

**PRESS RELEASE**  
**20 June 2024**



## **ESCP Business School and Mindvalley Launch a Leadership Mastery Programme**

**ESCP Business School and Mindvalley have launched the Leadership Mastery programme - a six-month online certificate designed to lead transformation and balance personal and organisational leadership in the age of AI.**

[ESCP Business School](#) and Workway, powered by Mindvalley, launched a Leadership Mastery programme at an exclusive event at the iconic Sky Garden in London on June 13. This new partnership allows both institutions to align on a mission to revolutionise education.

The event, titled "Navigating the Future: Leadership Master in a Transforming World", was attended by 150 executive leaders and delved into themes shaping the future of leadership including digital transformation, people centricity, mindfulness, and strategy execution.

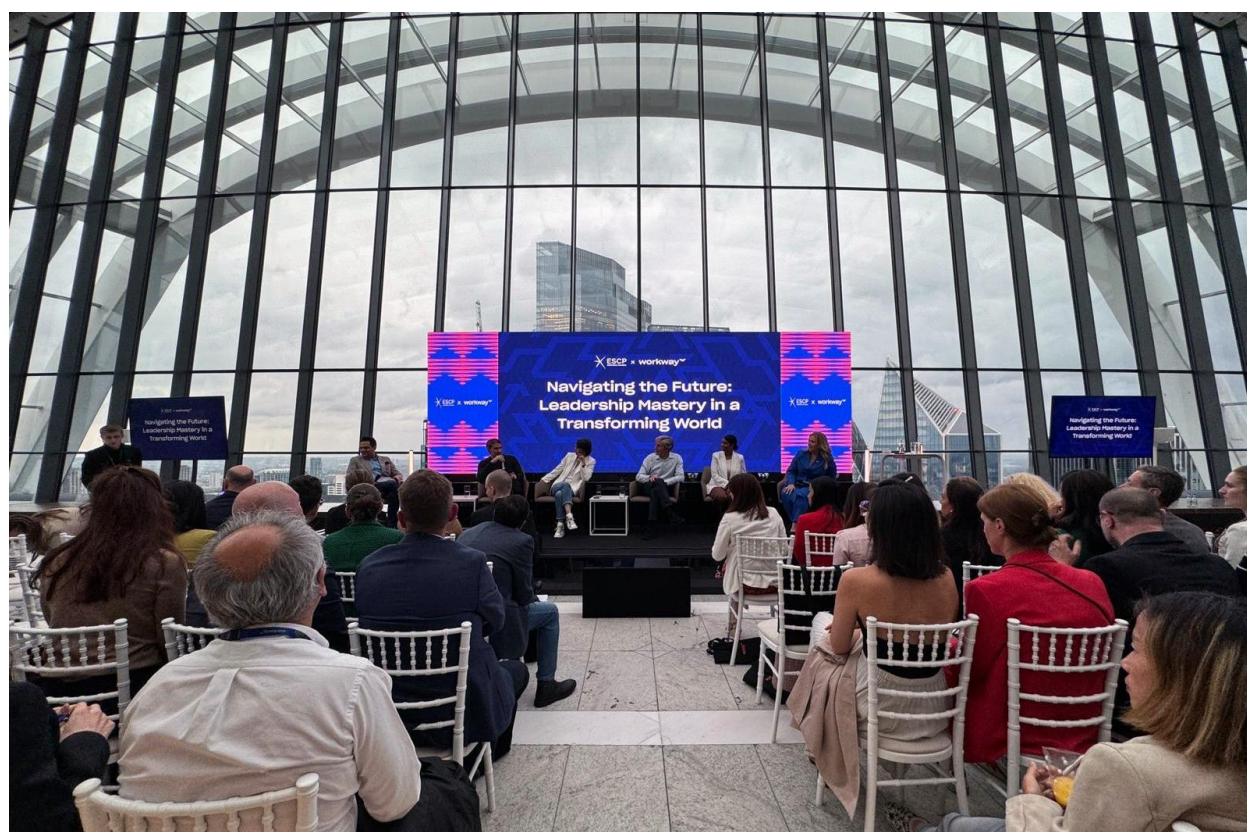
The Leadership Mastery executive certificate programme offers a six-month transformative journey, blending traditional academic excellence with cutting-edge personal development techniques to empower participants as leaders of impact and influence.

