

GERBUS Academy Executive Education
presenting:



Building Resilience

*for a Post Pandemic Business World
through Actionable Scenarios*

- Live Online Program -

Building Resilience – Online Program – Introduction

Our GERBUS **Building Resilience Online Program** is designed to help business leaders and society at large to better understand which opportunities got lost throughout the pandemic and how we can navigate new horizons arising in the post pandemic world.

None of the current living generations have ever experienced the pandemic the way we are currently dealing with, and business leaders, communities and society have been lately missing many opportunities. By understanding the driving forces that disrupt our business; by developing a map for new logics and patterns revealing a different set of behaviors and by analyzing which impact they will have on our way of doing business, we can build actionable scenarios guiding us towards a desirable organizational resilience.

Your benefit:

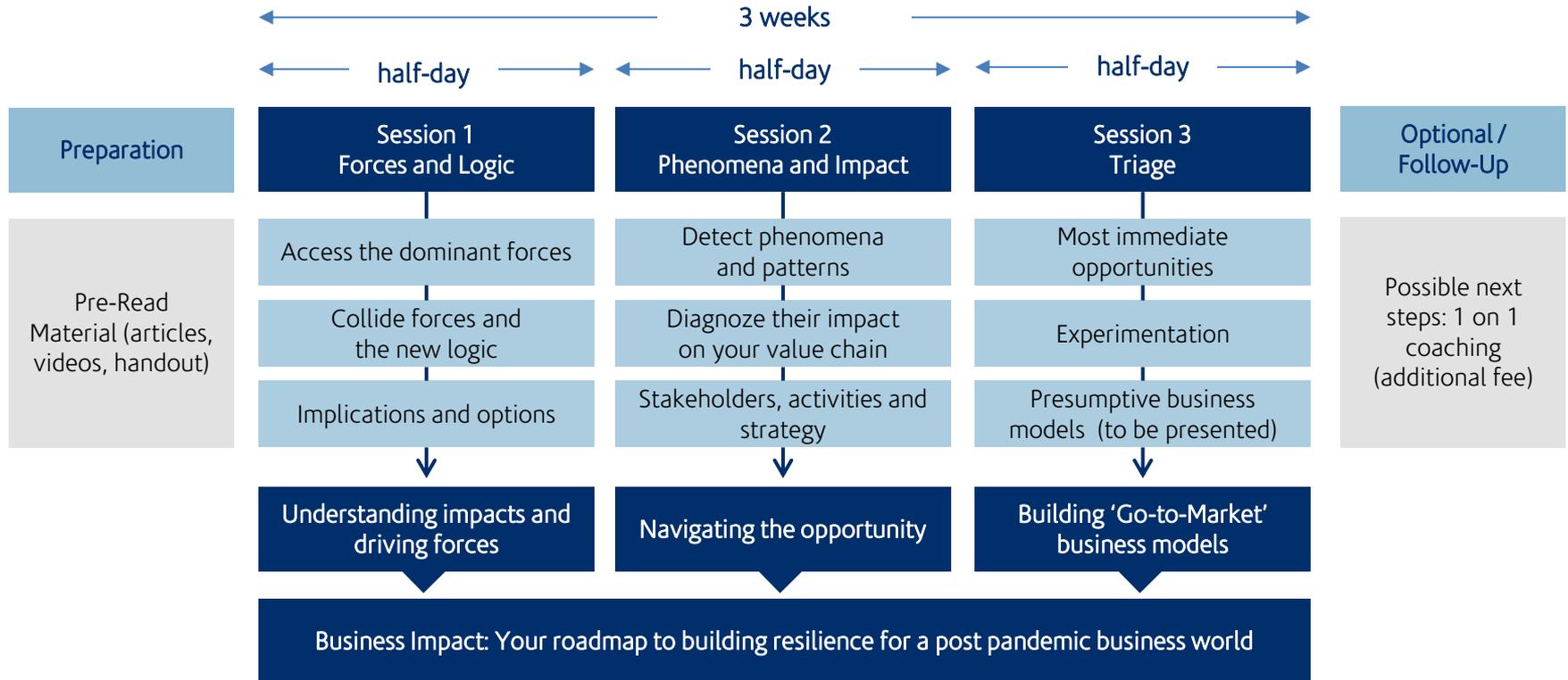
- Condensed and intensive online program for business leaders in search for resilience
- Small and exclusive group of participants (max. 25) to ensure valuable interaction and maximum outcome
- Cutting-edge insights into the high impact and high uncertainty scenarios
- Building strategic options in the VUCA world
- Developed in co-operation with and performed by bestselling author, professor and global thought-leader, Mark Esposito

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)

Building Resilience – Online Program – Program overview



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

Building Resilience – Online Program – Session descriptions

Session 1 Forces and Logic

Discover and access the critical forces. There are many forces that pull and push the business world, creating dynamics difficult to anticipate. Pre-pandemic forces have been in existence for long time but now, they got amplified and accelerated throughout the early months of 2020.

We will discover those forces that are currently disrupting business as usual, analyzing them with various concepts, such as 'HEAT map' and the FLP IT framework^{a)}, which will attempt at revealing the levels of intensity attached to each phenomena. Following the analysis, we will develop a few simple scenarios that help us envision which possible outputs we might derive in direct consequence of the forces.

Once we see the scenarios, we will have a clear picture on how the stakeholders will perform within the given scenarios and different implications and plausible options on each of them.

Session 2 Phenomena and Impact

Capture the patterns of behaviors that reveal a new structure in place. Every single new logic creates entirely different ways for society and organizations to behave and understanding them will help us see which new structures are shaping up and the consequent possibilities around this.

We will focus on these structures and based on them, new patterns will emerge while new behavior will become visible into new business models and new practices.

We will look into how these patterns are revealing in the existing business models and what those business models look like at the global level, while also honoring the specific context of where the participants are coming from. Multiple value chain analyses within the group will be conducted as follows:

- a. *Assessment of the impact on the given value chain*
- b. *Next steps to take.*

Session 3 Triage

Study multiple value chains through the group presentations on the participants' own context and conduct appropriate analysis.

The participants will be expected to answer questions such as,

➤ *What could you do now? What would be your immediate actions?*

We will facilitate their responses by experimenting directly out of the analysis, forces and the new logic.

Participants will be able to use the context of business model canvas to plan what they can start and experiment.

The entire day will be dedicated to the analysis of value chain and how this activity may craft one of more 'Go-to-Market' opportunit(ies) that can be tested right after the workshop.

a) FLP IT has been developed by Olaf Groth, Mark Esposito and Terence Tse at Cambrian Futures

Video: Dr. Mark Esposito introducing the program!



Dr. Mark Esposito Biography



Dr. Mark Esposito is an acclaimed bestselling author, professor and global thought-leader in matters relating to the 4th Industrial Revolution.

He co-founded Nexus Frontier Tech, an AI Firm, dedicated to the productions of AI solutions.

Dr. Mark Esposito was inducted in 2016 in the radar of Thinkers50 as one of the 30 most prominent business thinkers. He is a global expert of the World Economic Forum and advisor to governments. His last book, “The AI Republic” received global accolade and ranked 1 on Amazon in 6 markets, including Germany. Visit his [website](#).