Do you want MIT’s advice?

GO-Lab, an MIT Sloan executive-level action learning program, helps organizations address cross-border management challenges and opportunities. GO-Lab teams leverage their own executive experience, MIT’s analytical tools and faculty expertise during a 4-month engagement. Under the guidance of MIT Sloan faculty mentors, GO-Lab teams generate fresh perspectives and develop focused analysis and recommendations for sponsoring leadership teams.

MIT Executive MBA (EMBA) Program and Profile: The MIT EMBA attracts a diverse student cohort (120 EMBA per year) from a broad array of industries where MIT’s focus on science and technology, and reputation for innovation and entrepreneurship are reflected. Our General Management curriculum focuses on global leadership, data-driven analytics, operations management, system dynamics and innovation. Over the 20-month program, students travel to campus 30 times (every 3 weeks) for 26 weekend sessions, 4 one-week modules, and GO-Lab’s Field Study week.

MIT EMBA are the most experienced student cohort in North America and GO-Lab teams of 5-6 MIT average a combined 100 years of work experience, Students average 40 years of age, and almost half have already earned at least one graduate degree.

Project Duration/Travel: GO-Lab projects span four months (January-April) with one week set aside for Field Study: March 17-25, 2018 at one or more sites outside of North America. GO-Lab teams may travel to domestic sites prior to the Field Study week. GO-Lab is a 15 unit MIT course, requiring approximately 15 days of work per student (which excludes class time and includes Field Study week).

Sponsor a GO-Lab Project: An engaged executive sponsor is the single most important factor for a successful project. GO-Lab projects require a senior-level executive sponsor who can provide the strategic context for the project and make resources accessible for a GO-Lab team. The executive sponsor can be supplemented by a project sponsor (in larger entities), and a facilitator for each site to provide access to data and people. Project sponsors and facilitators engage with their team on a weekly/bi-weekly basis.

Deliverables & Expenses: Project sponsors are responsible for the travel and lodging expenses for the GO-Lab team. Deliverables vary by project and generally include a fully documented slide deck with a set of recommendations including a plan for implementation with executive summary; or an executive presentation deck, executive summary, and a written report. The report format is determined in conjunction with your input.
Project Scope

We seek a diverse portfolio of projects, each focusing on critical cross-border management challenges. Projects are not limited by industry, function, or organization size. Past projects include work with global, multinational organizations across multiple sectors: automotive components, banking/insurance, bio-pharma, IT, industrial and environmental monitoring products/services, medical devices, industry associations and not-for profits. In considering or crafting a GO-Lab project, sponsors may ask:

- Where could we launch the next product/ platform to best create and capture value?
- How can our company become more global, when most of our employees are in the headquarters country but our growth opportunities are elsewhere?
- What mechanisms can we employ to improve learning across sites?
- How could we configure our global supply chain to better address demand?
- How can new products, processes, systems, or business models be developed with inputs from different entities in different countries?
- How should we balance local independence and global standardization in specific business?
- How can we improve the value of our growth by acquisition, typically focusing on the integration of a specific acquisition, ideally across different settings?

While questions like these apply broadly, the best GO-lab projects focus on a pair of countries (e.g. HQ/core, one other). Working as executive advisors, GO-Lab teams develop a shared understanding of sponsoring organization’s

- relevant national and global economic and institutional contexts
- industry dynamics
- strategic positioning and capabilities
- management structure, organization, and processes

GO-Lab teams will engage with you through virtual and in-person meetings prior to and during the March 17-25, 2018 Field Study. They will provide value to you as they specify the core problems, understand relevant politics, observe the culture, and partner with sponsoring organizations across multiple borders to achieve breakthrough results. GO-Lab teams provide sponsors with new insights regarding their own organization as they tackle organizational challenges using data-driven research; field research including interviews, focus groups and shadowing and observation; and consultation across their MIT classmates, faculty, mentors and more MIT experts.

“The team’s report blew me away. Their diagnostic was detailed and opened our minds. It gives us tools to make decisions. I would definitely work with MIT Sloan teams again and I highly recommend it.” Sponsoring CEO

“For EMBA students, the goal of GO-Lab is not to serve as consultants in a particular aspect of management, but to explore management challenges, underlying causes, and potential solutions collaboratively – at to create learning on every step of the project along the way.” GO-Lab Faculty

Project Application Deadline: 10/27/2017