At the core of the programme are three pillars which address the multi-faceted demands of modern leadership: corporate innovation, personal leadership and cultural transformation.

**[Kamran Razmdoost](#), Dean of ESCP Business School London, said:** "This new programme and partnership aims to assist leaders in developing strategic, critical and analytical thinking, as well as humble, mindful and authentic leadership practices. Our vision was to create a well-balanced programme benefiting from both cutting-edge theories and best practices to empower the next generation of leadership in a complex, changing and interconnected world."

Attendees heard from two keynote speakers who provided a glimpse into the programme's content. [Keith Ferrazzi](#), Founder of Ferrazzi Greenlight and #1 New York Times Bestselling Author, spoke about personal leadership and rethinking team dynamics with a forward-looking twist, while [Martin Kupp](#), Associate Professor in Entrepreneurship and Strategy at ESCP Business School, gave a talk on corporate innovation, ambidextrous organisations and the links between exploration, extrapolation and exploitation.

The event culminated in an inspiring panel discussion, where Ferrazzi and Kupp were joined by [Veronique Tran](#), Professor of Organisational Behaviour and Executive Vice-President of Executive Education and Corporate Relations at ESCP Business School. Prof. Tran added an emotional intelligence perspective to the fascinating discussion, rethinking the future of leadership in the light of global technological advancements and changing behaviours.



Picture: Panel discussion at the ESCP x workway Leadership Mastery Programme launch event

**[Amen Yared](#), Associate Head of Executive Education Custom Programmes & Business Solutions and Programme Lead of the Leadership Mastery programme at ESCP Business School, said:** “ESCP is committed to equipping executives to be effective change-makers within their organisations and society at large. That is why we are proud to launch this programme that addresses the different facets of leadership.

We believe that a strategic investment in leadership development can offer an unparalleled benefit to an organisation's present and future success.”

**Misagh Akhondzad, a VP of B2B Growth at Mindvalley, said:** “We are thrilled to announce our partnership with ESCP Business School which aims to bridge the gap between industry and academia. This collaboration will deliver cutting-edge leadership programmes to elevate human potential and empower individuals and organisations to thrive in a rapidly evolving world.

We are seeing an immense need to future-proof organisations and cultivate a new generation of leaders. These leaders will enable transformative change by navigating the unprecedented pace of new realities in the workplace, the integration of Gen Z into the workforce, and the rapid advancement of AI initiatives.”

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**More about the Leadership Mastery programme can be found [at this link](#).**

**More information on ESCP Business School London can be found at:**  
[escp.eu/london](https://escp.eu/london)

### **About workway**

*workway, powered by Mindvalley, is a professional platform designed to enhance holistic well-being for employees and leaders. Workway fosters personal growth and collective impact within organizations with over 100+ programs in areas such as career, soul, mindset, and intrapreneurship, curated by world-class coaches and mentors.*

### **About ESCP Business School**

*ESCP Business School was founded in 1819. The School has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Six campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management.*

*Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way.*

*This conviction and ESCP's values - excellence, singularity, creativity and plurality - daily guide our mission and build its pedagogical vision.*

*Every year, ESCP welcomes 10,000+ students and 6,000 managers from 135 different nationalities. Its strength lies in its many business training programmes, both general and specialised (Bachelor, Master, MBA, Executive MBA, PhD and Executive Education), all of which include a multi-campus experience.*

*It all starts here.*

Website: [escp.eu](https://escp.eu)

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## **Press Contacts**

### **ESCP**

Viktorija Nikitina

[vnikitina@escp.eu](mailto:vnikitina@escp.eu)

+44 (0)20 7443 8826

### **Integra Group**

Elly Crawford

[elly.crawford@integra-group.co.uk](mailto:elly.crawford@integra-group.co.uk)

+44 (0)20 3921 0310