

GERBUS Academy Executive Education
presenting:



Blitzscaling

(In Large European Organisations)

- Live Online Program -



Blitzscaling – Online Program – Introduction

The GERBUS **Blitzscaling Online Program**, offered in partnership with Palo Alto-based **Global Scaling Academy (GSA)**, is designed for senior corporate leaders, corporate innovation professionals, corporate entrepreneurs and CVC investment team members.

The world we live in is hyper-connected. Competition, customers and talent can come from anywhere in the world. Blitzscaling is the speed at which industries are transforming, and the pace of transformation is accelerating everywhere. The number of companies that fall out of the S&P 500 is accelerating. All companies, in all industries, want to understand what this acceleration clock looks like and what's driving it in order to learn how to navigate. Topics we will address include:

- What's the blitzscaling decision framework and how can it be applied in large organizations?
- How can I use it to evaluate internal or external innovation or venture scaling opportunities?
- In this environment of accelerating change, how can the blitzscaling framework inform the management of our current product and service portfolio?
 - Should we try to elaborate on the value of our product or service and build a deeper moat?
 - Should we try to Blitzscale an internal venture ourselves and be somewhat self-disruptive?
 - Should we try to collaborate with disruptive startups and make room for them?
 - Should we try to pivot to a different industry or different business?
- How can we build or acquire, and effectively manage, a venture capable of hyper-growth?
- What's different about blitzscaling in Europe?

Your benefit:

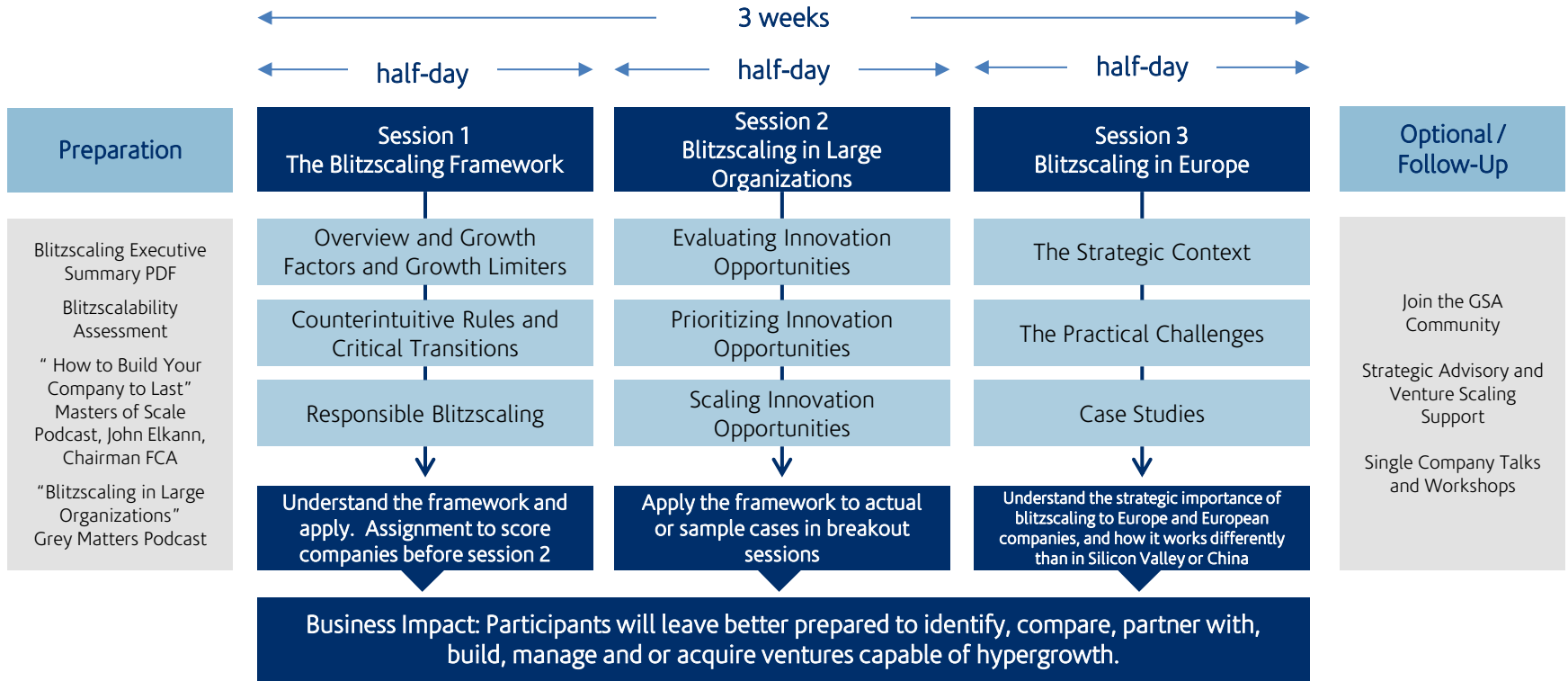
- Small and exclusive group of participants (max. 25) to ensure valuable interaction and maximum outcome
- Cutting-edge insight into the business models, strategies and management techniques that enable hyper-growth
- Training in understanding and applying these techniques to your organization, plus evaluating and managing new ventures
- Developed in co-operation with Global Scaling Academy and instructed by Chris Yeh, co-author of Blitzscaling and Jeff Abbott

