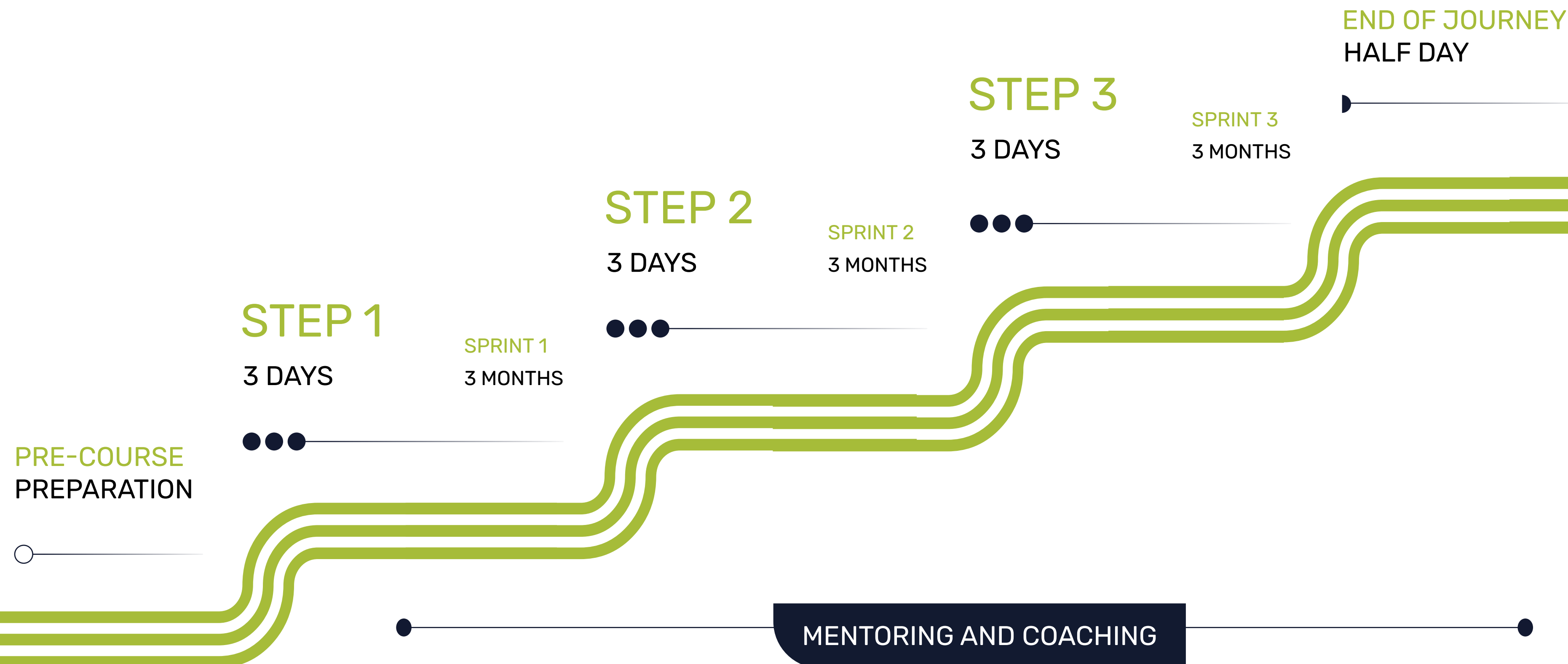
# ADVANCED LEADERSHIP PROGRAM

## 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 8 mentoring and 8 coaching sessions.



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# 21<sup>ST</sup> CENTURY CEOS ARE HEPTATHLETES

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# 6+1 KEY AREAS

## MANAGE PERSONAL EFFECTIVENESS

- Do what only you can do – manage your time and energy
- Serve your organization, don't try to be a hero
- Practice mindfulness to gain focus, clarity, and compassion
- Turn your intentions into habits
- Avoid decision-making biases with data-based decisions

## SET THE DIRECTION

- Shape your transformational leader profile
- Reframe the vision
- Create an uncertainty-proof, winning strategy
- Turn uncertainty from a disruptive threat into an advantage
- Create your change story
- Be ready to make tough decisions to re-allocate resources

## TRANSFORM THROUGH LEADERS

- Lead change as an adaptive process
- Demonstrate credible leadership
- Lead the needed changes in the organization, management systems, technology
- Accelerate digital transformation and turn AI into a competitive edge

## ALIGN THE ORGANIZATION

- Understand the psychology of change
- Shape the organization and lead culture change
- Mobilize and line up your organization with effective internal communication
- Create an innovative culture

## CONNECT WITH STAKEHOLDERS

- Create a smooth connection between the 'inside' and the 'outside'
- Clarify the social 'why'
- Build a newsworthy, understandable, colorful, easy-to-remember message
- Seize the opportunity presented by a crisis

## ENGAGE THE BOARD

- Help the board so that they can help you
- Create a good working relationship with the board
- Build trust through radical transparency
- Communicate with directors more effectively
- Make the board forward looking

## BECOME A 21<sup>ST</sup> CENTURY CEO

- Adapt to the changing expectations of stakeholders
- Embrace the notion of triple bottom-line
- Develop a tailored leadership model through 'head', 'heart' and 'hand'
- Balance well among contradicting stakeholder expectations



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# WHY SHOULD YOU JOIN THE PROGRAM?

