SMU
SINGAPORE MANAGEMENT UNIVERSITY

Executive Development

Transforming Leaders Through Impactful Learning

PROFESSIONAL

About SMU Executive Development

Changing perspectives and inter-disciplinary exchange across Asia are at the heart of the Executive Development learning experience

SMU-ExD is changing the way that learning solutions for individuals and organisations are designed and delivered by focusing on developing long-term, collaborative partnerships that are flexible and adaptive in design; innovative and iterative in delivery and applicable in execution to align with real world business challenges.

We are fuelled by a passion to help individuals and organisations address their explicit challenges.

Working alongside our clients, we co-create learning solutions and experiences that support the individual and organisational development needs to create value.

"Preparing Leaders of Tomorrow Through Transformative Education and Multi-disciplinary Research to Provide Insights to Solve Pressing Organisational Challenges."

Our Goal

To provide our learners with a truly transformative learning experience, equipping them with the skills, knowledge and behaviours they need to lead their organisations towards sustainable growth in an ever-changing business landscape.

By combining cutting-edge research, world-class educators, and real-world case studies, we deliver a range of bespoke learning solutions and experiences that are customised to the specific needs and goals of leaders and organisations.

With a focus on practical, applied and experiential learning that delivers measurable results, we provide leaders with the tools they need to innovate, problem-solve, and drive success in their organisations. And with opportunities to network and learn from peers and thought leaders, we provide the perfect platform for leaders looking to take their careers and organisations to the next level.

Our Impact

40+
Countries We Work With

70,000+
Executives Engaged

200+
Clients We Worked With

250+
Unique Programmes Designed

From 2015 to 2025
Updated as of 24/04/2026

Identifying Your Challenges

Organisations operating in today's dynamic business landscape face numerous challenges that can significantly impact their success.

Market Disruptions

The emergence of digital technologies, and the disruptions they create, are reshaping companies and entire industries. In this dynamic environment, organisations need to evolve not only to keep up with today's digital landscape, but to also keep abreast of the trends and transformations that may be game-changing threats tomorrow.

Business Growth

The world of business changed dramatically during the global pandemic. Today, leaders urgently need to know what trends will influence their industries and companies, where to look for new growth opportunities and how to pivot their organisations to capitalise on those growth opportunities.

Complexity of Operating Environments

The world's getting smaller. And faster. Leaders are now working across countries, cultural boundaries, and time zones. But at the same time, with more challenging economic and business conditions, they're often given less power to shape what happens next. They're held accountable for delivering results today, while adapting for tomorrow. In a landscape as complex as this, leadership insights and practices need to evolve with the times.

Leadership Development

Leadership Development is critical as organisations strive to attract, develop, and retain skilled leaders who can thrive in a fast paced and ever-changing business landscape. Addressing these challenges requires a holistic approach to continuous learning and capability development. Organisations need to build collective capacity and a pipeline of future-ready leaders who take up leadership challenges to stay ahead in today's complex and unpredictable business environment.

Why Partner With Us

1

City Campus

Located in the heart of Singapore's central business district, within the arts and heritage precinct, our location as a city campus provides participants the opportunity to be immersed in the city's vibrant culture and economy.

2

Ranked University

We are a distinguished university with a well-established reputation for academic excellence. We achieved the prestigious AAHRPP status, a first in Singapore in 2018, and we are ranked 15th globally among specialised universities in the QS 2024 rankings. Additionally, in the most recent Financial Times (FT) Global Ranking of Masters in Management (MiM) programmes as of September 2023, we secured an impressive position, ranking 41st worldwide and 5th in Asia.

3

World-Class Delivery

We stand out through our dedication to deliver world-class education locally, regionally and globally. With renowned faculty, innovative teaching methods, strong industry ties, and a global perspective, we ensure our participants receive a top-tier learning experience, preparing them for success on a global scale.

4

Experienced Faculty and Industry Speakers

Our programmes are delivered by a team of experienced faculty and learning educators in their respective fields. They bring a combination of academic knowledge and practical industry experience to the classroom, ensuring that participants receive a well-rounded learning experience.

5

Asia Deep Dive

With a renowned reputation within the dynamic Asian landscape, we offer leaders a distinctive interdisciplinary education centered on the region. This unique focus equips participants with global perspectives, industry relevance, and cultural fluency, preparing them for effective leadership in the region.

6

Global Perspective

Our University is known for its global outlook and collaborations with international institutions. Our programmes may include global study trips, allowing participants to gain insights into international business practices and cultures.

7

Networking Opportunities

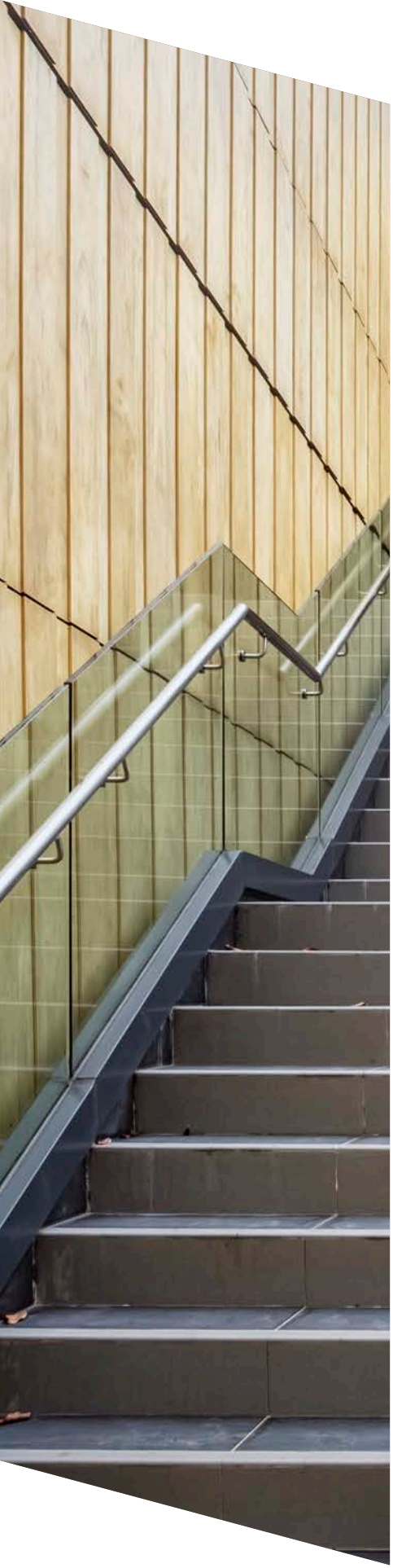
Our programmes provide excellent networking opportunities as participants will be exposed to and interact with professionals from diverse industries, allowing for knowledge-sharing and the development of a strong professional network.

8

Associate Alumni Benefits

Upon completing specific programmes, individuals will be eligible to join the SMU Associate Alumni programme.

The programme offers discounts on selected short courses as well as access to various networking and thought leadership events. Associate Alumni also receive regular updates through "SMU Circle" as well as exclusive privileges and discounts from our partners, elevating their alumni status.



Our Solutions

We offer effective solutions to the challenges organisations face in today's dynamic business landscape by equipping leaders with the knowledge, skills, and networks necessary to navigate market disruptions, identify new opportunities, adapt strategies, and drive innovation.

Various programmes are available to address the individual and organisational challenges, including Short Courses, Custom Programmes, Partner Programmes, and Immersion Programmes.

Short Courses

Our short courses bring together academic experts, industry leaders and leading practitioners to deliver world-class, immersive learning experiences that will challenge your thinking, develop new perspectives and elevate your career. You will participate in various innovative, impactful learning experiences designed to equip you with the skills, knowledge and behaviours to navigate challenges, realise opportunities and achieve your career goals. Our programmes are delivered face-to-face (F2F), blended or online.

Custom Programmes

Custom programmes offer bespoke learning solutions that directly address the specific challenges faced by organisations. Our dedicated Client and Programme Directors collaborate closely with our clients to design and develop a learning solution that aligns with their strategic objectives and addresses their unique needs. These programmes include areas such as change management, innovation, sustainability, and leadership development. By customising the programme, we ensure that it addresses the organisation's specific challenges, enhances their capabilities, and fosters a culture of learning and growth within the organisation. Our programmes can be delivered face-to-face (F2F), blended or online.

