ECONOMIST
EDUCATION

Executive Education for leaders.

Practical courses developed by the editors at *The Economist*, available in person or online.



Channel Partner in India: Bharat Book Bureau
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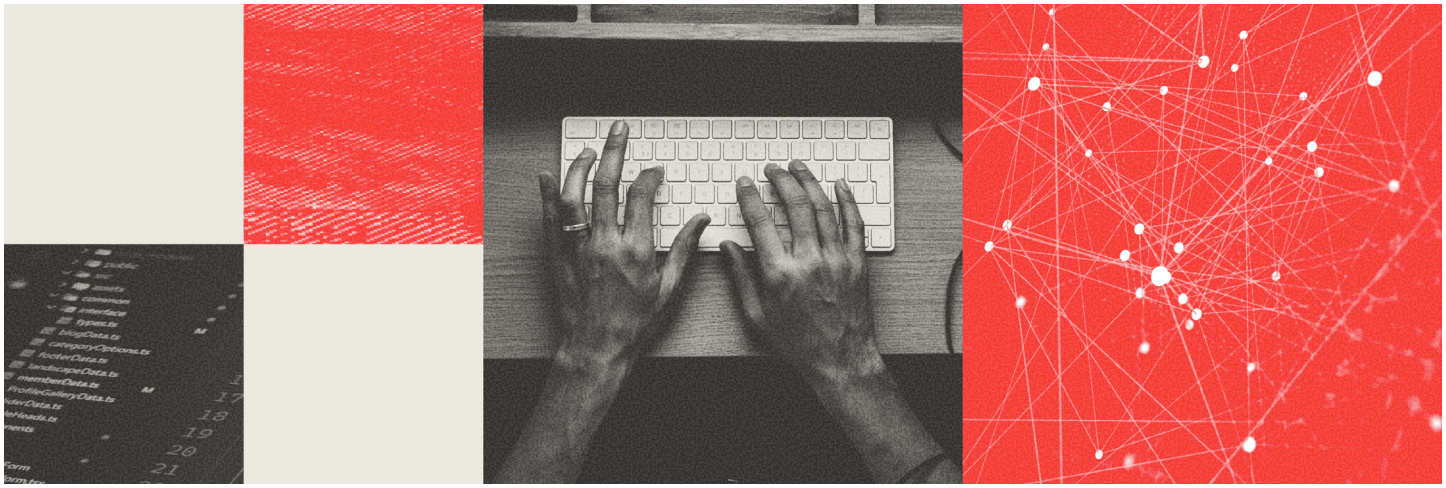
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About us

Prepare your organisation to navigate the complexities of a changing world. Our courses combine the rigour and clarity of *The Economist* with real-world business relevance, to equip professionals to succeed. They are crafted by senior editors in the newsroom and invited experts, and delivered in a variety of formats, from six-week online programmes to half-day in-person masterclasses. Covering subjects from business writing to geopolitics, and from artificial intelligence to data visualisation, they give participants the skills and insights to boost their performance—and their firm's.

Rigorous training with real-world impact

Flexible formats

Our courses fit around professionals' busy lives

Global insights

Participants learn from *The Economist*'s network of correspondents

Business relevance

Teams gain the tools to get better results

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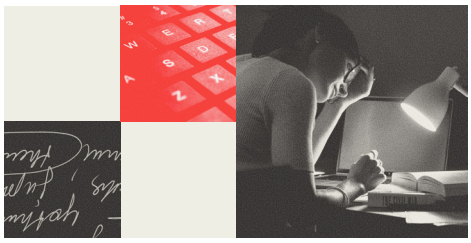
01

COMMUNICATE WITH CONFIDENCE

Communicate with the authority of *The Economist*.

Developed by senior editors and invited specialists, our communication courses help people make a case well. Whether participants need to write crisper sentences, present data effectively or persuade colleagues face-to-face, they will discover techniques and frameworks to make them more effective at work.

AVAILABLE COURSES 1/2



Business writing and storytelling

Self-paced, online

A popular, six-week course that equips executives and teams to write clearly, concisely and persuasively—building on the principles behind *The Economist*'s style and applying them to business.