- UNDERSTAND THE SIX KEY PRIORITIES OF THE MOST SUCCESSFUL CEOS
- GET **PRACTICAL SOLUTIONS** TO YOUR WORKPLACE CHALLENGES
- TAKE DEFINITE STEPS TO **BECOME A 21ST CENTURY CEO**
- 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 **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
- **COUNTRY MANAGERS** OF REGIONAL/ MULTINATIONAL COMPANIES
- WHO ARE CURRENTLY **C-LEVEL SENIOR MANAGERS** OF LARGE AND MEDIUM-SIZED COMPANIES







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# YOUR MENTORS WILL BE

Throughout the program, you will receive **personalized mentoring** from our experienced faculty members, who are also seasoned leaders. This mentorship will support you in applying the newly acquired insights to your daily practices, ensuring a **lasting and significant impact**.

We will also invite accomplished **CEOs** to share their valuable insights and personal leadership experiences.



**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



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

# EXCLUSIVE CEO GUESTS



**TIBOR RÉKASI**  
Magyar Telekom



**GABRIELLA VIDUS**  
RTL Hungary



**KRISZTIÁN KURTISZ**  
UNIQA



**BERNADETT TÁTRAI**  
Fundamenta



**KRISZTIÁN MAKKAI**  
EssilorLuxottica (Ofotért,  
Vision Express, GrandOptical)



**ÁDÁM KATONA**  
E.ON Hungária Csoport





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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

- 21<sup>st</sup> century 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  
EXPERIENCE IN THE SUBJECT**



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## FEES

EARLY BIRD APPLICATION  
(APPLY BEFORE 20 JUNE 2025)

EUR  
9.900\*

NORMAL APPLICATION

EUR  
10.500\*

\* 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 its vicinity

## DATES

ADVANCED LEADERSHIP  
PROGRAM

**PREPARATION** the week before the course

**STEP 1** 6-8 October 2025

**STEP 2** 9-11 December 2025

**STEP 3** 3-5 March 2026

**CLOSING** 5 June 2026

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

Visit our website

Apply





# 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

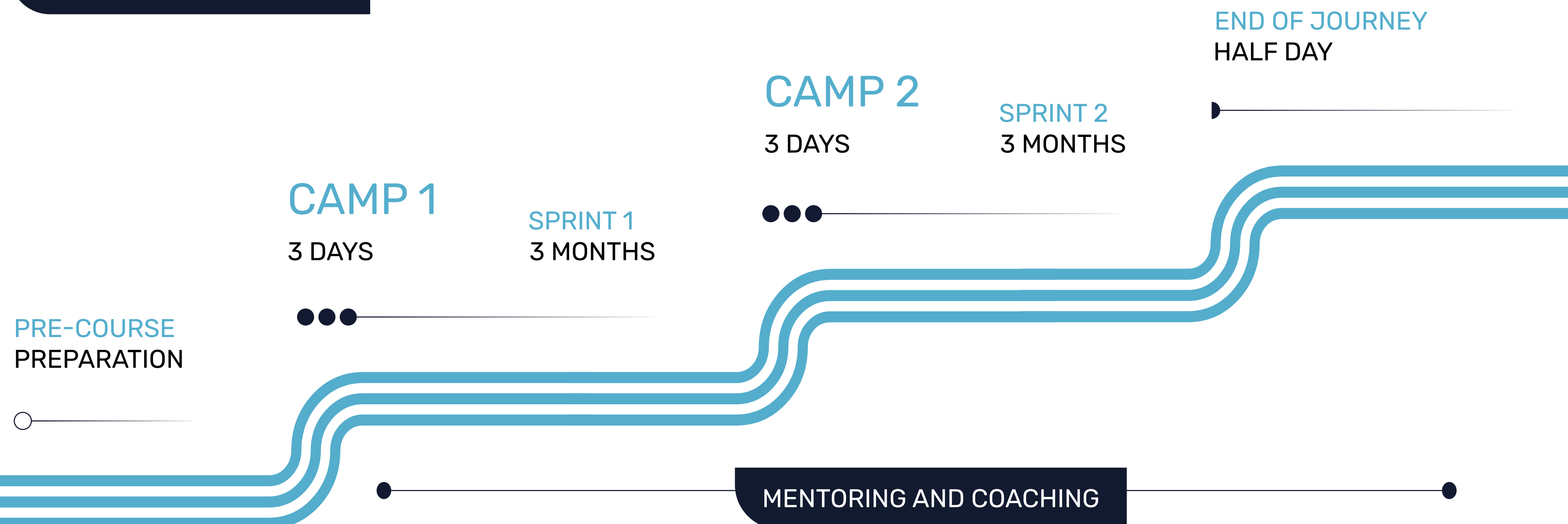
You will complete the Leadership Essentials Reflection (LER) survey both during preparations and at the end of the journey, while your supervisors will provide feedback through the "Voice of the boss" assessment. At the journey's conclusion, you'll assess whether you have achieved the goals you set at 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 6 mentoring and 6 coaching sessions.



