

**GERBUS Academy Executive Education**  
presenting:

**GER  
BUS** German  
Business  
Academy



# Build Back Better

*How to accelerate your business recovery,  
and create a better future business*

**- Live Online Program -**

# Build Back Better – Online Program – Introduction

Our GERBUS “Build Back Better” Online Program is your opportunity to step back and reimagine your business, how it can most effectively recover in the short-term, in a way that also creates a better business for the long-term.

The pandemic and subsequent recession are moments of dramatic change in every market, for customers and business. It is challenging, but also a time of opportunity. In fact, 57% of the Fortune 500 companies were created during downturns, when attitudes and priorities shift. The post-pandemic world is a unique chance to rebuild your business in a better way, one which is more sustainable, more agile and resilient, more future-proofed. How will you “build back better” after Covid-19?

## Your benefit:

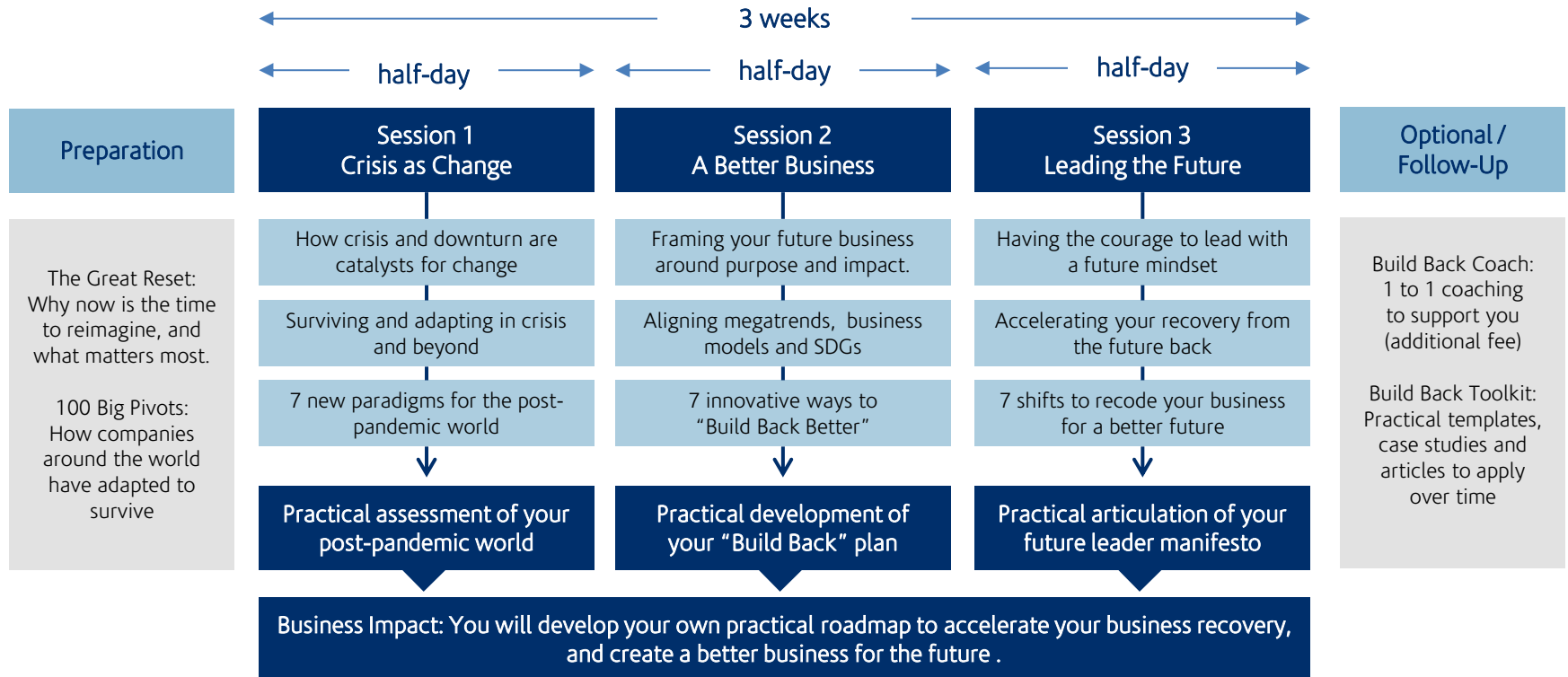
- Condensed and intensive online program for today and tomorrow’s leaders, of businesses large and small
- Small and exclusive group of participants (max. 25) to ensure valuable interaction and maximum outcome
- Cutting-edge insight into how to reimagine your future, refocus your priorities and reenergize your people
- Training in models, tools and processes used by the world’s most forward thinking businesses
- Your Roadmap for “building back better” Post-COVID-19
- Developed in co-operation with, lead and facilitated by one of the world’s top business thinkers, Peter Fisk

## 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
- The program is launched at min. 15 sign ups. Language: English.
- No software installation required – we are using Zoom (or equivalent) as conferencing system

**Tuition Fee: 1.490,- EUR (plus VAT)**

# Build Back Better – Online Program – Program overview



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

# Build Back Better – Online Program – Session descriptions

## Session 1 Crisis as Change

Crisis is a catalyst for change as markets are shaken-up, customers adopt new attitudes and behaviours, competitors are shaken-out, new challenges and opportunities begin to emerge, and new priorities drive what matters most.