Business writing and storytelling

In-person or virtual masterclass

This expert-led masterclass helps learners inform and persuade with as few words as possible, so their prose lands with impact and prompts colleagues to action. Includes a graded project.



Essentials of business writing

On demand

This short course is for anyone who needs to communicate effectively at work. It helps professionals and teams tailor their message to different audiences, choose the right tone and make every word count.

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Data storytelling and visualisation

Self-paced, online

Designed by *The Economist*'s senior data journalists, this practical, two-week course will give your team a "data mindset", so they can create compelling charts and use numbers effectively to solve problems.



Data storytelling and visualisation

In-person or virtual masterclass

This instructor-led masterclass helps teams deploy data with impact. They will discover how to make striking visualisations that can influence business results. Crafted with the experts behind *The Economist*'s charts.



Influence and persuasion in business

Self-paced, online

This two-week programme helps professionals capture attention, build rapport and make their case with confidence. They will learn from behavioural scientists, business leaders and *The Economist*'s Bartleby columnist on management and work.

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02

THINK WITH CLARITY

Reason robustly, so you can act effectively.

Better thinking leads to better outcomes. These programmes embody the evidence-based approach of *The Economist*, and equip teams to make decisions they can defend. Each course shows how to interpret complex information, identify bias and prepare for future challenges.

AVAILABLE COURSES 1/2



Critical thinking and decision-making

Self-paced, online

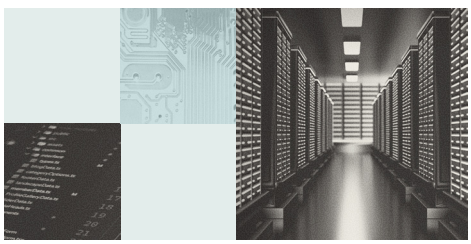
This two-week online course gives people the tools to make the most of their own mind. It is practical, business-oriented and draws on the rigorous processes of *The Economist*'s newsroom.



Critical thinking and decision-making

In-person or virtual masterclass

Discover critical thinking as a team sport, with this half-day or full-day workshop. Help your staff make better decisions, challenge assumptions and solve complex problems together.



Keeping your edge in the age of AI

On demand

Capitalise on AI while countering cognitive surrender. This short, self-directed course helps professionals seize on the technology's strengths, and their own.

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Foresight for leaders

In-person or virtual masterclass

Give your team the scenario-planning and forecasting tools to navigate the unknown and capitalise on opportunity. Grounded in *The Economist*'s expertise in rigorous future-gazing.



Scenario planning and forecasting

On demand

Designed for busy professionals, this short, self-directed course introduces scenario planning and judgmental forecasting, helping participants handle uncertainty and make sharper long-term decisions.

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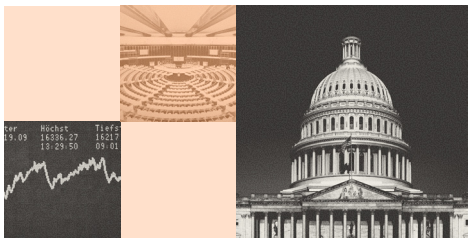
03

LEAD WITH INSIGHT

Make sense of how the world is changing.

Sharp insights give professionals an edge. Drawing on *The Economist*'s global perspective and authoritative approach, these programmes help people interpret complex events, understand emerging technologies and adapt to rapid global change.

AVAILABLE COURSES 1/1



International relations and the future of geopolitics

Self-paced, online

This six-week programme will give your teams a deeper understanding of the geopolitical, economic and military factors at work in the world, so your organisation can adapt.