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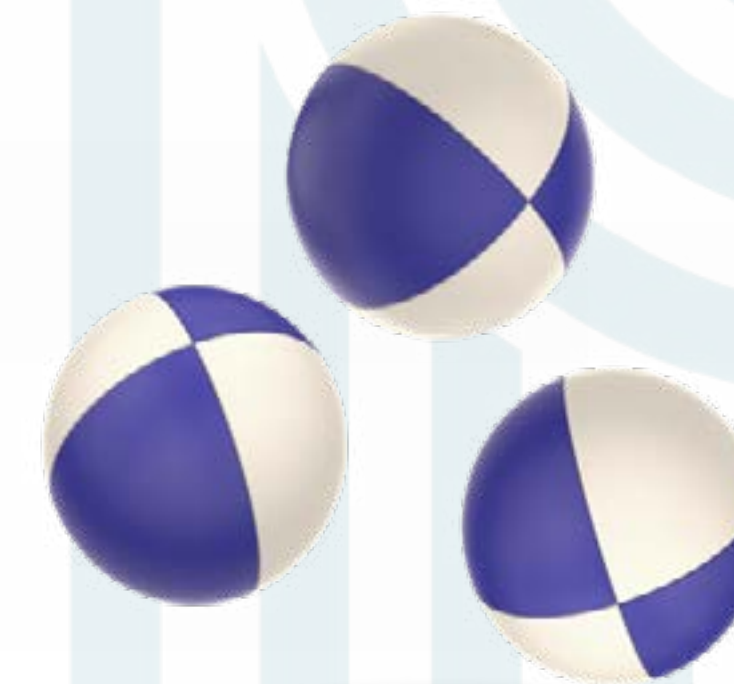
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# SEED LEADERSHIP ESSENTIALS

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



## RAISE YOUR PROFILE

LEAD WITH VALUES

LEAD YOURSELF

ASPIRE HIGH

MANAGE

STAKEHOLDERS

INSPIRE OTHERS

## SERVE YOUR PEOPLE

ATTRACT PEOPLE  
TO FOLLOW YOU

SELECT YOUR  
LEADERSHIP TEAM

DEVELOP YOUR  
TEAM MEMBERS

BUILD A GREAT  
LEADERSHIP TEAM

## DRIVE YOUR BUSINESS

LEAD WITH A  
WINNING STRATEGY

MAKE & INFLUENCE  
DECISIONS

TRANSFORM THE  
BUSINESS

DRIVE EXECUTION  
AND RESULTS

ENTHUSE CUSTOMERS



# PROGRAM CONTENT

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





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# DATES

IN ENGLISH

## BLP IN HUNGARY SUMMER 2025

CAMP 1	3-5 June 2025
CAMP 2	9-11 September 2025
CLOSING	4 December 2025

## BLP IN HUNGARY FALL 2025

CAMP 1	4-6 November 2025
CAMP 2	27-29 January 2026
CLOSING	30 April 2026

## BLP IN ROMANIA FALL 2025

CAMP 1	3-5 November 2025
CAMP 2	4-5 February 2026
CLOSING	TBA

IN HUNGARIAN

## BLP IN HUNGARY NYÁR 2025 (IN HUNGARIAN)

CAMP 1	3-5 June 2025
CAMP 2	9-11 September 2025
CLOSING	4 December 2025

## BLP IN HUNGARY ŐSZ 2025 (IN HUNGARIAN)

CAMP 1	4-6 November 2025
CAMP 2	27-29 January 2026
CLOSING	30 April 2026



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# FEES

EUR  
7.000\*

\* 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 or  
in its vicinity

ONLINE

via Zoom

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

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# 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 4 mentoring and 4 coaching sessions.

## PRE-COURSE PREPARATION

## CAMP 1 2 DAYS

## SPRINT 1 2 MONTHS

## CAMP 2 2 DAYS

## SPRINT 2 2 MONTHS

## END OF JOURNEY HALF DAY

MENTORING AND COACHING

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# SEED MANAGEMENT ESSENTIALS

## MANAGE YOURSELF

ENHANCE YOUR SELF-AWARENESS

MANAGE YOUR OWN DEVELOPMENT

MANAGE YOUR ENERGY & TASKS

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

MAXIMIZE EFFICIENCY

MANAGE CHANGE

MANAGE SUCCESS

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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)	● Manage Yourself
Small team introduction, discussion of personal motivation and goals	Feedback	Performance evaluations	Managing change	Certificates	● Manage your people
The manager's journey	Recognition	Support your people's development (coaching basics)			● Manage your business
Select your people	Managing self	Managing your energy	Feedback to each other, commitments, closing		
Motivate your people	Commitments, & Closing				

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# DATES

IN ENGLISH

## FOMP IN HUNGARY SPRING 2025

CAMP 1	28-29 April 2025
CAMP 2	17-18 June 2025
CLOSING	4 September 2025

## FOMP IN HUNGARY FALL 2025

CAMP 1	16-17 September 2025
CAMP 2	11-12 November 2025
CLOSING	22 January 2026

## FOMP IN HUNGARY WINTER 2025

CAMP 1	2-3 December 2025
CAMP 2	10-11 February 2026
CLOSING	9 April 2026

IN HUNGARIAN

## FOMP IN HUNGARY TAVASZ 2025 (IN HUNGARIAN)

CAMP 1	28-29 April 2025
CAMP 2	17-18 June 2025
CLOSING	4 September 2025

## FOMP IN HUNGARY ŐSZ 2025 (IN HUNGARIAN)

CAMP 1	16-17 September 2025
CAMP 2	11-12 November 2025
CLOSING	22 January 2026

## FOMP IN HUNGARY TÉL 2025 (IN HUNGARIAN)

CAMP 1	2-3 December 2025
CAMP 2	10-11 February 2026
CLOSING	9 April 2026





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## FOMP IN ROMANIA SPRING 2025

CAMP 1	15-16 May 2025
CAMP 2	3-4 September 2025
CLOSING	TBA

## FOMP IN ROMANIA FALL 2025

CAMP 1	16-17 October 2025
CAMP 2	11-12 November 2025
CLOSING	TBA



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4.000\*

\* 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

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A series of **online, short-session programs**, designed for busy executives who seek to enhance their leadership capabilities in specific areas like strategy, innovation, and change management.

