

Advanced Strategy – Driving Growth & Business Innovation

To survive in the future, a company will have to constantly reinvent itself and take advantage of strategic opportunities. Many companies, however, struggle with business development and innovation. Classic strategic management approaches have to be reassessed, and then enhanced with the latest insights to meet future developments. This seminar will give you the guidelines you need to develop strategy by thinking outside the box. 3 days.

DESCRIPTION

If you are a strategic leader in your field of business, you cannot assume the recipes for success that got you there will do the same in the future. How can you escape classic planning logic? What new approaches to your business can enrich existing customers, win new customers and ward off competitors? Is the way you define your current business still correct? How can you put your company on its next path to success? How can you balance what is new with what is proven? How can you make employees drivers, and not victims, of change? What parameters will allow you to go on the offensive when pursuing opportunities that constantly present themselves? This seminar will inspire and give a set of guidelines to anyone, for whom the status quo is no longer good enough.

WHO SHOULD ATTEND

Participants should be men and women who lead areas of a company, executives and board members, people responsible for product development and business segments, company founders, consultants, and decision-makers of professional organizations like lawyers and physicians. This seminar is also specifically created for members of supervisory boards, politicians responsible for economic policy, and venture capitalists from the private equity sector. All participants will benefit from this wide spectrum of expertise from people working in many different industries and jobs.

AREAS OF FOCUS

Advanced Strategy – Giving your Company New Momentum

- The latest trends and tools from real-world strategic practices
- If something is seen as a trend, it's already too late
- From conformity to individuality – what is changing on the customer side
- Disruptive technologies, digitalization and new business models
- Economies of scale are out. Economies of speed now determine success

Successful Business Development – Getting rid of what Inhibits your Company's Creativity

- All companies begin as start-ups. When and how do they lose their vigor?
- Business development in practice
- The contributions and limits of classic management tools
- The role played by stakeholders in the renewal process

Business Innovation and Disruption

- How fictional, nightmare competitors can lead you out of the comfort zone
- The determinants of business-model innovation
- Designing business models with the customer at the center
- Transforming threats into opportunities in a targeted way

A New Way of Strategic Thinking – Future-Proofing your Company

- Coming up with new strategic management approaches in a very short time
- Sparing employees «death through PowerPoint presentations»
- Replacing tedious change and implementation processes with platforms and flexible business environments

Effective Implementation – Maintaining your Momentum

- The never-settle-for-less matrix. How compromising makes you vulnerable.
- New roles for those with operational responsibility
- Organizing and managing for a new time

Sessions & Fees

EP2711	Mar 17 – 19, 2021	Hamburg, GER
EP2721	Sep 07 – 09, 2021	Rottach-Egern, GER
EP2731	Dec 08 – 10, 2021	Cologne, GER

Duration: **3 days**

Fees: **EUR 3,700.– | CHF 3,900.– | US\$ 4,200.–**

Registration: www.bostonprograms.com/ep27 or registration form on the back of the brochure

Are you interested in corporate education or consulting?
Call us at: +41(0)43 499 4020

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:

Boston Business School
Kirchstrasse 3
CH-8700 Kuesnacht/Zurich

Phone +41 (0)43 499 40 20
Fax **+41 (0)43 499 40 21**
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Internet
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I wish to participate in the following program:

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Position

Industry (opt.)

Number of Employees (opt.)

under 200 up to 1000 over 1000

Signature

Date