

The 12-Week MBA

Transforming professionals into leaders

The 12-Week MBA is a leadership development program for **experienced professionals** and **new managers** who want to accelerate their careers and take their performance to the next level.

Our online, part-time program fits into your professional life with no compromises in depth and quality of instruction. We carefully select candidates who can contribute to rich discussions in small, interactive cohorts.



Designed for High Performance

For over two decades, we've developed rising leaders at the world's most admired companies

Featured In

Forbes

**Bloomberg
Businessweek**

**FT FINANCIAL
TIMES**

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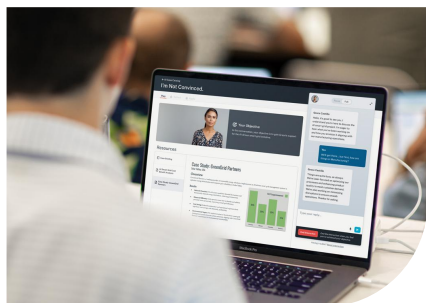
Coca-Cola



Marriott

Mastery Is a Matter of Experience

Our proven methods emphasize application over theory and collaboration over solitary study



AI-enabled simulations

Business simulations with AI characters allow you to practice complex, realistic business scenarios.



Experienced faculty

Expert faculty with real-world business and management experience introduce new frameworks, and tools.



Peer network

Our transformative learning experiences forge a learning community and alumni network.

Develop Your Management Knowledge, Skills, and Mindsets

The 12-Week MBA goes deep where it counts

Business Acumen

- Creating economic value through managerial decisions
- Measuring value creation using financial analysis
- Communicating in the language of finance

Leadership

- Cultivating individual talent to achieve great things
- Coordinating a diverse team to act as one
- Delivering today's results while building tomorrow's capabilities

Apply for a seat in our next cohort at www.12weekmba.com

~ 120 hours across 12 weeks

6 hours per week in live online workshops

3-5 hours per week of individual activities

Tuition: USD 2350

Contact us at the12weekmba@ability.com to learn more.

The 12-Week MBA Curriculum

Across the 12-week program, you will meet with faculty and peers in live sessions twice a week. Live sessions typically take place Wednesdays (2 hours) and Fridays (4 hours). Consult www.12weekmba.com for the upcoming cohort schedules.

Week 1

Kickoff: Meet your cohort, the producer, and the program director. Learn about the 12-Week MBA approach to management and leadership.

People Management: Meet our first faculty member and explore the role and the responsibilities of a people manager: which new behaviors to adopt, and which behaviors to abandon. Learn a framework for giving productive **feedback** and how to ignite (and how not to ignite) an employee's **engagement**.

Week 2

People Management: Learn about **personal preferences and styles**, and how to use that knowledge to resolve or prevent **workplace conflict** and miscommunication. Practice navigating critical conversations in AI-enabled roleplays with the guidance and feedback of our faculty.

Discover and practice **coaching** skills and explore the tension between **driving immediate results** and building ong-term capabilities in a team.

Week 3

People Management: Continue practicing frameworks for **shifting mindsets and behaviors** and learn how to **influence without authority** through additional AI-enabled roleplays

Action Learning Project: Our faculty introduces the final group assignment and sets expectations for how and when to complete it,

The best part of this experience was not just about acquiring knowledge, it was about putting skills into action, thinking critically, and growing as a leader in a rapidly evolving business landscape.

- Prasoon Akkunoora, Senior Manager, Hilton, *The 12-Week MBA Alumna*

Week 4

Business Acumen: Learn about the three fundamental drivers used to **create economic value**: growth, profitability, and risk. Explore the levers used to engage the driver "profitability" and the terminology used to communicate about it to company stakeholders and across functional areas, including the **income statement**.

Develop intuitions for **unit economics** and **cost structures** and practice them by solving interactive AI-enabled business case studies.

Week 5

Business Acumen: Explore how businesses engineer **growth** while targeting, managing, and communicating about **risk**. Discuss the surprising insight that managing for economic value is not all about hard-nosed analysis of numbers but also about **financial storytelling** and repeatedly setting and meeting expectations of company stakeholders.

Our faculty will introduce a team-based business simulation to bring to life how **balance sheets** and **cash flow statements** are used to tell the full financial story.

Week 6

Business Acumen: Dive deep into the all-important issues of **cash flow**: why profits and cash flow can diverge and how **working capital management** is a critical factor in a company's ability to survive and thrive.

Our faculty uses both real-world case studies as well as our team-based business simulation to illustrate how everyday managerial decisions contribute to spectacular business failures and enduring successes.

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Week 7

Business Acumen: Dive deep into the concepts and tools of business investment analysis: **net present value** and **discounted cash flow**. Apply these concepts to realistic case scenarios, learning how to create **spreadsheet models** and how to expand them into rigorous **business plans** including **sensitivity analysis**.

Practice presenting and defending financial analyses in AI-enabled case studies.