These focused learning modules offer **practical, high-impact insights**, delivered in a convenient, **flexible format**. Each session is interactive and engaging, providing **immediate takeaways** that can be applied directly to your leadership role.

- **Focused content:** Each topic targets a specific leadership challenge.
- **Flexible and online:** Participate from anywhere in short, high-value sessions.
- **Actionable insights:** Learn practical strategies that you can implement right away.
- **Expert-led:** Sessions are facilitated by seasoned executives and industry leaders.

## MINI-JOURNEY

These programs are much more than just webinars. The short plenary sessions are immediately followed by **small group discussions**, with additional **pre- and post-session support**, including a **follow-up action learning group consultation** for more personalized feedback.



# MODULES

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Our program series covers a range of leadership topics, each consisting of two independent topics.

While each topic is a standalone session, we recommend attending both topics within a module for a more comprehensive learning experience.

**Special Offer:** Participants who complete a module will receive a digital certificate about their achievement.



## STRATEGY

TOPIC 1

### STRATEGIC THINKING

Introduction to the BASE theory. SPOT assessment of your situation (Big Picture), your Aspiration and understanding the Crux of the situation.

TOPIC 2

### STRATEGY DESIGN

Understanding the 6 strategic decisions – aspiration, playfield, an intro into differentiation (value curves) and how to organize yourself around these principles.



## INNOVATION

### LEADING INNOVATION

Understanding the difference between strategy and innovation, working on your core business and developing adjacent and transformational innovation, building an INNOVATION CULTURE.

### INNOVATION AS A PROCESS

An introduction to DESIGN THINKING – understanding the double diamond of design, convergence and divergence, empathizing and understanding the key issues. Ideating around issues, prototyping and testing.





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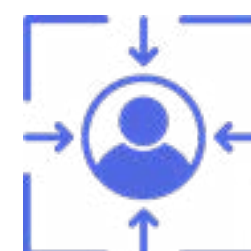
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# MODULES



## CHANGE



## CUSTOMER CENTRICITY



## SELECTION AND DELEGATION

TOPIC 1

### INSPIRING AND LEADING CHANGE

Change vs strategy and innovation - formulate and present your CHANGE STORY.

### STAKEHOLDER MANAGEMENT

Defining your key stakeholders via stakeholder mapping, management through the RACI model.

### SELECTING YOUR PEOPLE

Select the Right people for right task, by defining value fit, strengths and potential. Matching and managing tasks to team strengths.

TOPIC 2

### CHANGE AS AN ORGANIZATIONAL PROCESS

Engaging people for change, role modeling change, capabilities and operating mode required for change.

### CUSTOMER CENTRICITY

Defining your most valuable customer segments, short term and long term tactics - microsegmenting vs penetration building - defining a value proposition and the job to be done.

### MANAGING TIME THROUGH EFFECTIVE DELEGATION

Managing your own time and delegating effectively using the the situational leadership model.



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# MODULES



## GOAL SETTING AND ASPIRATION



## DEVELOPING YOUR PEOPLE



## BUILDING TEAMS AND MOTIVATION

TOPIC 1

### GOAL SETTING AND ASPIRATION

Learn how to set proper goals based on the WATAMA model with true purpose, teamwork and adjusted KPIs. Learn how to track these goals, evaluate and monitor progress and have a meaningful discussion around these.

### COACHING STYLE LEADERSHIP

Learn how to lead as a coach and practice it in real life situations.

### MOTIVATION FOUNDATIONS

We discuss the hygiene elements and what the real motivators are. Learn about autonomy, mastery and purpose and why they are the cornerstones of motivating your team.

TOPIC 2

### MANAGING PERFORMANCE

Manage the performance of your team members regularly, work on not just the WHAT, but the HOW as well.

### FEEDBACK

Learn the five basic steps of constructive and developmental feedback. Practice various types of feedback (including to peers and bosses) with specifically crafted roleplays.

### BUILDING A SUCCESSFUL TEAM

We discuss the 5 dysfunctions of a team and why showing vulnerability is a key to building trust.





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# PRICE

## SINGLE TOPICS

EUR 300\*

TWO HOUR SESSIONS

## MODULES

EUR 500\*

BOTH TOPICS WITHIN  
A MODULE (2X TWO HOURS)

## ADDITIONAL MENTORING

EUR 120\*

1-on-1 mentoring session with the  
Faculty of your module (45 min)

\* The price includes all teaching materials, all technical costs ensuring the delivery, tests and evaluations.  
The price does not include VAT.

## 3+1 SPECIAL OFFER

EUR 900\*

**ENROLL IN THREE TOPICS AND GET THE FOURTH ONE FOR FREE!**

MIX AND MATCH TOPICS FROM ANY MODULES TO  
CREATE A PERSONALIZED LEARNING JOURNEY

**COMPLETE 2 MODULES AND GET LIFELONG  
SEED ALUMNI MEMBERSHIP!**

Get invited to our exclusive SEED Connect events  
and Alumni Club sessions, where you can connect  
with other executives and leaders!