More Information

- Upon completion, receipt of a certificate of participation from the GERBUS Academy
- 3 x virtual sessions of half-a-day each (incl. breaks & virtual networking) – 1 session per week. Language: English.

Tuition Fee: 1.490,- EUR (plus VAT)

Blitzscaling – Online Program – Program overview



With Breaks, Break-Out Working Sessions, time for Q&A and interactive dialog.

Blitzscaling – Online Program – Session descriptions

Session 1 The Blitzscaling Framework

This session will provide an overview of the Blitzscaling framework, with a special emphasis on assessing whether or not a particular business or initiative is truly blitzscalable.

By the end of the session, participants will understand the key growth factors and limiters that contribute to blitzscalability, as well as the key transitions that blitzscaling leaders need to manage as their organization grows.

The session will also discuss the counterintuitive rules which go against conventional wisdom, but help blitzscalers move even faster.

- Main Tool: Blitzscalability Assessment
- ✓ Case Study: Google
- ✓ Case Study: WeWork

Session 2 Blitzscaling in Large Organizations

This session explains how the Blitzscaling Framework applies to the new business and innovation efforts of large, established companies. While the growth factors, key transitions, and counterintuitive rules still apply, they need to be adapted to the very different environment within an established organization.

The session also looks at the common pitfalls that many large companies run into when trying to blitzscale or collaborate with startups that are blitzscaling, and suggests structural and policy changes to improve the chances of success.

- Main Tool: Strategic Decision Guide
- ✓ Case Study: Amazon Web Services
- ✓ Case Study: WeChat / Inditex

Session 3 Blitzscaling in Europe

This session compares and contrasts the business environment in Europe with the conditions that prevail in the United States and China. While it may be easier to blitzscale in the United States and China, not only is blitzscaling in Europe still possible, but there are certain advantages that European blitzscalers can leverage.

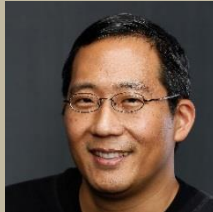
The session will also re-examine the key transitions and counterintuitive rules through the lens of the legal, regulatory, and cultural environment of Europe, along with region-specific advice for getting started in specific geographies.

- Main Tool: Blitzscaling Canvas
- ✓ Case Study: Spotify / Bolt
- ✓ Case Study: AliPay / iTunes Store

Video: Welcome and Introduction from Chris Yeh



Instructor: Chris Yeh



Chris Yeh is an author, entrepreneur, mentor and investor based in Palo Alto, California, where he has had a front row seat to the action in Silicon Valley.

Along with Reid Hoffman, he is the co-author of the New York Times bestselling books Blitzscaling and The Alliance. Chris is the co-founder of Global Scaling Academy and Founding Partner of Blitzscaling Ventures.

Chris holds a BA from Stanford University in Product Design Engineering and Creative Writing, and an MBA from Harvard Business School where he was a Baker Scholar.

Course Facilitator: Jeff Abbott



Jeff Abbott is a corporate innovator and operating executive turned venture builder, entrepreneur and investor.

Jeff founded and scaled the Tienda Mabe, Latin America's largest online appliance store, by applying the principles of Blitzscaling within GE Appliances. He is the co-founder and CEO of Global Scaling Academy and a Founding Partner at Blitzscaling Ventures.

Jeff holds a BA from University of Illinois at Urbana Champaign and a Master of International Management Degree from Thunderbird School of Global Management.