

**GERBUS Academy Executive Education**  
presents:

**GER  
BUS** German  
Business  
Academy

# Business Recoded

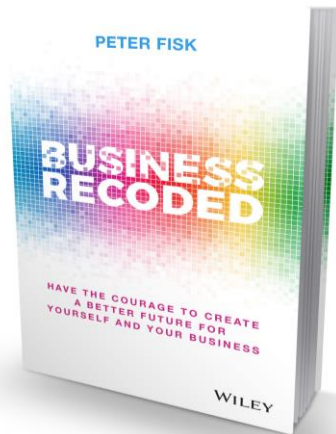
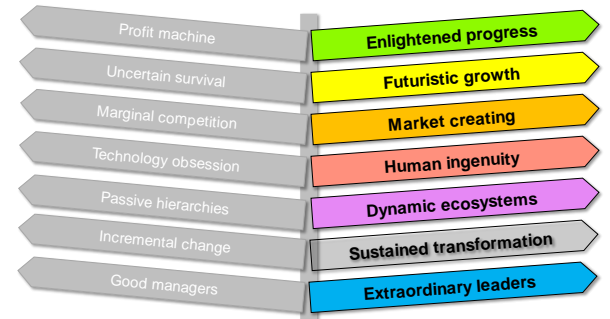
*Decode the future + Recode your business*

**- Live Online Program -**

# Business Recoded – Online Program – Introduction

Our GERBUS “Business Recoded” Online Program explores how to lead a better future, to reimagine your business, to reinvent markets, to energise your people. It describes how to combine profit with more purpose, intelligent technologies with creative people, radical innovation with sustainable impact.

Business needs a new code for success. Change is dramatic, pervasive and relentless. A global pandemic, an uncertain future. Incredible technologies – and climate crisis. Disrupted market, stagnating growth. The old codes that got us here don't work anymore. We need a new mindset to move forward, to make sense of change, and to navigate a better future.



“Business Recoded” builds on the new book by global thought leader Peter Fisk, who will personally guide you through the program. You also receive a copy of the book. The program is for business leaders who seek to progress in today’s rapidly changing world, and to create the organisations that will thrive in tomorrow’s world.

It dives deep into the minds of some of today's most inspiring business leaders - people like Anne Wojcicki and Jeff Bezos, Emily Weiss and Devi Shetty, Daniel Ek and Tan Le, Mary Barra and Masayoshi Son, Satya Nadella and Zhang Ruimin.

And learns from the innovative strategies of incredible companies – Alibaba and Amazon, Babylon and BlackRock, Meituan Dianping and Microsoft, Narayana Health and Netflix, Patagonia and PingAn, Spotify and Supercell, and many more.

# Business Recoded – Online Program – Program overview

## Program journey:

### Future Recoded (*Recode 1*)

Exploring futures of complex and  
relentless change

Insight, inspiration, interaction  
with Peter Fisk: **4.5 hours**

Wednesday 17 March 2021

### Growth Recoded (*Recode 2*)

Finding new ways to accelerate  
business and social progress

Insight, inspiration, interaction  
with Peter Fisk: **4.5 hours**

Wednesday 24 March 2021

### Innovation Recoded (*Recode 3*)

Solving human problems with more  
creative insight and ingenuity

Insight, inspiration, interaction  
with Peter Fisk: **4.5 hours**

Wednesday 21 April 2021

### Work Recoded (*Recode 4*)

Working together in smarter, faster  
organisations

Insight, inspiration, interaction  
with Peter Fisk: **4.5 hours**

Wednesday 28 April 2021

### Leadership Recoded (*Recode 5*)

Amplifying the potential of your  
people and business

Insight, inspiration, interaction  
with Peter Fisk: **4.5 hours**

Wednesday 5 May 2021

Your future  
blueprint

## Your benefit:

- Condensed and intensive online program for current and future 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
- Develop your own blueprint for your future business, and practical roadmap for short and mid-term action
- Led, coached and facilitated by one of the world's top business thinkers, Peter Fisk
- Upon completion, receipt of a certificate of participation from the GERBUS Academy
- 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: 2.490,- EUR (plus VAT)**

## Recode 1 Future Recoded

### Exploring futures of complex and relentless change:

- Having a future mindset, exploring your future potential
- Framing your higher business purpose
- Exploring the megatrends, power shifts and possibilities
- Stretching your moonshot ambitions
- Finding the best new opportunities for positive impact
- Defining your future story, to inspire your stakeholders

with **inspirations** from

- Anne Wojcicki, 23andMe: the future of personalised healthcare
- Elon Musk, Tesla: accelerating progress from the future back
- Larry Fink, BlackRock: from profit to purpose to positive impact

and **tools** including

- The purpose-profit pyramid: aligning social progress with financial performance
- Sensemaking and scenario planning: making sense of complex uncertainty
- Vision and leadership narratives: turning ideas into a coherent story
- Positive impact scorecard: new ways to measure success