**COMPLETE ALL TOPICS WITHIN A MODULE  
AND GET A DIGITAL CERTIFICATE!**



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# DATES

**EVERY THURSDAY & FRIDAY**

**9 AM – 11 AM and**

**11 AM – 1 PM**

*Participants may choose any topic for either time slot, but sessions will only be held if there are more than 3 applicants per topic.*

# LOCATION

**ONLINE**

via Teams

[Visit our website](#)





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# EXECUTIVE MBA PROGRAM

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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## DATES

### NEXT INTAKE

26 September 2025

### APPLICATION DEADLINE

Early bird application:

2 June 2025

Normal application:

2 September 2025

### LENGTH

19 months (4 semesters)

## PRICE PER SEMESTER

Early bird application:

**EUR  
5.100\***

Normal application:

**EUR  
5.700\***

\*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

- BA/BSc diploma and transcript
- Motivation letter (minimum 600 words)
- Certificate(s) proving 5 years of work experience from your employer(s)
- Two signed letters of recommendation from your employer(s) on company headed paper
- CV
- Proficiency in English is tested based on the submitted application and a personal interview.
- Personal interview

As part of the admission process, you will need to purchase and complete five preparatory (foundation) courses. In case you have completed the GMAT Exam with a score of 600+ (or a GRE with an average score of 160), the four academic levelling courses are waived.

**FOR FURTHER DETAILS, PLEASE VISIT OUR  
WEBSITE OR DOWNLOAD OUR PROGRAM  
BROCHURE.**

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[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 led by executives with decades of experience in the given subjects, who also provide guidance to participants through two mentoring sessions as they navigate 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

**PRICE: EUR 3000\***

\* 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 sessions and lifelong membership in SEED Alumni. **The price does not include VAT.**

[Learn more](#)





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# 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.

Women's self-confidence and awareness of their authentic leadership style and strengths are the foundation for purposefully building their business interactions, trust, and success.

## FACULTY MEMBERS



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



**FANNI MAKRAI**  
Y2Y  
WorldSkills International  
Aon

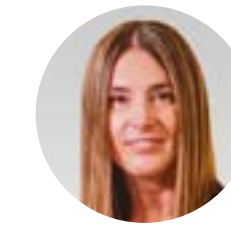
## OUR PREVIOUS GUEST SPEAKERS WERE:



**ANDREA PÁNCZÉL**  
Founder and Managing Director  
of White Paper Consulting  
Founder and Chair of Women in  
Energy Association (WONY)



**DR. GERGŐ J. BUDAI**  
Chief Executive Officer  
VANTAGE TOWERS ZRT.



**ZDRAVKA  
DEMETER BUBALO**  
Operating Director of Consumer  
Services and Retail  
INA GRUPA

## 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 and career
- 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 executive presence

2x2 days on-site in Budapest

Spring: 6-7 May 2025 | 30 June - 1 July 2025

Fall: 22-23 September 2025 | 3-4 November 2025

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# 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 using SEED’s practical, “DO-HOW focused” approach.

## FACULTY MEMBERS



**DR. LÁSZLÓ ESZES**

*Program Director*  
CEO and Academic Director of SEED  
T-Systems, GROW Group,  
Kearney



**GYÖRGY LEITNER**

Business Director of SEED  
RMC Medical, Affidea,  
GlaxoSmithKline

## 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 MAKKAI**

Managing Director CEE and Balkans of  
EssilorLuxottica (Ofofórt, Grand Vision)

## FOR WHOM?

Mid-to-senior level leaders who lead in an environment of rapid change, drive specific change initiatives, transformation programs or “just” want to enhance their organization to future readiness by increased organizational agility.

## KEY TOPICS

- The must-knows from behavior science about people and change
- The key tools and techniques change leaders must master, and applying them to the participants’ own change situations
- Many cases and examples: change stories from successful senior executive guest speakers
- Simulation exercises on change leadership situations

**2x2 days on-site in Budapest**

**Spring: 8-9 May 2025 | 12-13 June 2025**

**Fall: 9-10 October 2025 | 27-28 November 2025**

[Visit our website](#)

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# THE INNOVATION STRATEGIST

Leaders are expected to spark creativity, empower people, and drive outcomes – all while navigating the tensions between agility and discipline, or autonomy and alignment.

Grounded in SEED's DO-HOW approach, this program equips participants with the tools, mindsets, and behaviors needed to build and lead innovative organizations – and to scale that innovation into sustainable business success.

## FACULTY MEMBERS



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



**ZSUZSANNA KUN**  
Founding Partner  
NIBADA ANALYTICS

## KEY FOCUSES

- Explore real-world **innovation paradoxes** through CEE case studies and peer discussions
- Understand and practice the **five creative tensions** of the innovation leaders through complex innovation challenge exercises and role-playing
- Build **execution confidence** through feedback and stakeholder pitching
- **Create your own innovation strategy**

The objective of this course is to empower you, innovation leaders, with tools, strategies, and skills to foster innovation through inclusive leadership using our “**IDEAS**” Framework: inclusion, design, ecosystem, alignment and skills.

## FOR WHOM?

**Business leaders, team leads, or innovation champions** responsible for turning innovation into business results. Whether you're leading a startup, scaling a business unit, or transforming a legacy organization, this course equips you to turn creative ideas into **high-impact, sustainable business outcomes**.

2x2 days on-site in Budapest

2-3 October 2025 | 24-25 November 2025

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# FINANCE FOR EXECUTIVES

*BOOST YOUR LEADERSHIP  
AND DECISION-MAKING  
WITH FINANCIAL CONFIDENCE*

This intensive, practical-focused program is designed **for leaders who are not financial specialists** but want to build the skills to **integrate financial thinking into their work**.

The course equips participants to make data-driven, well-grounded decisions that foster **sustainable value creation** and support the **long-term growth** of their companies.

By mastering financial data interpretation, risk assessment, and investment evaluation, participants will become more confident and **multidimensional leaders** - empowered to enhance strategic planning, resource allocation, and overall business performance.

## PROGRAM INSTRUCTORS



**DÓRA JÁNOSI**  
*Program Director*  
Founder and Managing Director  
Finance Zone Kft.



**KRISZTINA HORVÁTH**  
*Faculty*  
Chief Financial Officer  
RTL Hungary



**JÁNOS SZABÓ**  
*Faculty*  
Former Chief Financial Officer  
Magyar Telekom

## FOR WHOM?

**Senior executives, managers, and business unit leaders** who want to grasp the financial impact of their decisions and drive value creation. It supports **non-financial leaders** in collaborating with finance teams and making well-founded, data-driven proposals.

## KEY TOPICS

- **Read financial statements with ease** and gain a comprehensive understanding of financial data interpretation.
- **Identify and evaluate risks hidden in the numbers.** Be proactive and well-informed.
- **Acquire an extensive array of financial tools** to identify profitable investment- and development opportunities with confidence.
- **Foster collaboration with finance professionals.** Communicate more effectively and align your team's goals with financial reality.
- **Boost the efficiency of the decision-making** by securing a solid financial base of strategic moves.

**2x2 days on-site in Budapest**

**16-17 October 2025 | 13-14 November 2025**

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# STRATEGIC MARKETING FOR BUSINESS LEADERS

*BUILDING SCALABLE GROWTH*

## BREAK FREE FROM OUTDATED MARKETING MYTHS

Tired of hearing that branding is all about influencers and performance campaigns? This program is your chance to uncover the real power of modern marketing and debunk the myths holding your brand back. Forget the fluff—this is about mastering what marketing really means today.

## LEARN FROM INDUSTRY EXPERTS

Engage with top marketing strategists to explore cutting-edge trends like Growth Theory, brand differentiation, and multi-channel communication.

## TURN INSIGHTS INTO ACTION

Analyze successful case studies with seasoned mentors and apply proven strategies to transform your brand and build a culture of creativity.

## PROGRAM INSTRUCTORS



**LÁSZLÓ ACZÉL**  
*Program Director*  
Managing Faculty at SEED  
Founder of  
Superfuture Consulting



**SAROLTA GÁL**  
Chief Strategist  
DBB

## FOR WHOM?

Mid-to-senior-level executives in sales, marketing, or operations who aim to grow and differentiate their brand, strengthen customer connections and drive measurable, scalable impact.

## KEY TOPICS

- **How Brands Truly Grow:** Evidence based laws of growth that replace marketing orthodoxy.
- **Physical & Mental Availability:** Enhance your brand power.
- **Distinct Differentiation:** Create a brand that stands apart and gets recognized.
- **Purpose-Driven Strategy:** Infuse meaning into your branding.
- **Channel Mastery:** Develop an “always-on” communication strategy.

2x2 days on-site in Budapest

date to be announced

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# BUSINESS LEADERSHIP IN THE DIGITAL AGE

*"THE TRUTH BEHIND BUZZWORDS"*

## LEAD YOUR BUSINESS INTO THE DIGITAL FUTURE!

Learn from successful digital transformation leaders and discover the key trends shaping tomorrow. Embrace the transformative potential of AI and new Digital Technologies, unlock the power of your Data Capital, meanwhile staying ambitious yet realistic.

Learn methods on how to build winning actionable strategies, drive digital business transformation, and create a culture that fosters real innovation. Gain applicable insights to stay ahead in the competitive digital landscape.

## FACULTY MEMBERS



**KRISZTIÁN KURTISZ**  
*Program Director*  
Chief Executive Officer  
UNIQA Biztosító Zrt.



**ANDRÁS FISCHER**  
Director of Innovation  
OTP Bank

## FOR WHOM?

Mid to senior leaders who want to address the challenges of the digital age, drive transformation initiatives, or strive to future-proof their organizations with enhanced digital innovation capabilities.

