MIT Executive MBA Global Labs: GO-LAB Application

Global Organizations Lab projects focus on the strategic, management and organizational challenges of international scaling, localization, and cross-border initiatives and integration in organizations of all sizes. GO-Lab projects are four-month engagements (January-April) with a team of 4-6 carefully selected MIT Executive MBA students. The engagement includes a one-week field study trip (March 16-23, 2019) at one or more sites outside North America.

Projects are crafted in partnership with GO-Lab faculty to build in value for project sponsors while also meeting GO-Lab project requirements, with stretch, yet achievable, objectives and scope for EMBA student teams. A well-designed project will return the best results for your organization. Please thoughtfully consider and describe your project and organization. Plan to collaborate with GO-Lab faculty, so that the project design works for you and for GO-Lab. Please submit your completed project application by October 28, 2018.

explore the project you have in mind for GO-Lab and/or work with the GO-Lab faculty to sharpen the description, please complete Section 1 of the application and contact the GO-Lab faculty lead for sponsor relations, Stu Krusell, to discuss a possible project. The deadline for finalized projects is October 28, and we encourage you to begin this process by early October.

Once a project has been designed and accepted for GO-Lab, you and your project will be matched with a faculty mentor. Your faculty mentor will work with you to become familiar with your project and to familiarize you with the GO-Lab process. This is an important step. Faculty mentors present the projects to the EMBA students on December 1, 2018. Then, EMBA self-select teams and projects through an on-line matching process. Most projects are matched, but in any given year a small number may not be matched.

Section 1: Draft Project Description

Please describe your organization and proposed project. Please contact faculty Stu Krusell to begin the collaborative process of designing your GO-Lab project. A GO-Lab project (January-April) helps organizations doing business internationally to solve a key management challenge extending across national boundaries. Teams are comprised of 4-6 carefully selected MIT Executive MBA (EMBA) students, each averaging 17 years of work experience. The engagement includes a one-week field study trip (March 16-23, 2019) at one or more sites outside North America.
About Your Organization

1. Organization Name * (Full legal name):

2. Headquarters Country (Country where your organization is headquartered):

3. City (City where your organization is headquartered):

4. Postal Code: 5. Website:

6. Please briefly describe your business and main products/services or division in the case of a large organization:

7. Please indicate the size of the host organization (How many employees in total, and at each location?):

Project Focus

To frame your project, please keep in mind that your EMBA team will work with your organization over four months on an executive-level advisory project. EMBA students work full time while pursuing their degree at MIT. GO-Lab is their primary focus at MIT from January through April. Teams meet with their Faculty Mentors approximately once every 3 weeks (when they are on campus). The project leverages both an extensive ongoing virtual engagement and a one-week intensive Field Study with you (at your host site(s)). Anticipate being in contact with your team on a weekly (or at most biweekly) basis.

8. What is the key problem or challenge that you would like your team to address (Your EMBA team will work with you remotely from January through April, plus in person at your field study site(s) during the week of March 16-23, 2019)?

9. What are the cross-border elements of this challenge (Example: coordination of xx, across locations, sharing best practice across locations, innovating/co-creating across locations, localizing xx in yy etc.)?

10. What do you expect the team to deliver at the conclusion of the project (Example: perspectives on challenge/problem from MIT and/or best practice, insights regarding your organization, specific recommendations, specific tools/playbooks)?

Project Locations

Go-Lab projects typically involve 2-3 sites. These include a “home base” for the project, and one or two Field Study sites. A local (New England) home base is clearly a plus, but not necessary. GO-Lab teams can scope the project, complete early fact-finding, virtually and through visit(s) to MIT by the project sponsor (currently scheduled for February 2019).

This January-April engagement includes a one-week field study trip, March 16-23, 2019.

11. Please specify the project’s HOME BASE site, the location most central to the project:

12. Please specify Field Study Site #1:

13. Please specify Field Study Site #2 (if applicable):
Section 2: Project Contacts and Logistics

Executive Sponsor

The Executive Sponsor should be someone at a senior level in the organization who can provide the strategic context for the project and can make resources accessible for the GO-Lab project team. The Executive Sponsor may delegate operational support of the GO-Lab team to a Project Sponsor and Site facilitators but remains engaged in the success of the project.

14. Executive Sponsor’s full name (complete only if different from Project Host below):

15. Executive Host's title:

16. Executive Host's phone number including country code:

17. Executive Host's email address:

18. Executive Host's preferred mode of contact and best times to contact:

19. Executive assistant name, email and phone:

20. What other senior executives, if any, do you expect will be engaged with the EMBA GO-Lab team? Please specify the location for the initial contact and overall project orientation, either a locally based (Boston area) office that is in direct contact with project sponsor or location of project sponsor.

Project Host

Who will be the principal contact from your organization for this GO-Lab project? The Project Host should be someone directly responsible for the project and can regularly interact with the team and coordinate with the site facilitator(s). This should be the person whom the team can contact to discuss the project, project scope and milestones.

