

Leading Disruptive Change & Innovation

New impulse, a refresher course and trend check. How can the trends in the areas of strategy, digitalization and new technologies be used to earn money for your own business? Where do these offer chances for profitable growth? Where are they a danger due to disruption and competitors with a new business model? And as an executive, how can you proactively plan and control these changes and adaptations to them?

DESCRIPTION

If you operate a successful business today, you want it to stay that way. This is traditionally a part of strategic management. However, trends in the areas of digitalization, technology and even new media can lead to a fast, sometimes abrupt obsolescence of existing business models. Executives who want to be successful in the future need new impulse here and a trend check:

- Is our current business model still valid and can we preserve and develop it?
- Are there any disruptive trends threatening us and what new business models should we use to embark on a successful future?
- How can we awaken sensitivity for change among employees, actively shape the change process and successfully deal with resistance to change?

KEY BENEFITS

The approach here is to have agile strategy and business development, change management and leadership. Customer needs, and customer problems unsolved until now, should form the basis for developing new business models. With these, new markets can be created or today's markets changed with the goal of occupying a profitable market position long-term. How does business development function? What do digitalization and Industry 4.0 mean for my company's strategy? How do we take employees with us and how do we successfully deal with their resistance to change?

WHO SHOULD ATTEND

- Executives who are responsible for the strategic direction of a company or important parts of it
- Men and women responsible for products, markets, customers, key accounts, countries and other important areas of a company
- Those responsible for innovation, new business, securing the future
- Senior- and mid-level executives given the task of preserving and expanding an existing business activity
- Specialists and project managers in the areas of business model development
- Managers responsible for corporate start-ups

AREAS OF FOCUS

Rethinking Your Business for the Age of Digital Transformation

- The digital world: overview and concepts
- Understanding networks, platforms and data
- Digital business agility and strategic management
- Business development in times of change
- Managing Innovation and new business development

The Connected Customer: Digital Marketing and Social Media

- Leading a customer-centric value chain
- Digital marketing essentials
- Social media and social advertising

Agility and Digital Leadership

- The age of new working models
- The leader of the future
- Fostering creativity, collaboration and inclusivity
- Doing agile right

Leadership, Change and Transformation

- Leadership challenges and competencies
- One's own personality in the leadership process
- The latest insights into leadership styles
- Successful leadership in times of change
- Change in an era of Industry 4.0 and globalization
- Fit for the future – corporate culture and change
- Leading leaders
- The most important factors of success in the change process
- Different phases of the change process and the dynamics behind them
- Successful implementation

Sessions & Fees

EP2611	Part 1: Jan 25 – 28, 2021	Lucerne, CH
	Part 2: Jun 28 – Jul 01, 2021	Brunnen, CH
EP2621	Part 1: Jan 25 – 28, 2021	Lucerne, CH
	Part 2: Sep 13 – 16, 2021	Boston, USA
EP2631	Part 1: Aug 30 – Sep 02, 2021	Horn, CH
	Part 2: Sep 13 – 16, 2021	Boston, USA
EP2641	Part 1: Aug 30 – Sep 02, 2021	Horn, CH
	Part 2: Nov 22 – 25, 2021	Davos, CH

Duration: **4 + 4 days**

Fees: **EUR 7,900.– | CHF 8,400.– | US\$ 8,900.–**

Registration: www.bostonprograms.com/ep26 or registration form on the back of the brochure

General Information

Registration and Confirmation

You can register by email, mail or FAX, or at our website. Once you register, you receive written confirmation, including detailed information on the location of the program, travel directions, hotel accommodations and an invoice for the program fees. If the program is fully booked, we notify you immediately. When you complete the program, you receive a certificate of attendance. Please note that the program curriculum, faculty and hotels are subject to change and/or amendment.

Change of Registration

If you need to change your registration, please notify us at least 4 weeks before the program starts. A change of registration entails a fee of 300 Euros. Under some rare circumstances, a program or parts of a program may have to be postponed or modified. In such cases, we will notify you immediately to ensure that you can attend an alternative program with similar content.

Cancellation

You may cancel your registration free of charge 3 months before the program starts. If you cancel between 3 months and 6 weeks before the start date, you will be charged 40% of the program fees. For cancellations within 6 weeks of the program start date, you will be charged the full program fees. You can arrange to have someone take your place up to 3 days prior to the program start date.

Program Fees

Program fees for our seminars and programs include the faculty fees and educational materials associated with the program (V.A.T. is not included). Accommodations and meals are not included. If only parts of a program are attended, missed parts may not be made up. Payment is accepted in Euros, Swiss Francs or US Dollars. Reference currency: Euro.

Accommodation, Daily Delegate Rates

Our programs are held at high-quality hotels and seminar centers. Participants are not obligated to stay at the seminar hotel. Note, however, that Boston Business School customarily negotiates a special room rate with the seminar hotel. Unless it is included in the accommodation rate, an additional daily delegate rate for lunch, coffee, etc., will be charged to participants. For rooms at the seminar hotel, participants make their own reservations following instructions provided by Boston Business School, and pay the hotel bill on the final day of the program.

Insurance, Disclaimer

Boston Business School does not offer insurance to participants. Therefore, participants must carry their own insurance policies to protect them from damages due to accidents, disease, theft and so on. Boston Business School cannot be held liable for damages. Terms, conditions and course content are subject to change and/or amendment.

Registration Form

Please complete and print this registration form and mail or FAX it to:

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Titel

Last Name

First Name

Company/Organization

Street, P.O. Box

Postal Code, City

Country

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Telephone

FAX

Position

Industry (opt.)

Number of Employees (opt.)

under 200

up to 1000

over 1000

Signature

Date