## KEY TOPICS

- Navigating amidst the latest digital trends
- Maximizing data value vs. ensuring security
- Moving beyond the AI hype
- Building a realistic and actionable digital strategy
- Culture and stakeholder management for your digital innovation ideas

**2x2 days on-site in Budapest**

**date to be announced**

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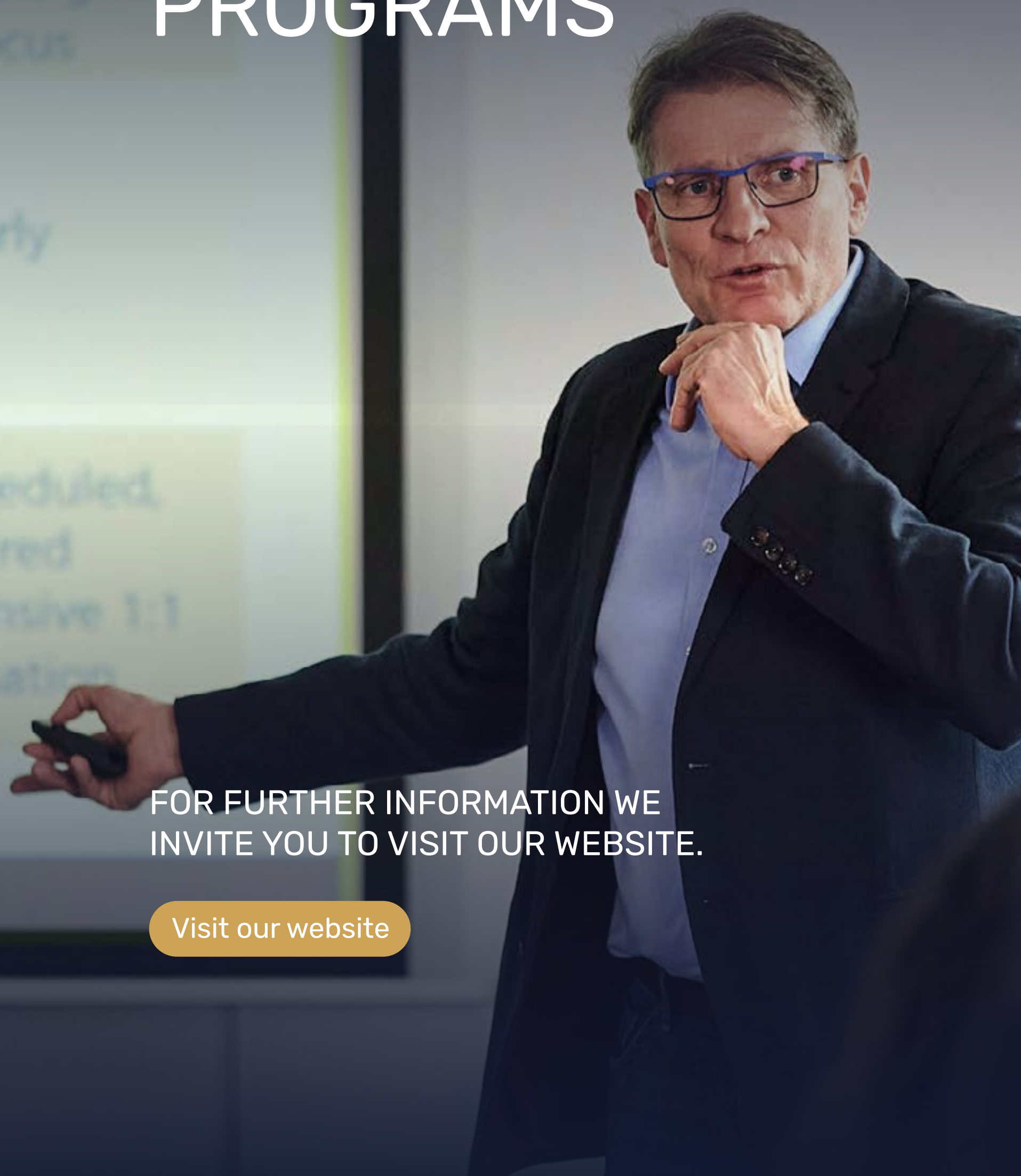
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# CUSTOM PROGRAMS



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 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 TO WORKING CLOSELY WITH YOU IN CREATING CUSTOMISED PROGRAMS AND SOLUTIONS.



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# CUSTOM PROGRAMS

## SENIOR LEADERSHIP TEAMS

This program is designed to develop the executive leadership capabilities and collaboration of senior leadership teams or boards. Built on SEED's "CHIEF EXECUTIVE TEAM" framework, it serves as an in-company version of the Advanced Leadership Program, focusing on key competencies of C-level executives while tailoring content to the organization's specific challenges. It also includes executive coaching and mentoring.

## STRATEGIC TRANSFORMATION

Designed for teams and organizations, this program supports businesses in refining their strategy and leading successful transformations. It integrates strategic and transformational leadership development with direct support for executing transformation initiatives.

## GENERAL LEADERSHIP AND MANAGEMENT

This program enhances the managerial and leadership competencies of middle to senior-level leaders, tailored to the organization's specific needs. As an in-company version of SEED's Business Leadership Program and Foundations of Management Program, it provides practical development opportunities complemented by executive coaching and mentoring to support leaders in their growth.

## LEADERSHIP FOCUS AREAS

Designed for strengthening specific leadership competencies for middle to senior-level leaders through a tailored in-company approach. Based on SEED's Leadership Focus Programs, it offers targeted development in key areas essential for executive success, aligning with the organization's unique challenges and objectives.

## MANAGEMENT TALENTS

This program helps organizations identify and develop high-potential managers. Tailored to the company's specific needs, it ensures emerging leaders gain the skills and competencies required for future leadership roles.





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

SEEDea - 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.