21. Project host’s full name:

22. Project host’s title:

23. Project host’s phone number, including country code:

24. Project host’s email address:

25. Project host’s preferred mode of contact, and best times to contact:

26. Executive assistant name, email and phone:

27. How much time will each on-site contact be available to spend with the team throughout the project (Please plan to be available as much as possible to help ensure that the students’ recommendations address the firm’s most critical needs)?

28. Please provide additional information you believe is important (Please provide any relevant background information, data, links, etc. that you believe will help teams understand your company, your project, and opportunity):
Project Home Base

Who will be the primary contact at the Home Base? This person should be aware of the overall project scope, milestones, and the role and importance of this site in the overall project plan.

29. Home Base Contact’s full name (if this contact is the Project Sponsor, only complete this question in this section): *

30. Home Base Contact’s Title:

31 Home Base Contact’s phone number, including country code:

32. Home Base Contact’s email address: *

33. Home Base Contact’s preferred mode of contact, and best times to contact:

34. Executive assistant name, email and phone:

Field Study Site 1: On-Site Contact

Who will be the primary contact at Site 1 for this GO-Lab project? This person should be aware of the overall project scope, milestones, and the role and importance of this site in the overall project plan.

35. Site 1 Contact’s full name (if this contact is the Project Sponsor, only complete this question in this section): *

36. Site 1 Contact’s Title:

37. Site 1 Contact’s phone number, including country code:

38. Site 1 Contact’s email address:

39. Site 1 Contact’s preferred mode of contact, and best times to contact:

40. Executive assistant name, email and phone:

Field Study Site 2: On-Site Contact, if applicable

Who will be the primary contact at Site 2 (if any) for this GO-Lab project? This person should be aware of the overall project scope, milestones, etc. and the role of this site in the overall project plan.

41. Site 2 Contact’s full name:

42. Site 2 Contact’s title:

43. Site 2 contact’s phone number, including country code:

44. Site 2 Contact’s email address:

45. Site 2 Contact’s preferred mode of contact, and best times to contact

46. Executive assistant name, email and phone:
Section 3: Sponsor Preferences and Commitments

Each sponsoring organization must be willing to commit to making data and meeting time available as needed. The MIT Executive MBA students will work in teams of 4-6. Sponsoring organizations are responsible for locating and booking local lodging (if necessary), and responsible for local travel expenses. Sponsoring organizations will be billed for EMBA team airfare. In the case of projects that involve multiple field sites. The team may split to cover the different locations. NOTE: All questions marked in with an * are required.

Preferences

47. What specific skills and experience should the team members bring to the project (Please indicate which abilities are required and which are preferred.)?

48. Who should NOT be involved in your project (competitive organizations)?

49. What (if any) language skills are critical? (In cases where teams are not fluent in a required language, can your organization provide an interpreter?)

Commitments

*50. Please confirm that you will cover the costs of EMBA team travel expenses, airfare, and lodging. See Travel Policy, #59 below.

*51. Please confirm that the PROJECT HOST commits to the following:
   a) participate in the Kickoff webinar in December 2018, date TBD.
   b) have at least one introductory call with the GO-Lab team and faculty mentor by mid December 2018.
   c) meet with the team in person at MIT on February 8, 2019. *

*52. Please confirm that the EXECUTIVE SPONSOR will meet in person with the team at least once. The single most important factor in a successful GO-Lab project is your participation. There is flexibility about when/where this meeting will occur. It can be scheduled during the introduction stage at MIT or at a nearby location.

*53. International Field Study trip. Please confirm that the SITE MANAGER(S) and other relevant on-site executives, employees (and possibly customers) will be available for interviews and meetings during the Field Study trip, March 16-23, 2019.*

*54. Please confirm that you will provide on-site workspace at each site during the field study trip (March 16-23, 2019). *

55. How did you learn about MIT EMBA Global Labs? (For example, MIT alumnus/alumna, MIT Sloan faculty member, other.)

56. Please describe any affiliations or connections your organization has to MIT. (Please include the names of those at MIT whom you know.)

Section 4: NDA, GO-Lab Timeline, Travel Policy

57. If you need a Non-Disclosure Agreement (NDA), please review the linked Non-Disclosure Agreement (NDA), developed for MIT EMBA Global Labs.* (Click this link to view the NDA)
58. GO-Lab Timeline

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<tr>
<th>2019 GO-Lab Project Timeline for Project Sponsors</th>
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<tbody>
<tr>
<td>Summer, Early Fall 2018</td>
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<tr>
<td>October 28, 2018</td>
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<td>December 2018</td>
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<td>December TBD, 2018</td>
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<td>February 4, 2019</td>
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<td><strong>February 8, 2019</strong></td>
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<td><strong>March 16-23, 2019</strong></td>
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<td>April 2019</td>
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<td><strong>April 26, 2019</strong></td>
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<td>May 2019</td>
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59. [Link to MIT Executive MBA GO-Lab Travel Policy](http://mitsloan.mit.edu/actionlearning/labs/emba-global-labs.php)

For more information about MIT Action Learning Global Labs: