



**GFCC**

Global Federation of  
Competitiveness Councils

# Global Competitiveness Academy

An Initiative of the Global Federation of  
Competitiveness Councils

## **Goals**

Catalyze global understanding and convergence on principles, values and language.

Identify and empower an emerging class of global policy and business leaders.

Create and nurture a global community of competitiveness changemakers.

Support the exchange of best practices in competitiveness strategies and emerging new prosperity models.

Disseminate tools and concepts needed for contemporary competitiveness strategies.



## The Challenge

Prosperity is a must for a better, safer and more sustainable world. We live in challenging times, when humanity faces climate change, terrorism, political uncertainty, poverty and needs to expand its access to water, food, energy, housing, sanitation, health and education. Countries and cities need to create value, build new infrastructure, foster economic activity, enhance growth and provide greater quality of life to their citizens. Competitiveness strategies and policies lie at the heart of all the much-needed solutions to these challenges.

The complex scenario of the 21st Century creates the need for global engagement, innovative dialogues, convergence of principles and action, new thinking, and new design and implementation skills in the competitiveness space.

Knowledge fields are blurring and connecting across boundaries and disciplines; technology is developing exponentially; the pace of change is accelerating; competition and global challenges are mounting and becoming fiercer; and citizens around the globe are raising their voices, demanding better living conditions. Effective and innovative models, tools and skills for competitiveness policy design and implementation are needed.

## The Concept

The Global Competitiveness Academy (GCA) is

a distinctive and intensive learning framework – building off the assets of the Global Federation of Competitiveness Councils (GFCC) – that will develop a new cadre of global leaders attuned to the underpinning drivers for competitiveness and sustainable economic growth. It is not a course. It is not a series of lectures. It is a learning experience that combines: peer-to-peer interactions, case studies, moderated debates, roundtable conversations, group assignments, Q&A sessions with global leaders and leadership development activities.

Technology, new understandings of how learning occurs and the emergence of new models for content delivery and skills development are transforming education. The Global Competitiveness Academy will take advantage of these innovations and the richness of the GFCC network. The Academy will adopt the most updated concepts and technologies for learning and mobilize the knowledge distributed in the GFCC network.

Academy participants will fly in from all over the globe and stay together at the GCA venue as a learning cohort. Inherent in the value proposition of the GCA is the imperative to create and nurture relationships among participants. More than colleagues, they are intended to become lifelong companions, mentors and transformation agents.

Participants will be both private and public sector leaders committed to learning the cutting-edge of

competitiveness thought leadership, understanding the intangible value of learning with real world practitioners of competitiveness, as well as engaging with the GFCC leaders who are both designing and implementing national competitiveness strategies and innovation. Participants will be selected based on their leadership profiles, experiences, entrepreneurial track records, and intellectual curiosity.

Faculty will include competitiveness leaders and researchers from different countries, including the outstanding global network of GFCC fellows. A significant part of the GCA's activities will emerge from the direct engagement of GFCC leaders – the knowledge that comes from their experiences in promoting institutional changes and implementing innovative policies is a unique asset, and the GFCC network is especially positioned to utilize the success, failures and experiential cross-learning in the competitiveness promotion domain.

Rather than being a one-time experience, the GCA will engage participants in an exclusive community. From participants' selection to post-GCA interactions, an innovative web platform will support the different stages of the GCA learning experience. The GCA will promote and catalyze interactions among participants before, during and after each class completes its program

## **The Core Curriculum**

The GCA curriculum will cover:

- the eight competitiveness dimensions identified by the GFCC (economic performance, economic complexity, investment/capital, infrastructure, talent, innovation, quality of life and future growth);
- government, private sector and public-private partnerships;
- competitiveness analysis;
- global challenges and opportunities;

- design and implementation of competitiveness strategies.

A key concept for the GCA is to connect the content of competitiveness strategies with the analytical frameworks needed for their design. In addition, the GCA will focus on the ethical principles that should underpin the development of competitiveness strategies and the soft skills required for successful implementation: outreach, stakeholder engagement, communications, team building, leadership, etc. The GCA will address jointly competitiveness strategy content, values and skills.

Participants will experience frontier thinking and practice in the knowledge areas included in the program, share their own experiences and build a common body of knowledge on policy issues in each one of the competitiveness dimensions researched by the GFCC. They will also explore and develop an advanced understanding on the implementation of the overarching competitiveness principles proposed by the GFCC.

GCA programs will include both teambuilding and individual exercises and group discussions to foster debate and encourage shared-learning from each other's challenges and experiences as emerging leaders engaged in policy and competitiveness issues.

## **A Global Transformation Community**

GCA participants will be promising, early- to mid-career leaders from around the globe ready to tackle the complex challenges of competitiveness and economic growth and make impact on their realities.

Selected GCA participants must work in the public-private interface, be interested in competitiveness, have relevant concrete experiences to share with their peers and demonstrate strong leadership skills. Participants will be selected based on their leadership profiles, experiences, entrepreneurial track records and intellectual curiosity.

Participants will constitute a lifelong community of global leaders. The GFCC global network will provide a platform for collaboration, the sharing of best practices and connection with other participants, access to GCA alumni in general and GFCC members and fellows.

All participants will become integral to the GFCC community. They will get lifelong GFCC email addresses and have access to the GFCC online community management platform, where they will find cases on the design/implementation of competitiveness strategies and have access to the GFCC community – including the alumni of all GCA programs and editions.

## **A Unique Global Faculty**

For the last six years, the GFCC has been building a unique faculty for the Global Competitiveness Academy. GFCC fellows and leaders from GFCC member organizations are highly successful and experienced professionals from across six continents. They bring different global perspectives, innovative thinking and meaningful experience to the GCA.

Exposure to real world experiences will play an essential role in the Global Competitiveness Academy and its faculty will be a unique global resource accessible to GCA participants. GCA faculty includes former prime ministers, ministers, ambassadors, CEOs, heads of international organizations, government agencies and private sector competitiveness

councils, leading scientists, professors, global investors, entrepreneurs and university presidents. They are leaders who made transformation happen on the ground in different economic, institutional and societal environments.

## **GCA Programs**

The Global Competitiveness Academy will include a series of programs developed and implemented in partnership with globally recognized research and educational organizations. The duration of GCA programs will vary from one to 10 weeks. Participants of all programs will be part of the GCA community and have access to the same resources and content.

The Academy will kick off with an initial two-week intensive program on “Leadership for Government Transformation,” developed and implemented in partnership with Arizona State University (ASU), ranked No. 1 among the “Most Innovative Schools” in the United States by U.S. News & World Report, ahead of Stanford at No. 2, MIT at No. 3, as well as Duke, Harvard and Cornell.

The GFCC expects to develop and implement a 10-week program on “Transformational Competitiveness Strategies,” that will become – over time – the flagship program of the GCA.

## **CONTACT**

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