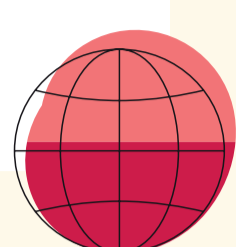


# Why business schools need to go beyond business

## You need to learn about the world



Markets are more interconnected than ever before

**8.1 years** is all it took for Uber to operate in **65 countries**<sup>1</sup>

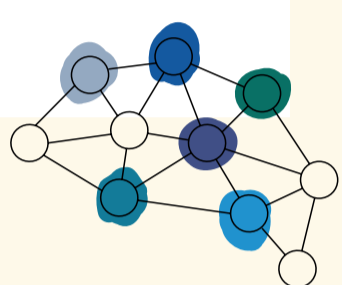
But business practices are defined by local culture

**100%** of Japanese executives approach negotiations as win-win, as opposed to **33%** in Spain<sup>2</sup>

Failure to navigate cultural differences results in failure for businesses

**2007** was the year Daimler-Chrysler merger failed, partly because of cultural differences between **Germans and Americans**<sup>3</sup>

## You need to learn about the future



Change is happening faster than ever

**40%** of U.S. jobs are estimated to be automated by **2030**<sup>4</sup>

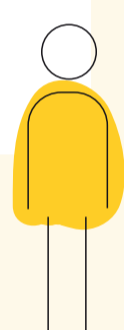
It's technology that is driving this change

**6.8 years** is how long it took WhatsApp to reach **one billion active users**. It took Windows 25.8<sup>5</sup>

Failure to understand the risks & opportunities results in business becoming obsolete

**20 years** is now the average life span of a **S&P 500** company, down from 60 years in 1950<sup>6</sup>

## You need to learn about yourself



Your mindset will determine your success

**#1** predictor of executive success is **self-awareness**<sup>7</sup>

Employers want people with strong behavioral skills

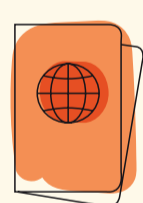
**7 of the top 10 skills** required by employers for graduate jobs are "soft skills"<sup>8</sup>

Organizations need effective leaders

**58%** of organizations say their top priority is closing **leadership skill gaps**<sup>9</sup>

# How Hult takes you beyond business

To succeed in international business you must be able to **work across cultures**



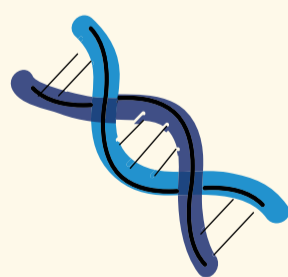
**160+** student nationalities

**45+** faculty countries of origin

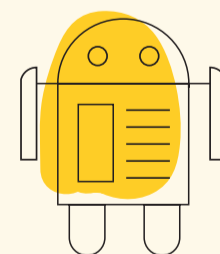


**06** global campus locations

To shape the future you must understand **the power of technology**



- Courses in: AI, Robotics, Genome Editing & more
- Understand tech's opportunity & risk
- Develop a future mindset



To lead others effectively you must know your **strengths & weaknesses**



- Advanced leadership program
- Improve both strengths & weaknesses
- Develop a growth mindset

A business school should give you so much more than a degree. Discover the business school that goes beyond business at [hult.edu](http://hult.edu)

1- Neno Dynamix, Inc: <http://nenodynamix.com/strategic-and-commercial-approach-with-issues/>

2- Daimler: <https://www.daimler.com/company/tradition/company-history/1995-2007.html>

3- Uber: <https://www.uber.com/en-GB/newsroom/company-info/>

4- CNBC: <https://www.cnbc.com/2017/08/24/technology-killing-off-corporations-average-lifespan-of-company-under-20-years.html>

5- Medium: <https://medium.com/billion-digital-buyers/billion-digital-buyers-ef57cf264ba1>

6- PwC: [https://www.pwc.com/hu/hu/kiadvanyok/assets/pdf/impact\\_of\\_automation\\_on\\_jobs.pdf](https://www.pwc.com/hu/hu/kiadvanyok/assets/pdf/impact_of_automation_on_jobs.pdf)

7- Forbes: <https://www.forbes.com/sites/victorlipman/2013/11/18/all-successful-leaders...reporting-on-report-from-Green-Peak-Partners-and-Cornell-University>: [http://greenpeakpartners.com/uploads/Green-Peak\\_Cornell-University-Study\\_What-predicts-success.pdf](http://greenpeakpartners.com/uploads/Green-Peak_Cornell-University-Study_What-predicts-success.pdf)

8- Target Jobs: <https://targetjobs.co.uk/careers-advice/career-planning/273051-the-top-10-skills-thatll-get-you-a-job-when-you-graduate>

9- DDI: [http://www.ddiworld.com/DDI/media/trend-research/state-of-leadership-development\\_tr\\_brandon-hall.pdf](http://www.ddiworld.com/DDI/media/trend-research/state-of-leadership-development_tr_brandon-hall.pdf)