Week 8

Business Acumen: Further the develop the ideas behind discounted cash flow to understand the **intrinsic economic value** of a company and how each lever in each business function contributes to value creation and destruction via the three fundamental drivers growth, profitability, and risk.

Discuss how **public markets** and the **stock price** do (and do not) reflect the intrinsic value, and what that means for both **shareholder** and **stakeholder value**.

Week 9

Cross-Functional Leadership: Learn simple frameworks for structuring **collective decision-making** and apply them within our most complex team-based business simulation. Recognize leadership as a competency in getting organizations to overcome **social dilemmas**.

Discover some common **strategy** frameworks and recognize the fundamental need for strategy as a guide to tactical **decision-making under uncertainty**.

Besides the expanded networking opportunities, the most valuable part of being part of The 12-Week MBA is that I learned more about myself and the hidden skills that I had.

- Ketan Patel, Contracts Counsel, Texas Health and Human Services, The 12-Week MBA Alumna

Week 10

Cross-Functional Leadership: Practice collective decision-making and **executive presence** in a simulated pitch to the Board of Directors of a venture capital firm.

Action Learning Project: Begin work on a group project in which you apply all of the skills and insights gained in the program to the analysis of an industry and two real-world companies in it. Prepare a pitch of an investment recommendation on the basis of your analysis.

Week 11

Action Learning Project: Continue developing and practicing your group project.

Graduation: Deliver your action learning project in a high-stakes Board of Directors exercise. Celebrate your success and discuss key insights with your peers.

Week 12

Concluding Interviews: Prepare answers to six challenging questions about the core concepts in the curriculum, applying them to your own current work in your position or in the position you are striving for. Schedule a one-on-one 45-minute interview with an Abilitie executive to present your answers and respond to probing questions.

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The 12-Week MBA

Sample Faculty

We select faculty with real-world business and management experience and proven skills as instructors and facilitators of experiential learning.

Alain Falkon

Alain has been leading mid-sized companies and start-ups in Latin America for over 20 years, in addition to working as Director of Business Undergraduate Studies at one of Argentina's largest private universities.

He is currently Partner and President of a Buenos Aires-based IoT solutions company with sales all over the region, as well as a Board Member of one Peru's largest plastics manufacturing companies (and a family-owned business). For the past few years, he has devoted an increasing share of his time to consulting and corporate training projects for executives and business owners in areas such as strategy, finance, business development.

Prior to receiving his MBA from the University of Chicago, where he majored in General Management and Finance, Alain worked for 4 years in the hi-tech industry in Israel.

A married father of three, Alain enjoys traveling and scuba diving. He is belatedly taking on piano lessons and hopes to one day be able to play decent tennis.



Valérie Scheer

Valérie is the Co-Founder of the boutique consulting firm AS Partners, where she teams up with her clients to transform their vision into tangible results through strategic direction and support in building necessary teams and capabilities.

Prior to AS Partners, Valérie established herself at McKinsey & Company, where she rose through the ranks from junior fellow when she first joined McKinsey's German Office to Engagement Manager, at that point part of the Middle East Office. During her time as a consultant, Valérie designed and led several trainings, both, for McKinsey internally and its clients.

Fueled by her passion to develop people, Valérie switched to an internal role to lead the Professional Development and Training for McKinsey's Middle East Office. In her last year, she supported the integration of Elixir Consulting into McKinsey, one of its largest acquisitions.

Valérie earned an MBA from Harvard Business School and holds a BA in Business Administration from Ingolstadt University, where she placed in the top 3% of all students in Bavaria and obtained an "Elite Academy" Scholarship. Valérie has worked and lived in Europe, Africa, the US, and the Middle East.



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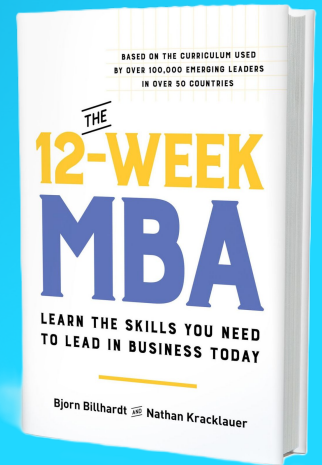
Management Is a Calling

"The world is full of opportunities that cannot be addressed without pooling our resources, knowledge, and our diverse and quirky talents."

As managers, we not only help solve problems and create delightful things. We also shape the workplace environment, making it a place where we can all experience the sheer joy of collaboration and build deeply meaningful relationships.

Management is challenging, at times frustrating, but ultimately one of the most rewarding callings we can answer."

- Bjorn Billhardt and Nathan Kracklauer *The 12-Week MBA* (Hachette, 2024)



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Certification



Upon completion, graduates receive an exclusive The 12-Week MBA credential issued by Credly as proof of their accomplishments.

Completion requirements:

- At least 80% attendance of the live sessions
- Completion of the group Action Learning Project
- Satisfactory performance in 1-1 Concluding Interview with an Ability Executive

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