



Santander Open Academy

Business for All 2025

Launch Session: Orientation

PRESENTED BY

Matthew Bird – HBI Senior Facilitator

August 21st, 2025



Agenda

- **Introduction and Welcome**
- **Santander Open Academy Business for All 2025**
- **Programme Overview**
- **Harvard ManageMentor® Introduction**
- **Next Steps**

In case you have not used your registered email address to login to Zoom, kindly access the QR code and fill in your registered email address



Greetings!



HBI Senior Facilitator
Matthew Bird

Matthew Bird is a Professor at the Universidad del Pacífico Graduate School of Business in Lima, Peru, where he also consults for private and non-profit clients in the region helping them address social change and impact evaluation challenges. His research seeks to design and evaluate innovative interventions that better harvest local solutions to solve common social challenges. Areas of focus include the leveraging of digital technologies and behavioral insights in the areas of financial inclusion, entrepreneurship, and post-conflict societal reconstruction. He has been a visiting scholar at Northwestern University Kellogg School of Management (2021-2022) and Oxford University (2023).

He received his Ph.D. in Human Development from the University of Chicago, where he studied cultural influences on economic decisions and organizational behavior, an interest developed after working as a management consultant in Barcelona, Spain.

Prior to joining Universidad del Pacífico, he served as Research Director for the Advanced Leadership Initiative at Harvard University and as a Research Associate at Harvard Business School, where he authored roughly 50 cases and teaching notes focused on strategy, innovation, and change management in the consumer goods, finance, telecommunications and healthcare sectors. His research has been funded by grants from the Ford Foundation, National Science Foundation, Fulbright-Hays, the National Institute of Mental Health, Citi Foundation, and Innovations for Poverty Action. He holds a B.A. in History from Yale University.

Facilitator's Role

- Serve as guide and facilitator for you, the participant, during live sessions
- Ensure that key learnings are achieved in each session
- Help you relate the learnings to you and your career

