STRA TEGIC MANAGEMENT FOR LEADERS OF NON-GOVERNMENTAL ORGANIZATIONS

A program held in Istanbul, Turkey in collaboration with Kadir Has University.
Nathalie Laidler-Kylander, Faculty Chair, is Lecturer in Public Policy at Harvard Kennedy School and Senior Research Fellow at the Hauser Institute. Throughout her career, Laidler-Kylander has served in several senior marketing positions in both the private and public sectors. She currently teaches at the Fletcher School, Tufts University and the China Europe International Business School. Nathalie has written numerous case studies in the fields of international marketing and nonprofit branding. Her most recent book, *The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy and Affinity*, co-authored with Julia Shepard Stenzel, offers a new framework for nonprofit brand management. She holds a BSc in Biochemistry, an MBA from Harvard Business School, and a PhD from the Fletcher School. Her current research focuses on the role of nonprofit brands and the emergence of the forth sector.

Brian S. Mandell is Senior Lecturer in Public Policy and Director of Harvard Kennedy School’s Negotiation Project. His current teaching and research address the theory and practice of negotiation, emphasizing third-party facilitation and consensus building in domestic and international protracted policy disputes. A Pew Faculty Fellow and Senior Research Associate at Harvard Kennedy School’s Belfer Center for Science and International Affairs, Mandell is the faculty chair of the Harvard Kennedy School Executive Education program *Mastering Negotiation: Building Agreements Across Boundaries*.

William P. Ryan is an Adjunct Lecturer at Harvard Kennedy School and a consultant to foundations and nonprofit organizations. His work, which focuses on nonprofit organizational effectiveness, has explored how several forces shape the capacity of nonprofits to deliver on their missions. His publications include *Governance as Leadership: Reframing the Work of Nonprofit Boards* (John Wiley & Sons, 2005) with Richard P. Chait and Barbara E. Taylor, and *High Performance Nonprofit Organizations* (John Wiley & Sons, 1999) with Christine Letts and Allen Grossman. Ryan is the faculty chair of the Harvard Kennedy School Executive Education Online program *Mobilizing Your Nonprofit Board*.
THE PROGRAM

The Strategic Management for Leaders of Non-Governmental Organizations program provides nonprofit and NGO leaders the tools, perspectives, and frameworks needed to strengthen leadership of their organizations, engage constituent communities, and cultivate long-term partnerships. Through cutting edge research, case studies, and presentations tailored to the unique needs of NGOs, this program provides the skills leaders need to develop and implement strategies to increase value to their community and constituents.

Harvard University’s John F. Kennedy School of Government serves the public interest by preparing leaders for service to society through scholarship and collaboration that contributes to the solution of public problems. Harvard Kennedy School (HKS) houses 15 research centers and institutes and more than 30 executive education and degree programs – with worldwide reach and influence. Executive Education programs at Harvard Kennedy School bring together today's public, private, and nonprofit sector leaders from around the globe to develop the skills they need to create public value in solving society's most pressing problems.

Kadir Has University was founded in 1997 as a private non-profit university to facilitate the education, development, and prosperity of today’s youth by means of innovative research and academic teaching that inspires democratic thinking and practice. Kadir Has offers education based on both traditional disciplines and interdisciplinary models through its five faculties, several vocational schools, 22 undergraduate, and 29 graduate degree programs, in addition to the numerous study abroad and dual degree opportunities it provides for its students in collaboration with distinguished universities from around the world. Kadir Has aims to produce students who are self-confident, who question, who consider all perspectives and evaluate them without prejudice, and who are open to the winds of change.
The Learning Model

The core of the Harvard Kennedy School teaching style is the case method, a tool pioneered at Harvard and used extensively in Harvard Kennedy School degree programs and Executive Education. Each case is a real-life situation that stimulates participants to think through problem-solving methods and possible solutions. By investigating the successes and failures of real people in real situations, participants draw lessons relevant to their own professional experiences and challenges.

The curriculum

The program will include the following topics:

» The leadership challenge
» Strategic analysis and planning
» Partnership and collaboration
» Performance measurement and maintaining organizational focus
» Governance as leadership: harnessing the value of your board
» Accountability: beginning and developing a committed and engaged constituency
» Negotiation to create successful coalitions

For each topic, participants will be introduced to a set of frameworks in a case reading or discussion. Participants will have the opportunity to consider the relevance of these frameworks for their organizations and discuss implementation in small and large group settings.

This program will include a substantial amount of small group work, providing a valuable opportunity to develop a network of partnerships among colleagues in nonprofit and non-governmental organizations.

“There is a huge demand for nonprofit executive education. Relative to other management education, it’s a field that is still developing. Our goal is to bring the educational models we’ve developed to leaders worldwide, rather than only delivering these models in Cambridge.”

Nathalie Laidler-Kylander, Faculty Chair, Lecturer in Public Policy
“I have been putting the lessons I learned during the Strategic Management for Leaders of Non-Governmental Organizations program into practice. I have started several initiatives at my university connected to governance, strategic planning, and improving functioning of structural divisions. A great outcome of the program for me was that it increased my self-confidence – I am sure that these initiatives are needed and that I can succeed.”

KAKHABER GORDADZE, CHAIRMAN, GORI REGIONAL EDUCATION FUND, GEORGIA
“Leadership and learning are indispensable to each other.”

John F. Kennedy

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