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](#)





# FACULTY POOL

OPEN AND COMPANY SPECIFIC  
GENERAL LEADERSHIP PROGRAMS

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



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



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



**LÁSZLÓ ACZÉL**  
Superfuture  
Young & Rubicam Budapest



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



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



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



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



**DR. ÁGNES FÁBIÁN**  
Henkel Hungary



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



**BALÁZS SIPOS**  
Béres Pharmaceuticals,  
Boiron, Boehringer Ingelheim



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





# FACULTY POOL

OPEN AND COMPANY SPECIFIC  
GENERAL LEADERSHIP PROGRAMS



**ESZTER AVAR**

Blueberry Development, HR Partner  
Consulting, Human Value International



**OANA ILIE**

Banca Romaneasca,  
Exim Bank, OTP Bank Romania



**MARIANNA SÁRVÁRI**

Deloitte, T-Systems,  
Raiffeisen Bank



**FERENC SZABÓ**

Raiffeisen Bank, Docler Holding  
Luxemburg, Credit Lyonnais Bank



**SANDY VACI**

P&G Canada, Cadbury International,  
Citibank Global Consumer



**DR. JUDIT ZOLNAY**

MetLife Hungary and Bulgaria,  
Aviva, AXA

What is SEED about?

Our Approach

Discover our programs

Programs for Individuals

ALP

BLP

FOMP

Executive Essentials

Executive MBA

Focus Programs

Programs for Organizations

Custom Programs

SEEDea - Executive Insights

SEED Connect

Faculty & Coaches

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**KRISZTIÁN KURTISZ**  
UNIQA Biztosító Zrt., CHERRISK,  
Groupama Biztosító Zrt.



**ANDRÁS FISCHER**  
OTP Bank, AltmanSolon, KPMG



**DÓRA JÁNOSI**  
Finance Zone Kft., Hiventures,  
OTP Bank



**FANNI MAKRAI**  
Y2Y  
WorldSkills International  
Aon



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



**SAROLTA GÁL**  
DDB, Young & Rubicam,  
Kraft Foods Hungary



# COACHES

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**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



**HAJNALKA KRISZT**

Executive coach,  
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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# REFERENCES

OUR FOUNDING  
PARTNERS



OUR PARTNERS INCLUDE





# BUSINESS LEADERSHIP PROGRAM

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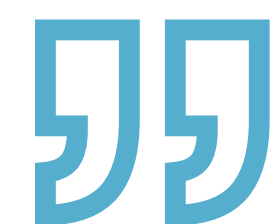
Contact



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 ABOUT OUR PROGRAMS

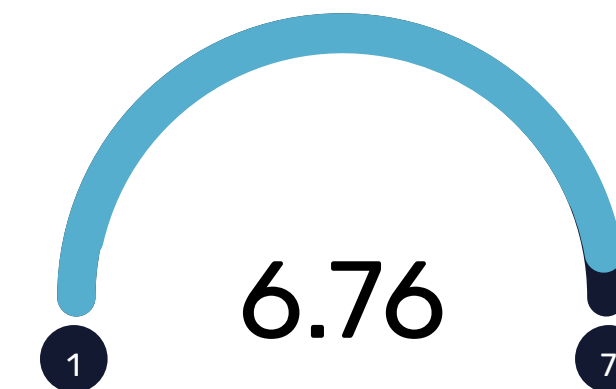
## OUR PARTICIPANTS' RECOMMENDATION

*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.

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





# FOUNDATIONS OF MANAGEMENT PROGRAM

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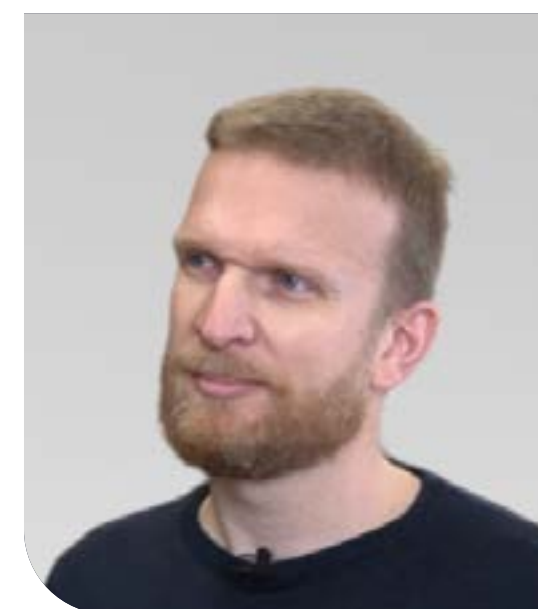
**BALÁZS BODNÁR**

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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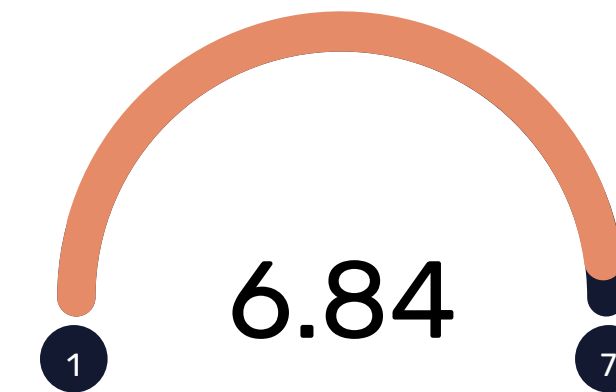
## OUR PARTICIPANTS' RECOMMENDATION

*Would you recommend this program to a colleague?*



## OVERALL RATING OF THE PROGRAM

*How would you evaluate the Foundations of Management Program?*



## 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.



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