Santander Open Academy – Business for All 2025

Purpose: Develop key skills and abilities for the workplace



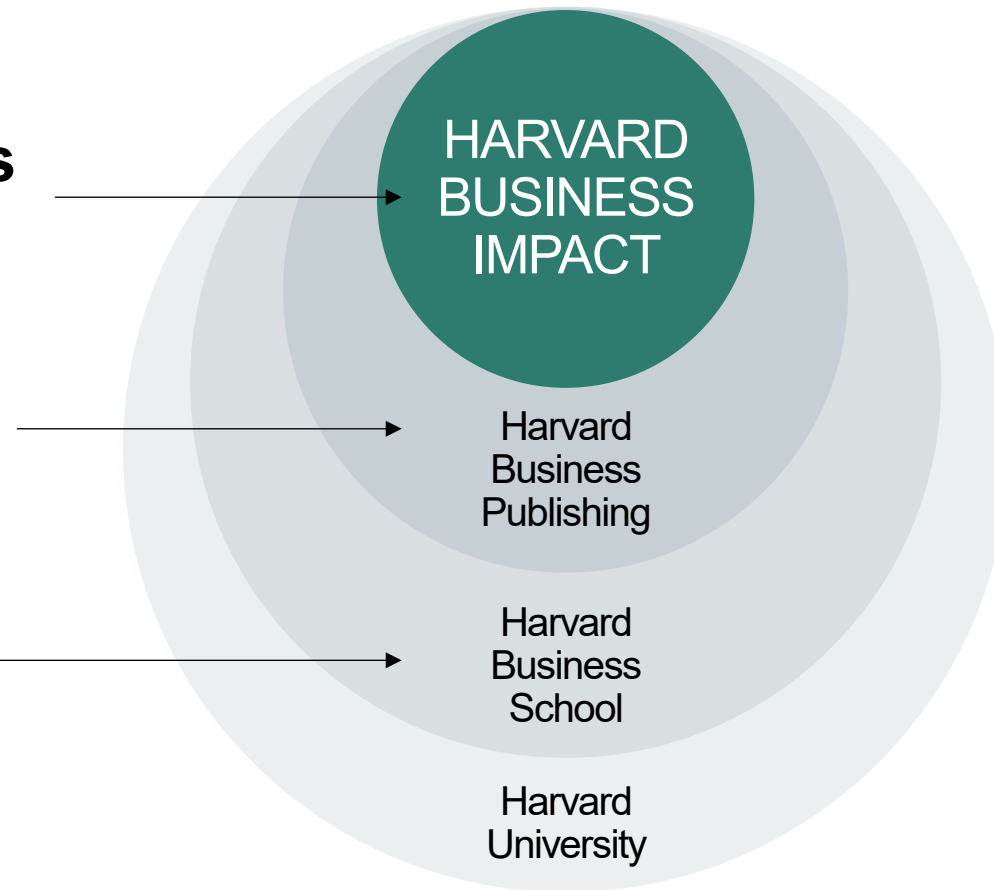
- Santander Website

Our Role in the Harvard Ecosystem

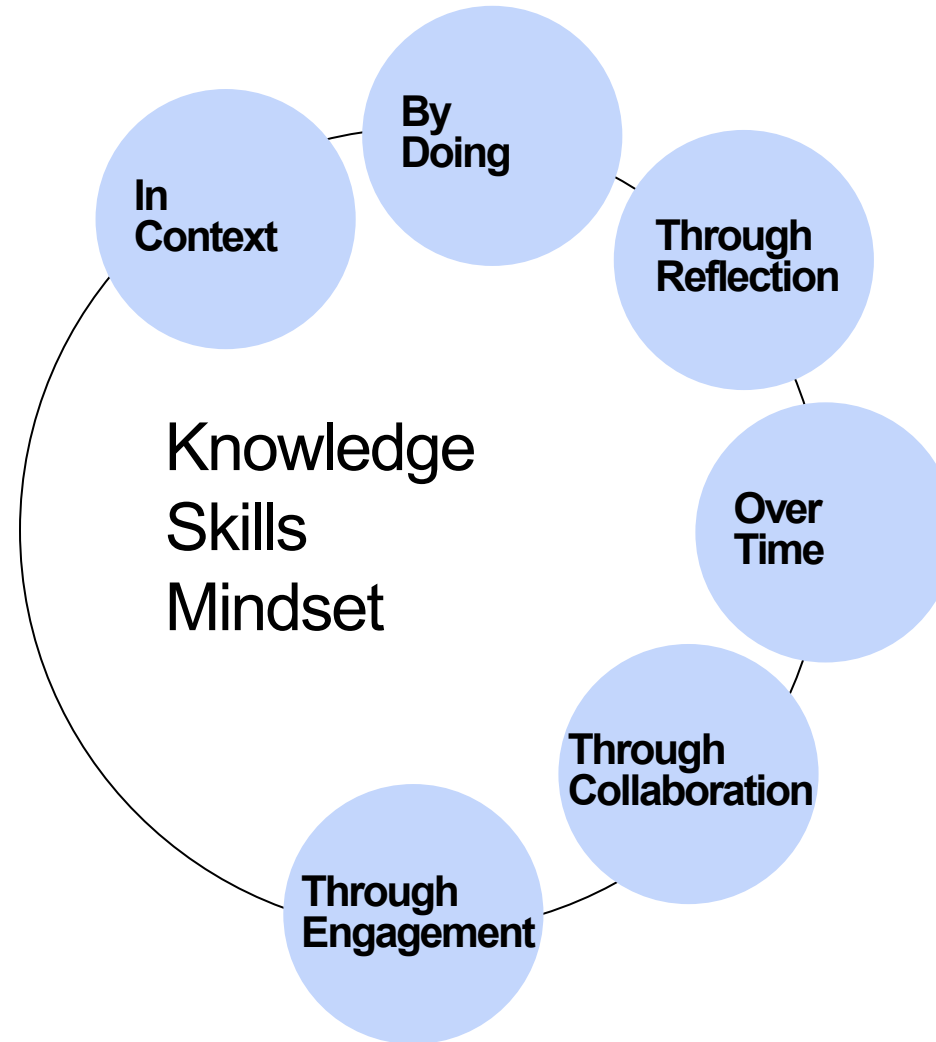
Discover new ways to solve today's global leadership challenges.

Improve the practice of management and its impact on a changing world.

Educate leaders who make a difference in the world.



Our Approach to Learning



Program Objectives

Business Fundamentals

- Learn the fundamentals in core areas such as finance and marketing to make decisions, communicate with other units, and align your work in meaningful ways that are consistent with shared business practices across organizations.
- Learn to set targets, collect and analyze data, and use measurements to better understand and manage individual and team performance.
- Better understand your customers to meet their changing needs and improve their experience.
- Learn how to effectively prepare and conduct a negotiation and balance competing interests.