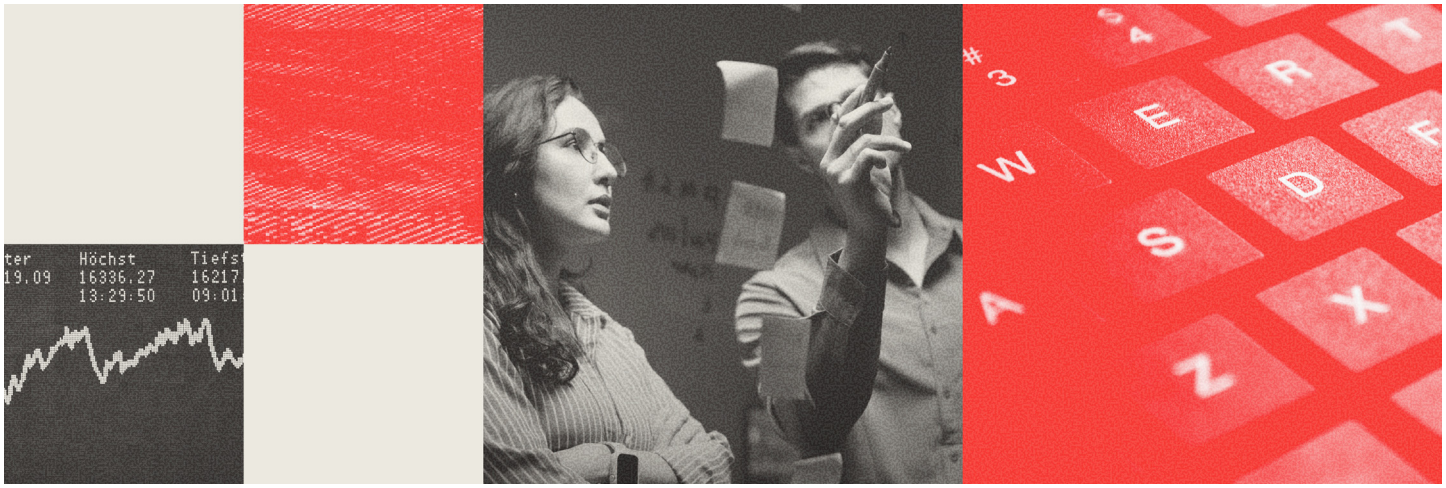


Artificial intelligence in business

Self-paced, online

Help executives at your organisation harness the power of AI. This two-week course demystifies large language models, equipping people with practical tools to stay competitive at work.

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FLEXIBLE LEARNING

Courses designed to suit your needs.

From self-paced online learning to immersive in-person masterclasses, our flexible programmes help individuals and teams navigate today's business challenges.

Online courses

Our two- and six-week online courses fit around busy professional lives. Crafted by *The Economist*'s editors and delivered by expert tutors, they give participants skills to apply immediately. Learners engage with written notes, videos and podcasts. Graded assignments allow them to put new skills into practice.

- **Expert guidance**
  Learners get personalised feedback from our tutors
- **Applied skills**
  Participants can put theory into practice while they learn
- **Global interaction**
  Students swap ideas with peers from around the world

Masterclasses

Accelerate your team's learning with an interactive masterclass, delivered in person or virtually. Crafted by *The Economist*'s journalists and delivered by an experienced instructor, participants enjoy presentations and group activities, and benefit from live feedback from the trainer. Workshops last from half a day to two full days, scheduled to suit your team.

- **Live instruction**
  Learners engage directly with an accomplished trainer
- **Interactive Q&A**
  Participants can quiz the instructor in real time
- **Collaborative sessions**
  Workshops include hands-on exercises in pairs and groups

On-demand programmes

Our concise, self-directed courses take six to seven hours to complete, so professionals can get up to speed on a subject quickly. Written lessons are supplemented with videos and podcasts that feature journalists from *The Economist* and invited experts. Participants who complete the programme and pass the quiz will gain a digital badge to display on LinkedIn and other social-networking sites.

- **Practical tips**
  Participants try out techniques that will help them succeed
- **Efficient lessons**
  Professionals gain valuable tools in a matter of hours
- **Instant access**
  Our on-demand courses are available straight away

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Group-learning and corporate options

We offer special rates for group bookings of our courses, and can tailor programmes to meet the needs of your organisation.

Interested in learning more about our enterprise programmes? Scan the QR code, visit education.economist.com/enterprise or email sales@education.economist.com.



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