At the same time, many existing trends are accelerated: the rapid development of new technologies, emerging markets, young generations, climate crisis, social distrust, and calls for a new type of capitalism.

Companies across the world are currently working through how to survive, adapt and thrive in this moment of significant change. What can we learn from these companies, in your own sector, and from other places, with similar challenges?

Crisis are also the moments of greatest innovation, when new ideas come out of necessity to survive, but also because now is the time to reimagine, refocus and reinvent.

## Session 2 A Better Business

An inspiring business purpose beyond profit, defining “why” you exist, and your contribution to the world, creates a guiding star through uncertainty, it motivates in tough times, and also creates new space for ideas and innovation.

However a purpose is more than nice words, it has implications for everything you do – your strategy, business model, organisation, people and partners, and metrics of success. What does it mean you will do differently?

It should also align with the external drivers of your markets – from megatrends to new risks, customers and competitors. The “Doughnut Economics” model gives you a useful framework, guided by the UN’s 17 SDGs.

Ultimately it is for you to define what “better” means for your business. More human? More digital? More global? More local? More agile? More resilient? More impact? More profit?

## Session 3 Leading the Future

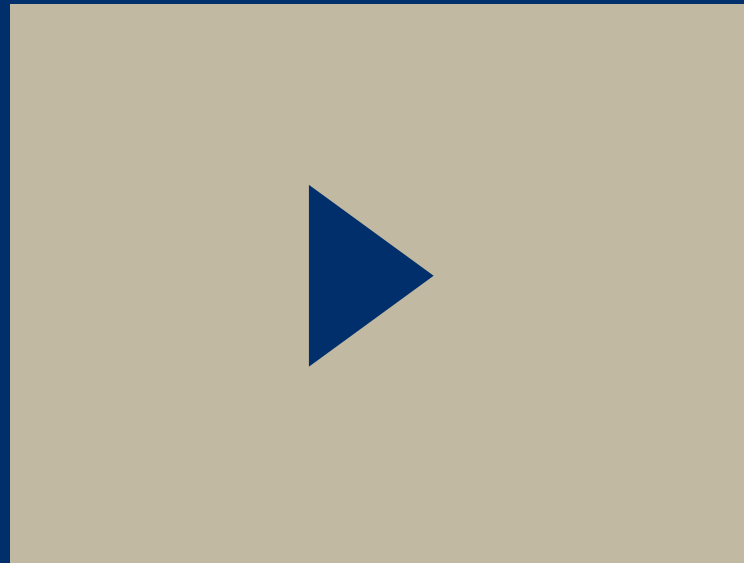
As a business leader, how will you adapt in this changing environment. How have your priorities changed personally? How can you more effectively support others, and amplify their impact? This is captured in the “future mindset” of a business leader, and how it works for you.

The best way to define short-term priorities is to be driven by your longer-term aspirations. Whether you are cutting costs, changing resources, or reprioritizing, be drive by where you want to be, not where you are.

To accelerate your business through the recovery, which could include 18-36 months of tough times ahead, how will you work towards this future faster, and find new ways to get there.

Leading the future is ultimately about having the courage to step up, to give direction and clarity, to make difficult choices, while also giving hope and inspiration that a better future lies ahead.

## Video: Meet Peter Fisk: "How will you build back better?"



## Peter Fisk. Global thought leader. Biography



Peter Fisk is a leading business thinker, best-selling author and inspiring speaker, whose career was forged in a superconductivity lab, accelerated by managing supersonic brands, shaped in corporate development, evolved in a digital start-up, and formalised as CEO of the world's largest marketing network.

He now leads GeniusWorks, a strategic business accelerator based in London. He is also Thinkers50 Global Director and a professor of leadership, strategy and innovation at IE Business School in Madrid, where he leads their flagship executive programs.

He has 30 years of practical business experience, working with business leaders in over 300 companies and 55 countries and author of 8 books, most recently "Gamechangers". His new book "Business Recoded" will be published late 2020. Learn more about Peter Fisk on [his website](#).