Managing Yourself

- Learn to manage your career path successfully by knowing yourself and identifying opportunities in career setbacks, while making learning a habit.
- Learn to make smarter and more deliberate decisions, including when working in teams, and to evaluate alternatives that create the best outcomes in tune with your values.
- Make more effective use of your time and mitigate the detrimental stress of your daily activities. Better understand your customers to meet their changing needs and improve their experience.
- Understand how to build trust, even across cultures, and assert your expertise among those you need to influence.

Program Topics


Business Fundamentals

1. Finance Essentials
2. Business Case Development
3. Marketing Essentials
4. Performance Measurement
5. Negotiation
6. Customer Focus

Managing Yourself

1. Career management
2. Decision Making
3. Difficult Interactions
4. Persuading Others
5. Stress Management
6. Time Management

Program Overview

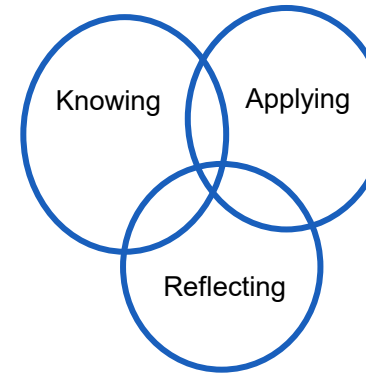
 Orientation August 21st, 2025	Weeks 1 - 5	Week 6	Weeks 7 – 9	Week 10
	Self Study	Live Webinar	Self Study	Live Webinar and Wrap Up
	<ul style="list-style-type: none">• Complete 6 HMM topics	<ul style="list-style-type: none">• Moderated Live Webinar to synthesize the learnings from the HMM topic	<ul style="list-style-type: none">• Complete pending topics• Self-reflection	<ul style="list-style-type: none">• Take aways• Celebration of successful completion of the program
	AUG 21 – SEP 21	SEP 22 - 26	OCT 6 – 20	OCTOBER 21st

Learning Portal: Harvard ManageMentor®

Harvard ManageMentor gives insights that matter, with content fueled by the **latest in thinking** and proven practices from Harvard Business Publishing's and other renowned **world-class experts**.

Whether it's used at your desk or on-the-go, Harvard ManageMentor helps you to quickly **apply** new concepts and skills.

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Business School Pedagogy



Docu-style
Motivational
day-in-a-life
stories



Expert Tips
Improving
management
skills



Insights
Personal
leadership
stories

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Program Portal





Click on the course name to open the topic.

Business Fundamentals (Cohort 01) | Business for All 2025

Available: Jul 31, 2025 - Nov 30, 2025

Instructor: Harvard Business Impact

6 Items

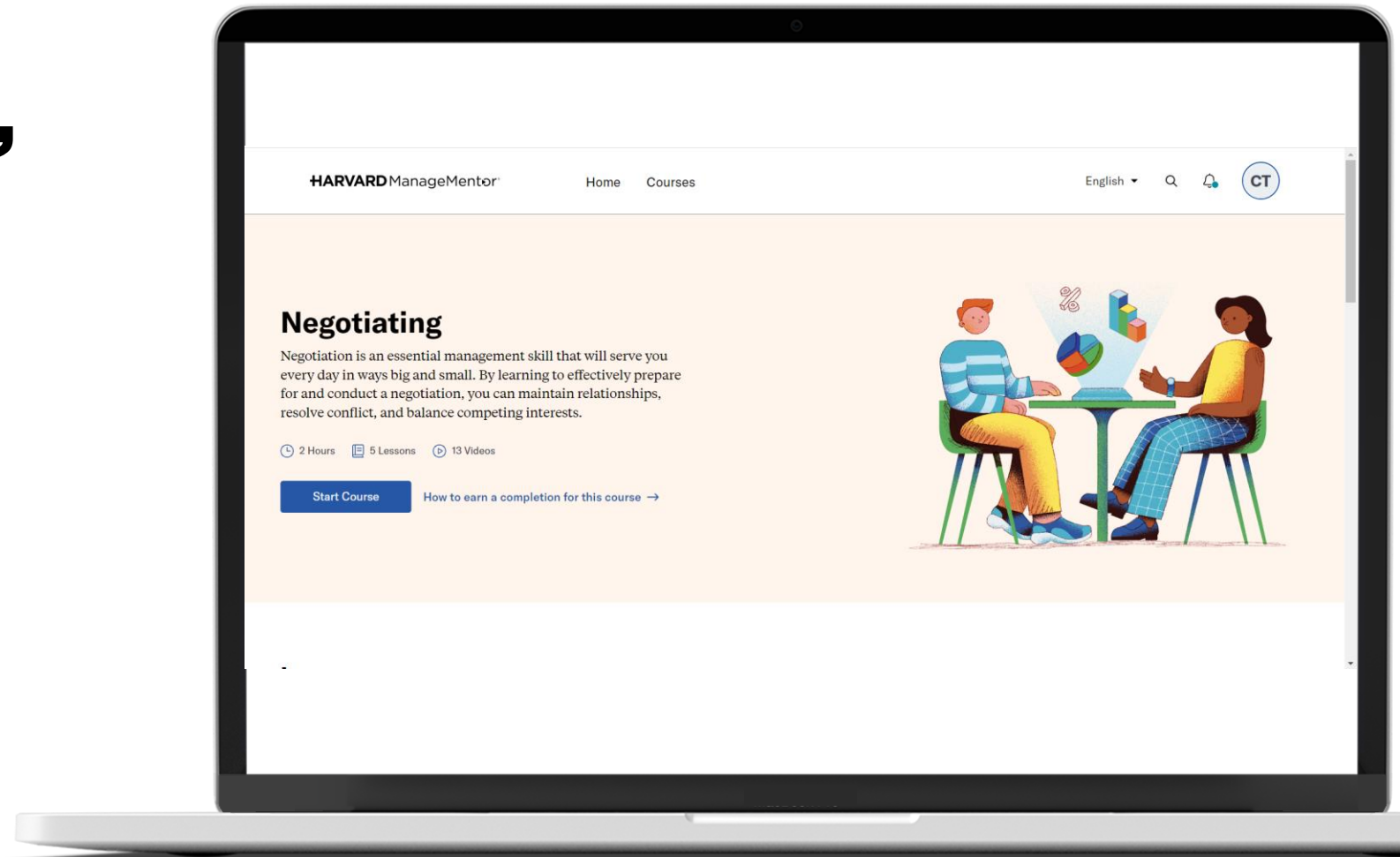
	<div>HARVARD MANAGEMENTOR</div> <div>Harvard ManageMentor: Negotiating</div> <div>By: Harvard Business Publishing</div> <div>Expiration Date: Jul 23, 2026 Length: 2 hours</div>	<div>VIEW COURSE</div> <div>+ Add Note</div>
	<div>HARVARD MANAGEMENTOR</div> <div>Harvard ManageMentor: Finance Essentials</div> <div>By: Harvard Business Publishing</div> <div>Expiration Date: Jul 23, 2026 Length: 2 hours, 9 minutes</div>	<div>VIEW COURSE</div> <div>+ Add Note</div>
	<div>HARVARD MANAGEMENTOR</div> <div>Harvard ManageMentor: Business Case Development</div> <div>By: Harvard Business Publishing</div> <div>Expiration Date: Jul 23, 2026 Length: 1 hour, 50 minutes</div>	<div>VIEW COURSE</div> <div>+ Add Note</div>
	<div>HARVARD MANAGEMENTOR</div> <div>Harvard ManageMentor: Performance Measurement</div> <div>By: Harvard Business Publishing</div> <div>Expiration Date: Jul 23, 2026 Length: 2 hours, 28 minutes</div>	<div>VIEW COURSE</div> <div>+ Add Note</div>
	<div>HARVARD MANAGEMENTOR</div> <div>Harvard ManageMentor: Customer Focus</div> <div>By: Harvard Business Publishing</div> <div>Expiration Date: Jul 23, 2026 Length: 1 hour, 51 minutes</div>	<div>VIEW COURSE</div> <div>+ Add Note</div>
	<div>HARVARD MANAGEMENTOR</div> <div>Harvard ManageMentor: Marketing Essentials</div> <div>By: Harvard Business Publishing</div> <div>Expiration Date: Jul 23, 2026 Length: 2 hours</div>	<div>VIEW COURSE</div> <div>+ Add Note</div>



