MIT Executive MBA Global Labs: GO-LAB Project Application

Global Organizations Lab (GO-Lab) focuses on strategic, management and organizational challenges of international scaling, localization, and cross-border initiatives and integration in organizations of all sizes. A GO-Lab project is a structured four-month engagement (January-April) with a team of 4-6 carefully selected MIT Executive MBA (EMBA) students. The engagement includes a one-week trip to 1+ site(s) outside of North America, during the Field Study period of March 14-21, 2020.

Projects are crafted with GO-Lab faculty to build value for project hosts while also meeting GO-Lab project requirements, with stretch-yet achievable-objectives for EMBA teams. A well-designed project will return the best results. Please thoughtfully consider and describe your project and organization. Plan to collaborate with GO-Lab faculty so the project design works for you and also for GO-Lab. Please submit your project application by October 25, 2019.

To explore project ideas, please complete Section 1 of this application and contact the GO-Lab faculty lead for host relations, Stu Krusell, to discuss possibilities and project design. The deadline for finalized projects is end of October. We encourage you to begin this process by early October to allow time for revisions.

Once a project has been accepted, you will be matched with a faculty mentor. Your faculty mentor will become familiar with your project and will familiarize you with the GO-Lab process and timeline. This is an important step. GO-Lab teams self-select, and faculty mentors present projects to EMBAs in December 2019. Most projects are matched, but a small number may not be matched.

**Section 1: Design a GO-Lab Project**

Please describe your organization and proposed project. Then contact faculty Stu Krusell to begin the collaborative process of designing and refining your GO-Lab project. A GO-Lab project can help you to solve key management challenges extending across national boundaries. Teams are comprised of 4-6 MIT Executive MBA (EMBA) students, teams average a collective 100 years work experience. The one-week Field Study period of March 14-21, 2020 is built into the EMBA calendar. It is reserved for EMBA teams to travel to one or more sites outside of North America.
About Your Organization

1. Organization Name * (Full legal name):
2. Headquarters Country (Where your organization is legally 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

Please keep in mind that your EMBA team will work with your organization over four months, January-May. EMBAs work full time while pursuing their degree at MIT. GO-Lab is their primary academic focus during that time period. GO-Lab requires approximately 15 days of work per student (excludes class time, includes Field Study week). Teams meet with their Faculty Mentors once every 3 weeks.

The project leverages both an extensive on-going virtual engagement and a one-week intensive Field Study with you at your host site(s). EMBAs may also travel to domestic locations prior to the March Field Study period. Anticipate connecting with your team on a weekly basis.

8. What is the key problem/challenge that you would like your team to address?

9. What are the cross-border elements of this challenge (Example: coordination across locations)?

10. What do you expect the team to deliver at the conclusion of the project? (Example: perspectives on challenge/problem, best practice, fresh organizational insights, recommendations, tools/playbooks)

Project Locations

Go-Lab projects typically involve 2-3 sites. These include a “home base” for the project, and 1-2 international sites. A local (New England) home base is a plus, but not a requirement. GO-Lab teams can scope the project, complete early fact-finding virtually and through visit(s) to MIT by the project sponsor scheduled for February 7, 2020.

This January-April project includes a one-week Field Study trip, March 14-21, 2020.

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 at a senior level in the organization to provide the strategic context for the project and to make resources accessible for the GO-Lab team. The Executive Sponsor may delegate operational support of the GO-Lab team to a Project Sponsor and Site facilitators (see below) but remain engaged in the success of the project.

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

15. Executive Sponsor’s title:

16. Executive Sponsor’s phone number (include country code):

17. Executive Sponsor’s email address:

18. Executive Sponsor’s preferred mode of contact:

19. Executive assistant name, email and phone:

20. Who are the other senior executives, if any, that you expect to engage with the EMBA GO-Lab team?

Project Host

Who will be the principal contact from your organization for this GO-Lab project? The Project Host is directly responsible for the project, and can regularly interact with the team, and coordinate with other 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 (include country code):

24. Project host's email address:

25. Project host's preferred mode of contact:

26. Executive assistant name, email and phone:

27. How much time will each on-site contact commit to the team throughout the project? (For best results, please plan to be available as much as possible.)

28. Please provide any additional information relevant to your project. Include background information, data, links, etc. that will help your team to understand your company, industry, goals, and project objectives
Project Home Base
Who will be the primary contact? 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 Host, only complete this question in this section): *

30. Home Base Contact’s Title:

31 Home Base Contact’s phone number (include country code):

32. Home Base Contact’s email address:

33. Home Base Contact’s preferred mode of contact:

34. Executive assistant name, email and phone:

Field Study Site 1: On-Site Contact
Who will be the primary contact at this site? 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 also the Project Host, only complete this question in this section): *

36. Site 1 Contact’s Title:

37. Site 1 Contact’s phone number (include country code):

38. Site 1 Contact’s email address:

39. Site 1 Contact’s preferred mode of 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 (include country code):

44. Site 2 Contact’s email address:

45. Site 2 Contact’s preferred mode of contact:

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

Project hosts must commit to making data and meeting time available to their team. Sponsoring organizations are responsible for locating and booking local lodging (if necessary) and are also responsible for local travel expenses. Sponsoring organizations will be billed for EMBA team airfare.

NOTE: All questions marked in with an * are required.

Preferences

47. What specific skills and experience should EMBA 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 on November 15, 2019.
   b) have at least one introductory call with the EMBA team and faculty mentor by mid-December 2019.
   c) meet with the EMBA team in person at MIT on February 7, 2020.

*52. Please confirm that the EXECUTIVE SPONSOR/PROJECT HOST 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 14-21, 2020.

*54. Please confirm that you will provide on-site workspace at each site during the field study trip (March 14-21, 2020).*

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 with whom you are acquainted.)

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. 2020 GO-Lab Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer, Early Fall 2019</td>
<td>Draft a project proposal with input from EMBA Faculty Mentor</td>
</tr>
<tr>
<td>October 25, 2019</td>
<td>DEADLINE for finalized project proposal</td>
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<tr>
<td>November 15, 2019</td>
<td>Project Host Orientation Webinar, 11-12:30 Eastern, online</td>
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<tr>
<td>December 2019</td>
<td>Match Hosts &amp; projects with GO-Lab team</td>
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<tr>
<td>December 2019</td>
<td>Introductory call/meeting with Host and team</td>
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<tr>
<td>January 24, 2020</td>
<td>Finalize project scope with GO-Lab team</td>
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<tr>
<td>February 7, 2020</td>
<td>Hosts to meet with teams in person at MIT</td>
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<tr>
<td>March 14-21, 2020</td>
<td>FIELD STUDY: EMBA team travel to Host’s international location(s)</td>
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<tr>
<td>April 2020</td>
<td>Review Team findings &amp; analysis for feedback</td>
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<tr>
<td>April 24, 2020</td>
<td>Executive Presentations to Hosts at MIT</td>
</tr>
<tr>
<td>May 2020</td>
<td>Final report to Host</td>
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59. Link to MIT Executive MBA GO-Lab Travel Policy

For more information about MIT Action Learning Global Labs: