

EGADE Business School

EMBA Global Network Week June 2025

“Building and Leading Conscious Enterprises”

(held at EGADE Santa Fe Campus, at Mexico City)



EGADE Business School
Tecnológico de Monterrey

GLOBAL NETWORK FOR
ADVANCED MANAGEMENT



EGADE at a Glance

STUDENTS **+ 1,500** **27** Nationalities

**EXATEC
EGADE
ALUMNI** **+20,000
globally** **300** Connected
Companies

FACULTY **+60** **ACADEMIC PROGRAMS**
FULLTIME

+170 **5 MBAs**
Adjunct &
Global Faculty **4 Specialist Masters**

+150 **2 Doctoral**
GLOBAL **22 Executive**
ACADEMIC Education Open
PARTNERS Programs + Custom



Global LATAM Leadership



Principal Global Networks and Consortia



PRME Champion School

EGADE Sites in Mexico

Monterrey

Santa Fe/Qro

Guadalajara



Programme description

- Topic of the week:

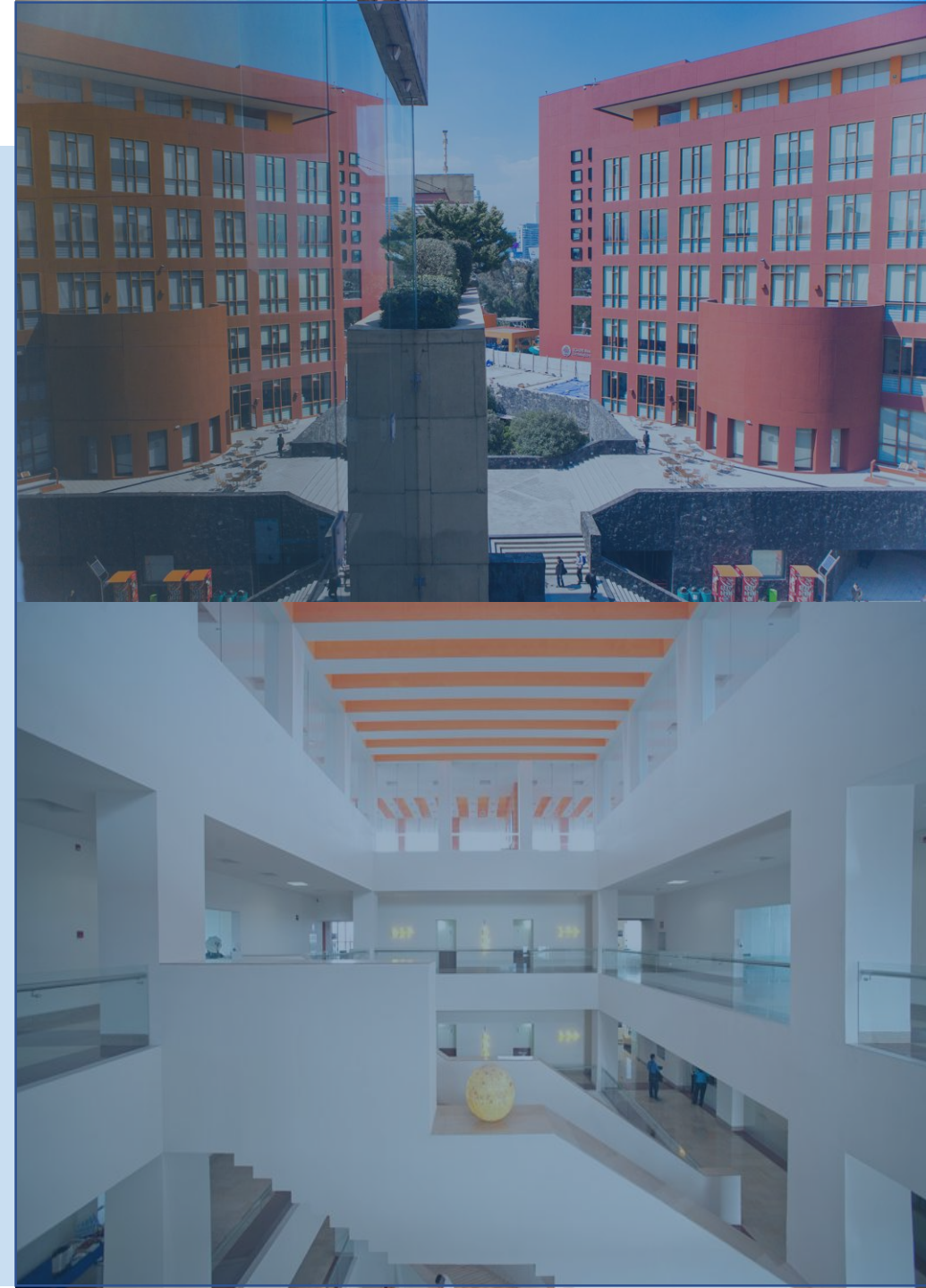
Building and Leading Conscious Enterprises

- Programme description:

- The world is in crisis. Many of them have been created or intensified by businesses. However, human beings have also realized that it is necessary to elevate businesses to help them become forces of good. Research on conscious business has shown that companies that authentically follow and implement the principles of conscious capitalism can create value, not only economic but also social and environmental, outperforming the market in the long term. However, how to build and lead a conscious enterprise is not an easy endeavor. It requires a shift of paradigms starting from a profound reflection on the personal and organizational purpose, an analysis of the organization's stakeholder orientation, and the transformation of leadership to impact the creation of a more conscious and caring culture.
- This program explores this path, developing an understanding of the critical tenets of conscious capitalism, balancing between a theoretical understanding and a practical perspective that analyzes the impact of these practices on the possibility of transforming a conventional business into a conscious one. Throughout the week, you will learn about the four pillars of conscious capitalism: higher purpose, stakeholder orientation, conscious leadership, and conscious culture, from a systemic perspective, understanding the ways in which these intertwined factors can help an organization to transform and generate more positive impacts. At the same time, you will discover some essential elements of the personal transformation that has to be at the origin of any effort to lead an organization into this consciousness journey.

Location:

EGADE Santa Fe Campus, at Mexico City



Programme Structure



June 16 – 20, 2025

	Day 1	Day 2	Day 3	Day 4	Day 5
	Monday	Tuesday	Wednesday	Thursday	Friday
08:50	Register	Register	Register	Register	Register
09:00	Welcome, ice break, and group photo	Academic session	Academic session	Academic session	Final presentations
09:30					
10:00	Week overview and assessment				
10:30	Coffee break	Coffee break	Coffee break	Coffee break	Coffee break
11:00	Academic session	Academic session	Academic session	Academic session	Final presentations
11:30					
12:00					
12:30	Team work	Transportation	Team work	Transportation	Wrap up, Closing Ceremony and group photo
13:00	Lunch	Lunch on your own	Lunch	Lunch on your own	
13:30					
14:00	Academic session	Cultural activity/Company visit	Academic session	Cultural activity/Company visit	
14:30					
15:00	Coffee break		Coffee break		
15:30	Academic session		Academic session		
16:00					
16:30					
17:00					
17:30					
18:00	Welcome cocktail/ dinner				
18:30					
19:00					

About Mexico City

Mexico City, the capital and largest city of Mexico, is a vibrant metropolis known for its rich cultural heritage, economic significance, and thriving tourism scene. Here are some key facts in these areas:

Culture

- **Historical Significance:** Mexico City is built on the ancient Aztec city of Tenochtitlan, giving it deep historical roots. Many pre-Hispanic landmarks, such as the Templo Mayor, are preserved within the city.
- **Museums and Arts:** With over 150 museums, Mexico City has one of the highest museum counts in the world. Notable museums include the National Museum of Anthropology, the Frida Kahlo Museum, and the Museum of Modern Art.
- **UNESCO World Heritage Sites:** The historic center of Mexico City and Xochimilco, with its famous canals, are UNESCO World Heritage sites. Nearby Teotihuacan, an ancient Mesoamerican city, is also a major cultural site.

Economics

- **Economic Hub:** Mexico City is the country's economic powerhouse, contributing about 17% to Mexico's GDP. The city hosts the headquarters of major national and international companies.
- **Key Industries:** Finance, telecommunications, trade, and media are central to the economy. Mexico City is home to the Mexican Stock Exchange and key banks, making it the financial heart of the nation.
- **Entrepreneurship and Innovation:** It's a growing center for startups and tech innovation in Latin America, with government and private sector initiatives promoting the development of fintech, e-commerce, and digital industries.
- **Real Estate and Infrastructure:** The city has seen significant investment in real estate, especially in areas like Santa Fe, Polanco, and Reforma. Despite this, housing and urban planning continue to face challenges due to the city's density.





About Mexico City



Tourism

- **Top Destination:** As one of the most visited cities in Latin America, Mexico City draws millions of tourists annually, attracted by its rich history, culinary scene, and cultural offerings.
- **Gastronomy:** Known for its world-renowned cuisine, Mexico City has numerous acclaimed restaurants, including Pujol and Quintonil, both ranked among the world's best. Street food, including tacos, tamales, and tlacoyos, is also a big draw.
- **Popular Attractions:** Iconic sites like the Zócalo (main square), Chapultepec Castle, Palacio de Bellas Artes, and the Basilica of Our Lady of Guadalupe are top tourist spots. The city is also known for the floating gardens of Xochimilco and the lively neighborhoods of Coyoacán and Roma.

Global Network Week Santa Fe Video Experience:





EGADE Business School
Tecnológico de Monterrey

Challenge the present,
Shape the future.

egade.tec.mx