HMM Portal Demo

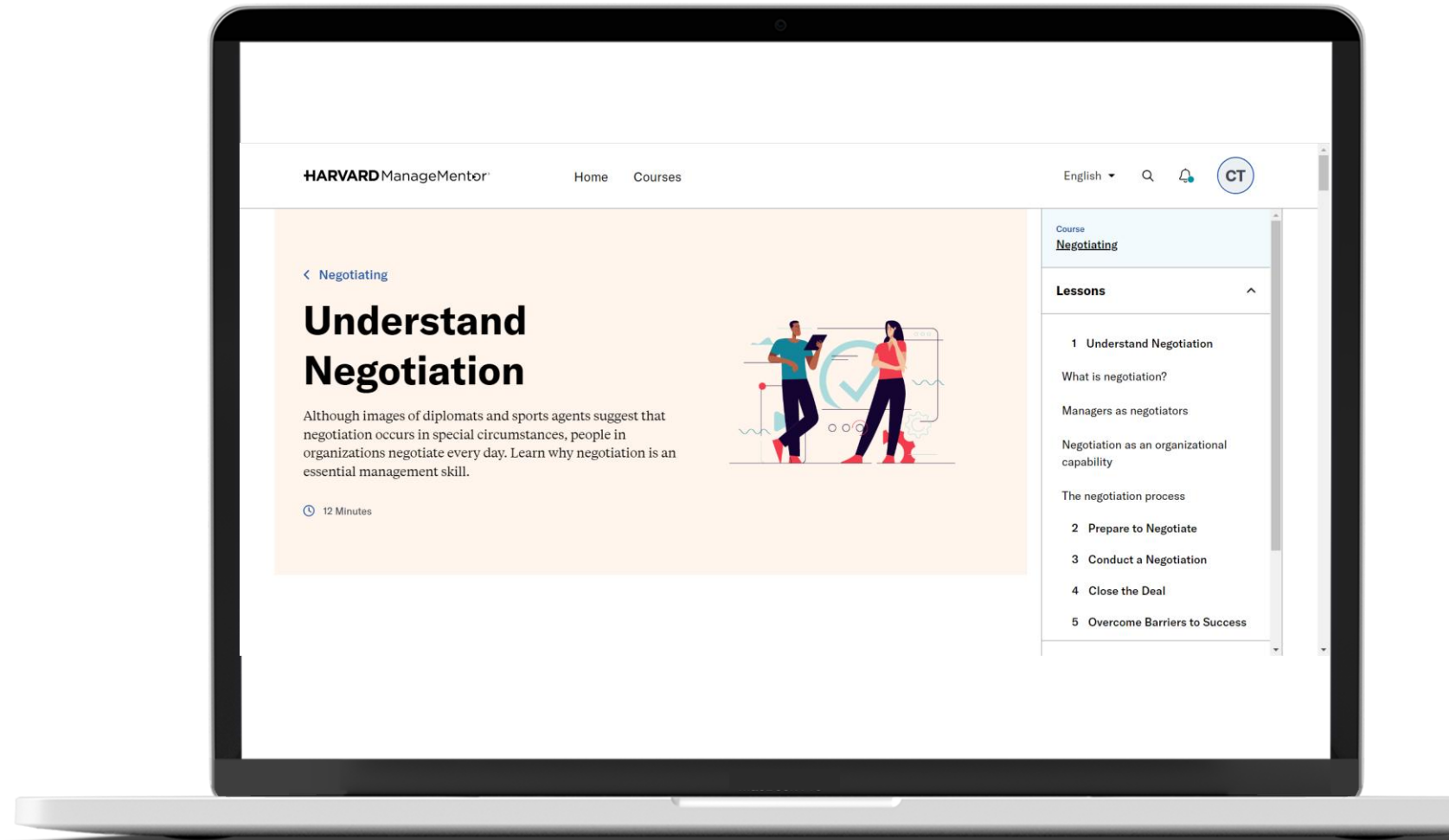
Topic Home Page.

Click ‘Start Course’ to Access Lessons in Each Topic.