Partner Programmes

We take immense pride in our commitment to fostering meaningful partnerships, a cornerstone of our strength. These collaborations and strategic alliances extend both across industry frontiers in Singapore and throughout the region, as well as with esteemed overseas universities representing a pivotal avenue for our continuous growth and evolution. These alliances enable us to broaden our horizons, granting us access to invaluable insights that are inherently industry specific.

Our partnerships with overseas universities represent a symbiotic relationship that enriches both our institution and our partners. These affiliations transcend geographical boundaries, fostering a global perspective that is instrumental in shaping our educational endeavours.

Immersion Programmes

Through strategic partnerships with esteemed overseas universities and partners, we offer a unique immersion programme that serves as a gateway to Asia. This immersive experience is designed to be thematic, allowing our participants to delve into specific fields of interest while gaining invaluable insights into Singapore's vibrant culture and its pivotal role as a hub for innovation, trade, and cross-cultural exchange in the heart of Asia. Our collaborative approach ensures that our participants receive a well-rounded and transformative educational journey, fostering international perspectives and cross-cultural understanding.

Our Ability to Adapt, Adjust and Respond

We create a red thread for each of our learning solutions and experiences which connects the learning journey. We pride ourselves on our ability to adapt, adjust and respond to the changing needs of our clients and their leaders. This is critical to how we develop long-term partnerships with our clients.

Co-creation and Partnership

To us, partnership means listening, leading, and delivering. We listen because your business context matters to how we need to design and deliver our learning solutions and experiences within your context. Every client is unique. We lead through inquiry and provoking discussion around new thinking, ways of working and insights. We also feel a deep sense of ownership to ensure we take care of all the details that create a great individual and organisational learning experience that delivers impact.

Iteration, Innovation and Delivery

Our design methodology incorporates the right balance of content, context, process, and application. We bring deep design and development capability from working within and across multiple industries. This experience allows us to provide flexibility in designing learning solutions and experiences that are problem-centered and can scale quickly to drive the transformation and impact needed for the organisation.

We focus on a continual process of iteration and innovation, fine-tuning and improving our learning solutions and experiences to ensure they continue to meet the changing business needs of our clients.

Impact and Results

The ultimate test for any learning solution or experience is the impact that it delivers at both the individual level for each participant, and at the organisational level. Every facet of our learning methodology is focused on delivering impact. We work with our clients to determine the most appropriate methods to evaluate the learning impact.

Our Methodology to Create Value

We focus on optimising learning to drive individual and organisational transformation through aligned engagement, targeted capability, embedded change, and measurable outcomes.

OUR 4E IMPACT FRAMEWORK

ENGAGE

Align the Stakeholders Around the Real Challenge.

We work with senior sponsors and business leaders to define the real strategic challenge, clarify success measures, and surface misalignments ensuring the learning solution is aligned to the individual and organisational needs.

ENABLE

Build the Capabilities that Drive Performance.

We translate business priorities into targeted, experiential learning that builds capabilities leaders need most. By combining insights with real-world application, we enable leaders and teams to perform in complex, ambiguous and contested environments.

EMBED

Sustain Adoption and Reinforce New Ways of Working.

We partner with participants, leaders, and the broader organisational ecosystem to embed new behaviours into everyday practice so change is reinforced by the system, not left to individual will.

ELEVATE

Measure What Matters and Strengthen What Works.

We align across agreed success metrics and multiple data sources to demonstrate impact, identify what to strengthen, and inform the next cycle of transformation.

We employ a comprehensive methodology to ensure the success of our learning experiences. At the core of our approach is customisation, as we recognise that each organisation has unique challenges and goals. By closely collaborating with clients, we co-create the programme content, duration, and delivery methods to address specific needs.

TRANSFORMING LEADERS THROUGH IMPACTFUL LEARNING

DEVELOP MINDSETS

New worldviews unlock new capabilities

STIMULATE ACTION

Stretch with experience, internalise with reflection and act with confidence

GENERATE IMPACT

Impact is systemic, data-driven and interactive

INNOVATE

Meaningful technology and fresh thinking create value

Frequently Asked Questions

What are the benefits of partnering with SMU Executive Development?

Our programmes help leaders develop their skills, knowledge and behaviors to become more effective leaders, and grow personally. They also help leaders expand their network, advance their careers, and improve their job satisfaction and performance.

What topics or areas are covered in executive development programmes?

The topics may include leadership development, strategic management, digital transformation, sustainability, innovation, change management, communication skills, and other relevant areas for growth.

What are the different formats of executive development programmes?

Our programmes come in various formats, including face-to-face (f2f) workshops, blended and online approaches.

How are executive development programmes delivered?

Our programmes are delivered with great flexibility. We adapt the learning content, desired learning outcomes and participant profiles to the needs of the client. Some of the most common learning methods include project-based learning, classroom delivery, site visits, business simulations, online and mobile learning, scenario building case studies, assessments, storytelling, executive coaching, webinars and fireside chats with learning industry practitioners.

What is the cost of executive development programmes?

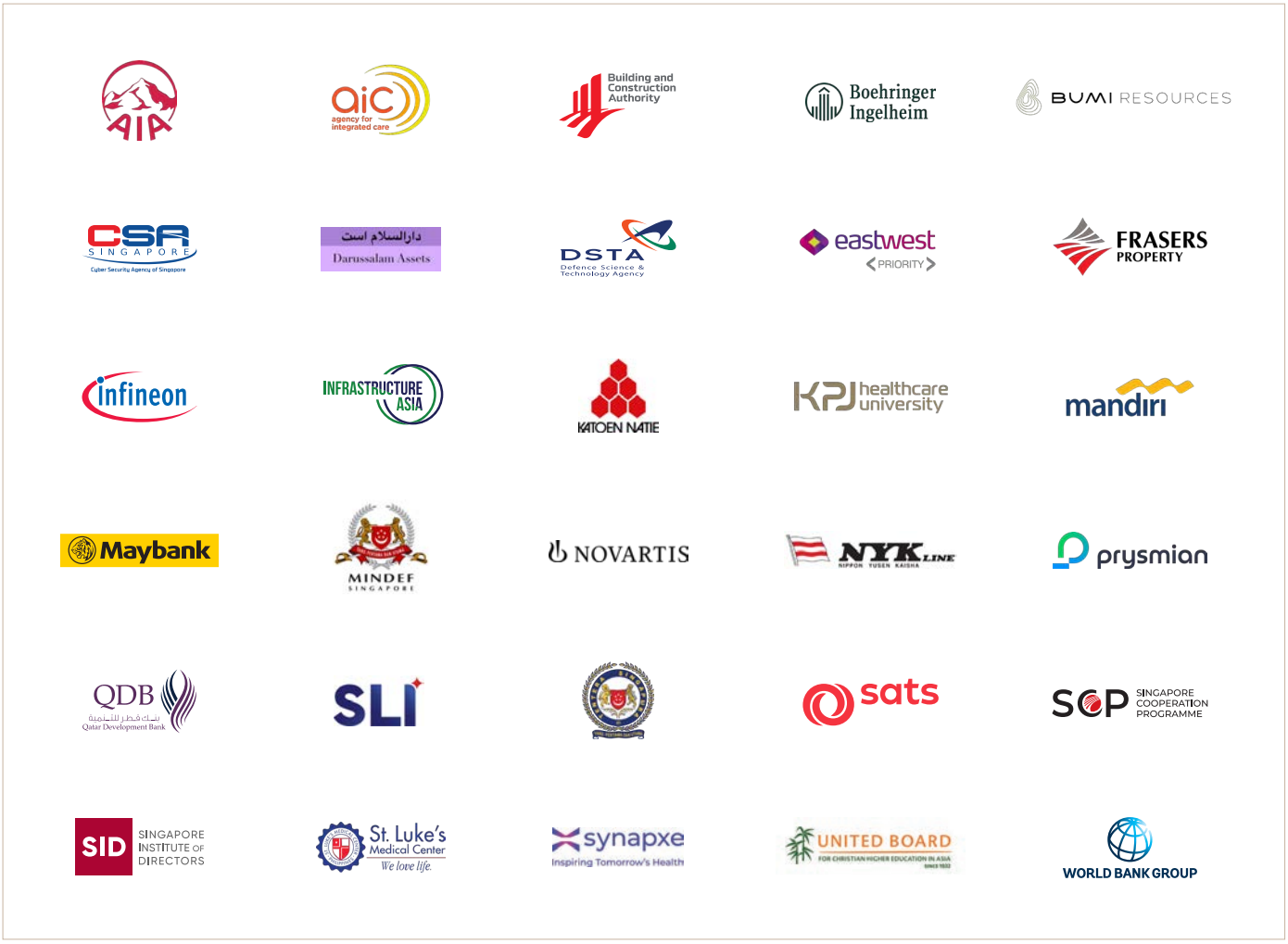
The cost of our programmes can vary depending on the programme's length, format, extent of customisation, and other needs of the client.

How can organisations measure the Return of Investment (ROI) of executive development programmes?

Organisations can measure the ROI through the evaluation and measurement of programme effectiveness, including methodologies we use for assessing the impact of executive development programmes on individual and organisational performance.

Clients & Partners
We Work With

Some of Our Clients & Partners



Our Overseas Higher Education Partners

What Our Clients and Participants Say About Us

Using a simple framework centred around direction, alignment, and commitment, we talked about how to establish strategic leadership in an organisation and brought this to life with a group activity. Through the Hogan assessment and the takeaways from that, I've learned how I act, what drives me, and how I can better interact with others.

Tony van Eck
Director, Value Delivery
– MuleSoft ASEAN (Salesforce)
EXCEL Leadership Programme

Coming from the coal industry, which deeply intersects with a large community of workers and many ESG aspects, the Steward Leadership Advantage Programme provided the concept, the principle and also the technical methods to maximise performance and lead a company for the collective good of all stakeholders.

M Iffan Fanani
General Manager of Human Resources
PT Kaltim Prima Coal
Steward Leadership Advantage Programme

I chose the programme for three reasons: the faculty, the quality of in-person classes, and the balanced design. It blends strong academic foundations with industry practitioners and real-world cases, and the small, intimate class setting fuels rich debates.

Best of all is the diverse cohort, people from many sectors who challenge your thinking. We kept learning beyond the classroom, sharing articles and views in our chat.

Jerrica Chooi
Country Holding Officer,
ABB Singapore Board Vice President of the Swedish Chambers of Commerce in Singapore
SMU-SID Directorship Programme

The most impactful element for me is the session on rail project structuring and de-risking strategies. It provided practical insights on how governments can support projects through mechanisms like risk sharing, guarantees, and long-term planning—to make infrastructure more bankable and sustainable. This was particularly useful in understanding how to better design PPPs from the outset.

Kristin C. San Pedro
Division Chief of Risk Monitoring
PPP Centre of the Philippines
Growing Infrastructure Course

Our Certification

We acknowledge the achievements of our participants by providing a seamless experience through our digital credentials. Participants who have successfully met the programme requirements will receive an email notification to create a digital education passport where they can easily access their credentials for their records, sharing and verification. The digital credentials may come in the following formats below.

Digital Certificate

The digital certificate will be verifiable using a blockchain-based online portal that enables the issuance and verification of certificates to be tamper-proofed. We also offer digital credentials for programmes that we have partnered and curated with to participants who have successfully met the programme requirements. A sample of how the programme certificate looks like can be seen above. A physical certificate can be provided upon request.

Digital Badge

Further enhancement to digital credentials, the newly add-on digital badge feature will be extended to various programmes with effect from 1 January 2023. Each badge consists of an image and metadata that are uniquely linked to each individual. Participants can easily publish their competencies and achievement via online platforms and social media network as part of their digital resume, e-portfolio and more.

Meet Our Commercial Team

Custom Programmes

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