



CABLE EXECUTIVE MANAGEMENT

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The experience of a lifetime

We often talk about life changing experiences... My trip to the Harvard Business School for the Cable Executive Management Program was just that!

Having won the scholarship in 2020 I have had to wait 2 years to get there in person and let me tell you the wait was worth everything!

1 month prior to arrival you receive the business cases (18) that you will need to read in order to prepare for the intense week.

Upon your arrival you get the superstar treatment, you start by meeting the 70 other members of the program that are all working for TV Networks or are part of the Cable industry. These people, coming from the USA, Canada, France, Germany and New-Zealand, are covering different backgrounds of the business from finance, legal, marketing, sales, HR, etc. We then get assigned a discussion group consisting of 6 or 7 of your peers with whom you will share the same section in your dorm (don't worry we all have our private room! 😊) and with whom you will spend the week discussing all the business cases prior to going to class. All discussion groups have their own private work session space with snacks, pops and coffee to give you energy!

Everyday consisted of 4 classes (2 in the morning and 2 in the afternoon) and everything is done in an open discussion format. The Harvard program work in a 3-step basis

Step 1: Reading Business cases

Step 2: Regroup in small groups and talk about the cases

Step 3: Class interaction with all your classmates

But the incredible part of the experience are the Teachers! It's the first in my life that once a class is over that I see Teachers getting standing ovations, taking selfies with students and almost signing autographs! They are just amazing and a big part of this learning experience. Wednesday's class on Disney was more than just a Masterclass... It was a complete immersive experience. One of the best teaching that I have had in my whole life; they challenged us, put us on the spot but in the end we learn so much and in a fun way.

At night, people gather to visit Boston or Cambridge (HBS is in Boston and the rest of the campus is on the other side of the river in Cambridge). We all went to get some Harvard gear at the Coop and spent time taking selfies with John Harvard's statue (There's this myth that touching his left foot will bring you luck... as you can tell from the picture, I was not the first one



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touching it!) I also had the chance to visit the famous Harvard Crimson football stadium! The campus is extraordinary and also makes this whole experience memorable, we even had a guided tour of the HBS facilities!

Quick Fun fact: There are so many rabbits running around the campus you cannot spend a day without running into at least 10 of them!

It's been a couple of days since I'm back and I'm still overwhelmed by this whole experience. Hopefully, my experience will make a lot of people apply to next year essay for their unique chance to win this amazing prize.

I wanted to finish this story by thanking Jonathan St-Pierre (Corus) and Chantal Cousineau (Radio-Canada) who helped me out 2 years ago during the essay process while we were all at Videotron (you know how things can changed in 2 years!). This program is based on collaboration with your peers and this whole experience started just like that!

Thanks again CTAM Canada for this opportunity of a lifetime!

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Cable Executive Management Program

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Harvard Business School

