

BMW PROJECT REPORT NEW LEADERSHIP PROGRAM

WHY

In what for them is a new role, management talents receive guidance for the implementation of a transformational, strength-oriented management culture.

Objective: Learn about the BMW leadership approach and its implementation in everyday management.

HOW

Practice- and transfer modules alternately provide an opportunity to learn, to try and to reflect. Input, reflection and exchanges with are central methodical elements.

Objective: orientation creates security. This is the basis upon which effective leadership is built.

WHAT

Understanding of management is created, strength orientation is brought into focus and professional communication is enabled.

BMW Group



IN NUMBERS

2500

participants

1,3

average participant satisfaction
with the program

BMW

BMW has been regarded for
years as one of the most
attractive employers in Germany.

Objective: Development of BMW executives on the way to
Number One in leadership. This creates the basis for an

WHAT CUSTOMERS SAY

Tom Eppel, BMW GROUP:

"The common understanding of quality and our aim to provide impetus and to anchor sustainable results, are a solid basis for a trusting, inspiring, and professional collaboration."

**WE
CHANGE
LEADERSHIP.**

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attractive company in the war for talent.

BMW Group



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