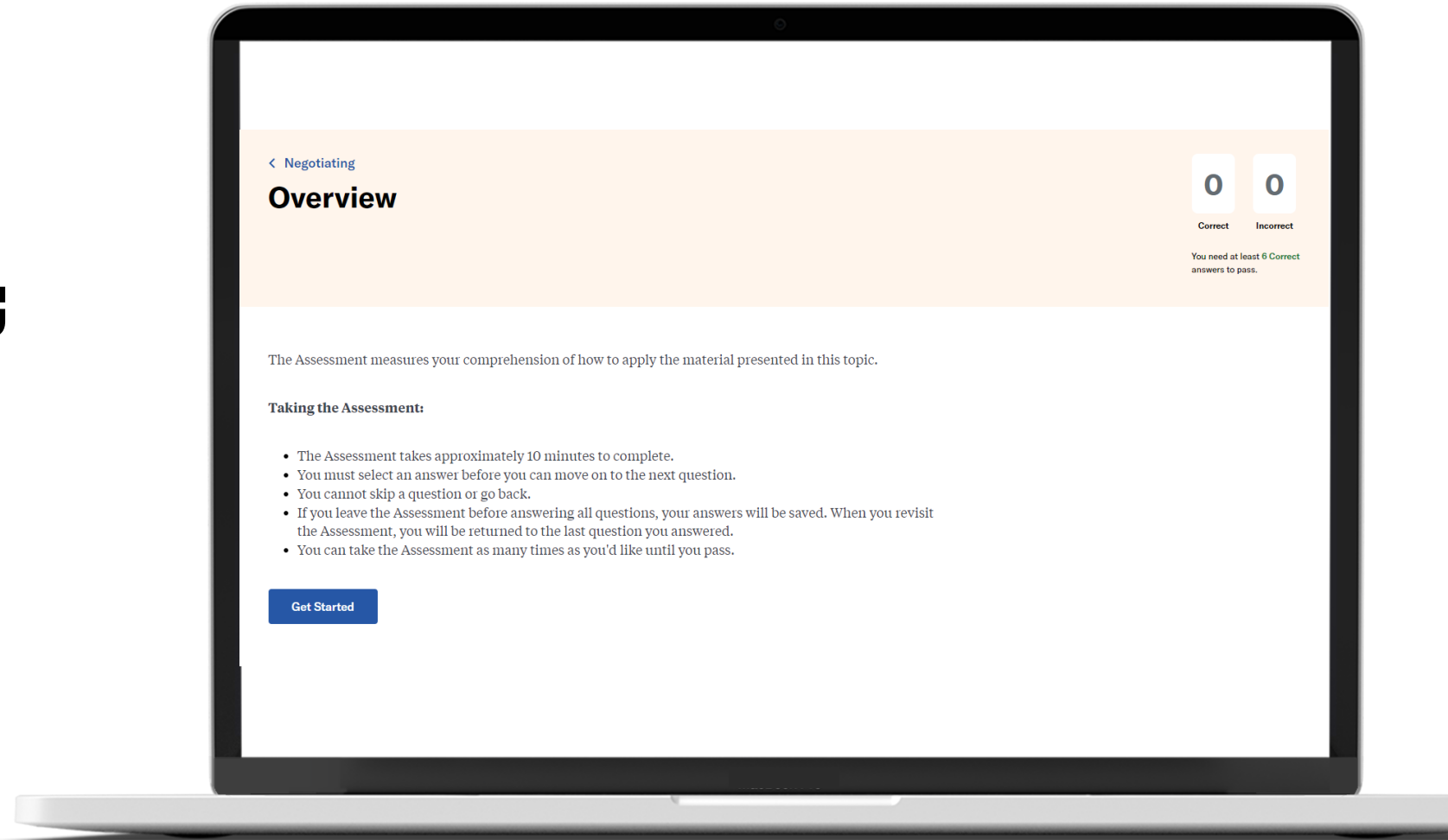
HMM Portal Demo

Complete All Lessons in Each Topic



HMM Portal Demo

Complete Assessment After Completing All Lessons in a Topic; Score At Least 70% on Each Assessment



Maximizing the Benefits of this Program

→ You should expect to spend 4-5 hours per week

MAKE TIME

Block time each week to complete the self-study work



1

PUT INTO PRACTICE

Take advantage of the tools available to you.



2

COMMUNICATE

Plan to spend time with your friends/colleagues to talk about this program and your development.



3

MAKE IT REAL

Apply what you are learning regularly in your day-to-day work or other activities

4

Successful Completion Awards you a Digital Certificate of Completion

Complete all 6 HMM topics in your course.

Receive a score of at least 70% in the assessment for each topic.

Attend all three live sessions.



Next Steps

Access the Learning Portal

Immediately following this orientation:

- Tomorrow you will receive an email with instructions for logging into the learning portal.
- Log in and complete the 6 topics in your course pack.
- Block time in your calendars for self-study each week. We will send you reminder emails to help you keep track of your progress.



Prepare for the Live Session

- **Business Fundamentals** (Ch1):
 - **September 23rd**, 2025, 8:00 – 9:30am Eastern Time
- **Managing Yourself** (Ch2):
 - **September 24th**, 2025, 8:00 – 9:30am Eastern Time





Thank you

Complete the End of Session Poll please

harvardbusiness.org

