

a) Break between the two modules approx. 1 ½ - 2 months to enable practical action learning.

The **GERBUS “Gamechangers Germany”** executive program enables you to develop the right strategy, smarter innovation and winning business, applied to your industry and your company. It is fast, detailed, facilitated and practical, applied to the best opportunities to help your own business innovate and grow, and for you to lead and create your better future.

Becoming a „Gamechanger“ is partly a matter of mind-set and partly about new approaches – incl. learning from business, who have already changed the game. Learn to connect the dots!

Your benefit:

- Developed and performed in co-operation with Prof. Peter Fisk
- Condense and intense program for tomorrow’s leaders
- Insight into the dynamics of global and national change
- Training in the tools, models and processes applied by gamechanging companies
- Action and implementation oriented learning – applicable for you and your business

More Information

- Upon completion, receipt of a certificate of participation from the GERBUS Academy
- Accompanying support ^{a)} through trained Gamechanger ambassadors, during and after program
- The program is also offered as customer, tailor-made, program. Price & conditions on request.
- The program is launched at min. 15 sign ups. Language: English.

Tuition Fee: 3.940,- EUR (plus VAT, travelling & accommodation)

a) Variable & optional, conditions on request.

Future Strategies

Objective: Developing a better strategy to drive profitable growth in fast-changing markets.

Growth Hacking: Making sense of a fast changing “kaleidoscope” world, exploring the drivers of market disruption, and learning from the world’s most innovative companies right now.

Future Possibilities: Exploring the best new opportunities for your business, the potential of new technologies, and focusing on the best sources of profitable growth.

Change the Game: Exploring what it takes to be a Gamechanger, to harness the power of audacious ideas, intelligent networks, and enabling experiences to change the way customers think, and your market works.

Innovative Strategy: Developing a strategy that shapes the future in your vision, that embraces disruption and innovation, reframes your business around an inspiring purpose, focusing on where and who to compete for value creation.

Case studies: We will explore many innovative companies, including Amazon’s relentless customer-centric growth, Syngenta’s strategy for good growth, Uber’s stretch into new markets, and Tesla’s vision life in 2021.

Outcome: You will develop a Future **Strategy Roadmap** for your business, with stretch and direction, whilst retaining focus and agility.

Business Design

Objective: Creating more innovative customer propositions and business models.

Design Thinking: Harnessing the techniques of customer deep dives, insight generation and rapid prototyping to develop new hypothesis and creative ideas to solve the right problem better.

Customer Propositions: Turning insights into compelling propositions for each of your target customer segments, focusing on the “job to be done” and how to enable customers to achieve more.

Business Models: Exploring the advanced business model canvas, including 36 optional models, and understanding the implications across your business, and in particular how to realign organization and partnerships for future growth.

Business Model Design: Developing a blueprint for your business future, that combines your proposed strategy, customer proposition, and business model, ready to test with colleague and customers.

Case studies: We will explore many innovative companies, including BMW’s integrated business models, Haier’s business model for fast innovation, Nespresso secret to profitability, and how Xiaomi is outthinking Apple.

Outcome: You will develop a new **Business Model Canvas** driven by your chosen strategy and propositions, ready to test with customers.

Module 1 (Day 1 – Day 2)

Practical Action – between modules

Applying it all to your own business.

This is your opportunity to develop and test the concepts of design thinking, proposition development and business model design in your own business. Having developed hypotheses in days 1 and 2, you can test these with your colleagues and customers. Would they work? How could they be better?

This activity ensures that your learning is built on the real challenges and opportunities of your business, and can help you to drive new opportunities in real and practical ways that deliver a lasting return on your investment. We can also provide support during this period, to ensure you return for days 3 and 4 ready to finalize your solutions.

Module 2 (Day 3 – Day 4)

Smarter Innovation

Objective: Shaping your business design to deliver a winning customer experience.

Business Future: Learning from business and customer feedback to improve your strategy, propositions and business models. Refining your blueprints including the complexities of multiple audiences, business units and solutions.

Future Story: Finalizing your concept, and presenting it in a clear and compelling way using the presentation technique of Pyramid Thinking, that focuses on making it essential and indispensable to your decision makers.

Customer Experiences: Mapping the customer's steps, how you enable them to achieve more including new ways to add personalization, collaboration, new revenue streams, and deeper engagement.

Smart solutions: Delivering to customers with more innovation product and services, creating distinctive brand icons and storytelling, in a way that shapes the market to your advantage, and uses a fast, lean-thinking "build test learn" cycle.

Case studies: We will explore many innovative companies, including DSM's sustainable innovation, GoPro disrupting photos, Lego's rethinking how it works, and Umpqua reinventing the banking experience.

Outcome: You will develop a **Customer Experience Design** that will inspire, engage and enable customers to do more.

Accelerating Growth – Implementation Planning

Objective: Prepare to implement your new strategy and business model, faster and better.

Horizon Planning: Mapping out your implementation plan from the future back, understanding the outcomes, metrics and then deliverables of each horizon and how they fit together as a compelling future brand story.

Making Change Happen: What it takes to change people and process, business and markets. Thinking through the steps of change, from engaging stakeholders to social mavens, lean thinking and pivot evolutions.

Growth Accelerators: What makes growth happen faster. In particular we focus on exponential drivers of addictive ideas and intelligent networks to accelerate your innovation adaption rate, and return on investment.

Inspired Leadership: Bringing together the opportunity for you - to be a better leader. Defining the role of leaders in each of the phases, to be the change and ensure delivery of practical action, and exponential results.

Case studies: We will explore many innovative companies, including 3M's innovation culture, GE FastWork's lean implementation, Google X's moonshot factory, and many more.

Outcome: You will develop a **Growth Horizons Plan** to deliver fast implementation, quick wins and sustained performance.

Business Impact – at the end of the program

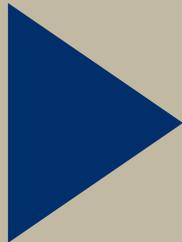
At the end of this program, you will have developed your personal Business Blueprint that combines a new tested hypothesis for future business – combining business strategy, customer insights, value propositions, business model, customer experience, innovative solutions, brand story, and implementation plan.

This is your launch pad to make your future happen, to accelerate growth in your business, and to be the “gamechanger” of your market.

We can continue to provide support during your implementation – helping you “to make it happen”!



Video: Prof. Peter Fisk introducing the program!



Prof. Peter Fisk Biography



Peter Fisk is a global thought leader in strategy, innovation and marketing. He is a best-selling author and keynote speaker, helping business leaders to develop innovative strategies for business and brands.

His latest book, *Gamechangers*, was published in Germany in 2015 and has been translated into 35 languages. He is Professor of Strategy, Innovation and Marketing at IE Business School, one of the world's top ranked business schools, whilst also founder and CEO of GeniusWorks, helping clients to make sense of fast-changing markets, and find new ways to think, compete and win.

He features on the Thinkers 50 "Guru Radar" as one of the world's top business experts and was described by Business Strategy Journal as "one of the best new business thinkers".