## Recode 2 Growth Recoded

### Finding new ways to accelerate business and social progress:

- Competing smarter in the new market matrix
- Understanding the new customer agendas
- Connecting people and tech, society and environment
- Building brands that engage people deeper
- Harnessing the exponential growth drivers
- Creating your strategic roadmap for accelerated growth

with **inspirations** from

- Jessica Tan, Ping An: turning a finance business into a multi-sector platform
- Patrick Brown, Impossible: finding insights to grow a better world
- Emily Weiss, Glossier: building brands around communities

and **tools** including

- The growth compass: navigating the 12 types of growth
- Future-back horizon planning: future-proofing your strategy
- Customer agendas: a bigger framework for understanding customers meta-needs
- Manifesto brands: reinventing brands that do more, and enable them to do more together

## Recode 3 Innovation Recoded

### Solving human problems with more creative insight and ingenuity:

- Ingenuity, finding and developing the best ideas
- Creativity, making unusual connections
- Design, solving human-centred problems
- Innovation, redefining the business model
- Experimenting, test and learn, enhance or pivot
- Zooming, accelerating ideas into market vortices

with **inspirations** from

- James Watt, Brewdog: a passion to break the rules better
- Katrina Lake, StitchFix: creating the data-driven future of retail
- Devi Shetty, Narayana: reimaging the healthcare system

and **tools** including

- Human-centred design: identifying the right problem, focusing on richer insights, finding better solutions
- Start-up to scale-up: a faster, more experimental approach to innovation
- Business model canvas: reinventing how your whole business works
- Innovation portfolios: developing a strategic approach to sustaining growth today and tomorrow

## Recode 4 Work Recoded

### Working together in smarter, faster organisations:

- Building rocket ships to the future, inside and outside the business
- Exploiting the core, while also exploring the edge
- Driving transformation, projects and the future of work
- Collaboration, diversity and building extreme teams
- Building energy and rhythm, corporates as start-ups
- Creating global, agile and circular ecosystems

with **inspirations** from

- Reed Hastings, Netflix: building extreme teams for disruption
- Zhang Ruimin, Haier: creating 10,000 entrepreneurial start-ups
- Piyush Gupta, DBS: making change happen in the world's best bank

and **tools** including

- Business transformation roadmap: how to drive and implement change
- Extreme teaming: learning from New Zealand's All Blacks
- Circularity: creating a business system that has positive impact
- Ecosystems: making partnerships work through assets and impacts

## Recode 5 Leadership Recoded

### Amplifying the potential of your people and business:

- Having the courage to create the future
- Finding the best leadership style that works for you
- Finding your flow, and sustaining peak performance
- Building emotional agility, endurance and resilience
- Creating your own better legacy for the world
- Being the radical optimist, even in the most uncertain times

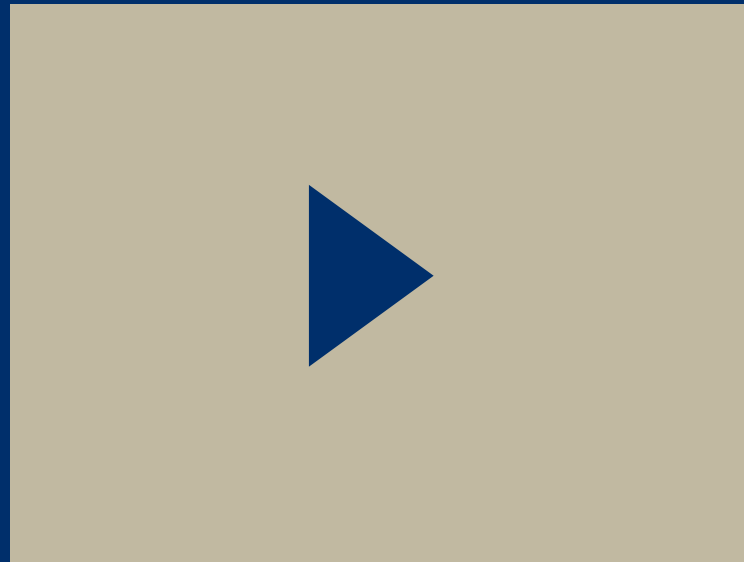
with **inspirations** from

- Daniel Ek, Spotify: the shy entrepreneur learns to be a leader
- Jeff Bezos, Amazon: leading with pizza teams, one page plans, all on day one
- Ilkka Paananen, Supercell: the world's least powerful CEO

and **tools** including

- The new leadership DNA and how to develop yourself
- Finding the right leadership style to match your strengths
- Legacy builder, aligning your personal and business goals
- Leaders compass, being the person you want to become

## Video: Meet Peter Fisk: “Have the courage to create a better future”:



## 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](#).