

ThePowerMBA

The business program that's transformed management education worldwide.

100h class time

12 months

microlearnings

forum and downloadable content



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Hugo Arévalo

Executive Chairman | ThePower

"To change your team's mindset and transform your company into an agile, innovative and digital organization, you have to build a solid base of strategic, 360-degree business and management knowledge.

This program provides a catalyst for change."

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What questions will we cover in this dossier?

The School



Our methodology



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Who is this program for?



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Program contents



Three sample classes



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The School

Learn at the led business school by the most important succesful figures in the world

ThePower is the digital business school that **has revolutionized education around the world**, with a disruptive methodology where you learn with entrepreneurs and world-renowned experts.

+200k
students

+300
events

+90
countries

+600
companies

KEN GIBBS
Social Media
Marketing Manager



**MARTIN
EBERHARD**
Co-Founder



**RANDI
ZUCKERBERG**
CEO and Founder



MARC RANDOLPH
Co-Founder



NATALIE WILLS
VP of Brand at Booking



**JONATHAN
MILDENHALL**
Former CMO



JENNIFER FLEISS
Co-Founder



ERIC RIES
Author of
The Lean Startup



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Our methodology

> Theoretical classes

Microlearnings to learn at your pace

15-minutes classes that you can do whenever you want , wherever you want and best of all, as many times as you want. These classes will help you assume the concepts that you need to apply in your daily life.

> Learn from the experts

Success case analysis

Learning from entrepreneurs and globally recognized experts from succesfull companies is a key component of our training model.



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why this program and not a traditional MBA?



Training in a traditional MBA may be fine, however, these programs often focus more on theory than practice, lack diversity in career perspectives, and updating their content in line with the rapid development of today's market can be complicated.

In addition, it implies an additional effort due to traveling to classes and having to adjust to schedules that are often incompatible with your lifestyle.

All this makes it difficult to assimilate the information and its real impact on your professional life.

ThePowerMBA offers access to the same knowledge, constantly updated based on the current market, but with the advantage of learning from the most outstanding references worldwide in a much more practical, entertaining and adaptable format to the pace of work and life of each person.

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Who is this program for?

In 99% of companies there are a series of profiles for which this program helps them grow exponentially, being able to apply the next day what they are learning. What are these profiles?



High Potentials

Promising profiles that are going to **transition from a technical or functional role, towards senior management responsibilities.**

These profiles recognize the need to acquire a solid “management language” or management to be in tune with the leaders of the organization and use the same strategic tools as senior management.



Engineers and technical profiles

It is essential that profiles **with a specialized background**, such as engineers, manage to understand the business holistically, especially those who have a position of responsibility.

MBA's were created for this purpose!

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Who are you going to learn with?



Daniel Lamarre
President & CEO, Cirque du Soleil



CIRQUE DU SOLEIL



Steve Chen
Co-Founder, YouTube



Chris Barton
Co-Founder, Shazam



Deborah Singer
CMO, Girls Who Code



Randi Zuckerberg
CEO & Founder, Zuckerberg Media



Jennifer Fleiss
Co-Founder, Rent the Runway



Marc Randolph
Co-Founder, Netflix



Janice Fraser
Partner, Seneca VC



Martin Eberhard
Co-Founder, Tesla



Borja Adanero
Co-CEO y Founder, ThePower



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Program contents

The most innovative, complete and efficient business program for you.

Syllabus

1 Business Model Innovation

- Business Model Analysis
- Engines of growth
- The Power of Platforms
- Segmentation and Targeting
- Value Propositions
- Business Model Innovation Recap

2 AI for business

- AI fundamentals
- Business actions

3 Lean Startup

- Lean Startup Principles
- Testing Business Models
- Testing Business Ideas & Lean Startup Recap

4 Business and Marketing Strategies

- Blue Ocean Strategy
- Industry Analysis
- Corporate Growth Strategies
- Brand Strategy
- Blitzscaling
- Pricing
- Strategy and Business Fundamentals Recap

5 Leadership

- Leading Self
- Leading teams and organizations
- AGILE
- Leadership Recap

6 Entrepreneurship & Fundraising

- The Foundation of Entrepreneurship
- Building the Right Team
- Fundraising
- Entrepreneurship & Fundraising Recap

7 Power Selling

- Marketing 360
- Power Selling
- Digital Marketing Recap

8 Finance & Accounting

- Introduction to accounting
- From Accounting to Taxation
- Analysis of financial statements
- Investments & Company Assessment
- Sources of Financing
- Finance & Accounting Recap

9 HR & Talent Management

- HR as a Business Partner
- Next Generation Talent Management
- HR 3.0
- HR & Talent Management Recap

10 Bonus: Innovation and Disruptive Tech in Business

*This information may vary as we constantly update our programs.

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Three example classes

So that you can discover first-hand the format, methodology and content taught.

01



Theory classes from some of the leading experts in their fields, such as Eric Ries, author of The Lean Startup.

02



Business case analysis of the companies that broke the mold to help your teams apply that very same knowledge.

03



Dynamic classes in an interview format with entrepreneurs and executives from the world's most successful organizations.



Do you want to be the one leading
your company's transformation?

thepower.education



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 thePower