

**GER
BUS**

Executive
Forum

GERBUS Knowledge Days **Einladung & Programm**



**GLOBAL SCALING
ACADEMY**

Blitzscaling – Using hypergrowth to drive massive value

Mit Chris Yeh (Co-Autor & Co-founder) und Jeff Abbott

(Co-Founder & CEO) der Global Scaling Academy

Donnerstag, 19. März 2020 in Hamburg

How to build lasting competitive advantage

“Blitzscaling isn’t simply a matter of rapid growth. Every company is obsessed with growth. In any industry, you live and die by the number – user acquisition, margins, growth rate, and so on. Yet growth alone is not blitzscaling. Rather, **blitzscaling is prioritizing speed over efficiency in the face of uncertainty.**”
(Chris Yeh and Reid Hoffman)

Journalists are correct when they write that blitzscaling calls for prioritizing speed over profits, but omit the most important question: Why blitzscale? The purpose of blitzscaling is to achieve enduring market leadership in a winner-take-most or winner-take-all market, which occurs when being the first player to reach critical scale brings lasting competitive advantage. Companies that choose to blitzscale will soon set the pace of progress in every industry.

Blitzscaling is relevant not only for start-ups, but increasingly also for traditional, established companies and corporations moving into new business areas and new markets, facing unexperienced competition and the potential threat of disruption.

This is the focus of this Knowledge Day: how can you successfully apply the Blitzscaling framework to improve the speed and scalability of new and current operations. How can you use it to transform your organization to identify, partner with, build internally, or acquire the capabilities for hyper-growth that could sustainably propel your organization through the coming decades. And what does it require in terms of your leadership and your decision-making processes...

Chris Yeh & Jeff Abbott

Chris Yeh is co-founder of the Global Scaling Academy, instructor at Stanford University and New York Times Bestselling author, along with Reid Hoffman (co-founder of LinkedIn), of „Blitzscaling. He has founded, advised, or invested in over 100 high-tech startups since 1995.

Jeff Abbott is the co-founder and Managing Partner of Global Scaling Academy. He is active globally in ecosystem development and has mentored hundreds of startups. He has more than 20 years’ experience with the intersection of corporate innovation and startups.



GERBUS Knowledge Days – Agenda

8.30 - 9.00 Arrival & Registration

Understanding Blitzscaling

- What is blitzscaling?
- Why blitzscale?

Responsible Blitzscaling

- The positive impact of blitzscaling
- When to blitzscale and when to stop!

12.30 - 13.15 Lunchbuffet & Networking

Applying Blitzscaling within the Corporation

- Identification of blitzscalable opportunities
- Business model design for blitzscalability

Leading through Blitzscaling

- Strategic decision-making
- Management techniques

Wrap Up & Good Bye (latest at 18.00)

Coffee breaks – morning & afternoon included

Key Take-Aways

- What is blitzscaling and what makes a company “blitzscalable?”
- How to use the “growth factors” and “growth limiters” to assess the “blitzscalability” of companies and growth initiatives
- When to blitzscale – and when to stop!
- How to lead and manage during the hyper-growth that occurs when blitzscaling
- How to bring blitzscale speed into the large organization
- How to blitzscale responsibly and sustainably

Über uns

Die **GERBUS Academy** ist eine deutsche Business Academy, die in Zusammenarbeit mit weltweit anerkannten Management-Denkern und Professoren aus international hochrangigen Business Schools, Management Programme und Foren anbietet.

GERBUS Executive Forum ist unser exklusives Netzwerk und Innovationsplattform für das Senior Management und Entscheider. Als Teilnehmer steht Ihnen unser **Future_as_a_Service** zur Verfügung – darunter unseren **GERBUS Knowledge Days**.

Themenorientiert, komprimiert und intensiv – in einer exklusiven Runde – präsentieren wir, mehrmals pro Jahr, neue Impulse und Business-Trends und behandeln aktuellste Erkenntnisse, Ansätze und Methoden. Die Knowledge Days sind auch einzeln – durch Einladung oder auf Anfrage – buchbar. Unsere aktuellen Fees und Preise, finden Sie auf unserer Website. Nutzen Sie auch den QR-Code für den direkten Link.

Anmeldung und praktische Informationen für Donnerstag, 19. März 2020

Anmeldung:

Das Tagesprogramm ist in unserem GERBUS Executive Forum Service Fee bzw. Tagesticketpreis inkludiert. Ihre Anmeldung ist aber trotzdem erforderlich.

Veranstaltungsort:

SIDE Design Hotel, Drehbahn 49, 20354 Hamburg
Tel.: 040/30 99 90, www.side-hamburg.de
Fahrzeit zum Flughafen: ca. 35 Minuten

Fragen, Kontakt & Anmeldung

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