

## Introduction

**Nowadays the CEO faces new challenges in his business: sustainability, new way of working, WorkLife, social media, etc. In the enterprise of the future the focus on goals and objectives is throughout the complete organization, a new approach for working and directing and delegating management functions. 'Future' means that we will make use of multidimensional management. In this workshop you will learn to turn the challenges into opportunities and find innovative solutions to support your corporate strategy.**

Current entrepreneurial disciplines are based on capitalist material efficiency that originates from the post war Fifties and Sixties of the last century, mostly using American business views (the 4 Ps of Kottler, Ayn Rand, McKinsey, etc.) . We now need to unlearn about objectivism of product orientation, marketing by looking back through KPI's, global strategies through centralized efficiencies, bureaucracy and hierarchies. The business world of tomorrow is characterized by multidisciplinary, holistic, servant attitudes towards planet and people with sustainably applied innovation. Success cannot be copied from books, journals or statistics. It is found in visionary, market result driven leadership, authentic entrepreneurship, local-for-local-for-global and communities without bosses but sums of co-creative talents. We will have a look at the instruments that you can use to project your strategies as well as the multidimensional gut feeling that you need to develop to be able to successfully ride the waves of transformative change.

Organizations are confronted with many changes and challenges in the market. The urgency for innovative entrepreneurship and new concepts to bind people (knowledge & expertise) to organizations is bigger than ever. Through new concepts in entrepreneurship, leadership, marketing & sales and global finance the current situation of your company will be examined and discussed and the new perspectives for the future will be explored. How will you remain successful and what can your management team and expert professionals contribute to the corporate goals and objectives that are set? What is their role in the strategic process?

The future of most successful organizations is focused on value based management concepts and bringing value to customers, the environment, society and the own enterprise. We will examine the external factors in the global business market that will influence your corporate strategy.

The management of Marketing & Sales, Entrepreneurship, Finance, IT, Human Resource Management and Procurement will all have a contribution to the general strategy of the organization. How do these functions need to co-operate to get an optimal outcome for the organization? In order to play a role in the strategy development and value creation within an organization these functions need to understand each other's approaches.

In this workshop the participants will examine how their organization can be successful in creating value for their customers as well as the society, the environment and their stakeholders. To conclude the workshop, they will present their recommendations as project definitions to a delegation of your Board of Directors.

## Key facts

- Learn to adapt your strategic process to the new market requirements
- The content is tailored to your organization and your business
- Immediate application of learned theory to your organization
- Multidisciplinary participant group or expert groups (e.g. Procurement, Sales)
- Results: Definition of projects to implement the solutions (recommendations to the Board)
- Earn MBA credit points: the workshop is part of the MBA in Multidimensional Entrepreneurship and the MBA in Procurement Management.
- Min. 10, max. 20 participants per group
- For profit and non-profit organizations
- For national and international organizations
- Optional follow-up program: implementation of the solutions
  - Business case(s) for the defined projects
  - Marketing & sales plan
  - Project management

## Objectives

This workshop provides cross-functional insights into the creation and use of human, operational, financial, and marketing & sales resources with particular emphasis on their effective integration to achieve business and customer objectives in the (inter)national arena.

The main theme of the workshop is 'Entrepreneurship, Sustainability & Innovation'. Participants gain a thorough understanding of both internal and external management issues that affect their organization and get an insight in the CEO role through advising him from their specific expert perspective. The leadership role, the entrepreneurial approach and communicating with professionals throughout the organization will be an important part of the workshop.

You will examine how your organization can be successful in creating value for customers as well as the society, the environment and stakeholders. You will also learn to evaluate new business models, integrate all functions and act as transformational coach for your organization.

To conclude the workshop, you will present your recommendations as project definitions to a delegation of your Board of Directors.

## Program Structure

The timing and schedule of this tailored program is highly flexible and based on your schedule and the urgency of the business problem. Timing can be geared to work schedules and sessions can be held at company sites or elsewhere.

The workshop consists of eight sessions of 4 hours each. Sessions can be scheduled according to your requirements:

- Completed in successive days or separate sessions
- On weekdays as well as during the weekend
- Morning, afternoon and evening sessions

## Approach

We strongly believe a company's ambition should be more than just earning money or using the best technology. It should aim for the higher goals and objectives such as sustainability, balanced economic growth and contribution to society. The ambition should be transparent for everyone within the organization, differentiate the company from the competition and the company should have a clear role and identity within the society. An organization should be in balance in terms of rational thinking, emotional wellbeing and measurement of values, especially the societal values. Transformational leadership is necessary to make the paradigm shift of our times.

**Your organization and business are the leading thread throughout the workshop.** The theory is applied to your daily practice and all discussions and other activities have one goal: define innovative solutions that support your corporate strategy and empower your organization to be successful in creating value for your customers as well as society, the environment and your stakeholders. To conclude the workshop, the participants will present recommendations as project definitions to a delegation of your Board of Directors.

Four pillars form the basic theoretical framework that will be used in this workshop:

- MDE (Multi-Dimensional Entrepreneurship) Index\*
- Next Level Scan\*\*
- 4x Value model\*
- Five Forces Model (5K model)\*

### MDE Index

Traditional business is questioned and corporate identities are being redefined. You are asked to participate in this risky, visionary and extremely entrepreneurial process. You are asked to take the seat of the CEO.

When you wish to define a strategy it may be of interest to see where you stand. The MDE Index is a tool with about 80 questions to do such zero measurement.

### **Next Level Scan**

Each change process starts with measuring your customers, employees and organization. The Next Level Scan helps you to determine at what entrepreneurial level you are and to which level you can grow:

- Level 1: Start or re-launch
- Level 2: Expansion
- Level 3: Specialization
- Level 4: Structural co-operation

The **4 x Value Model** is an entrepreneurial framework for true sustainable progress:

1. True value for the customer
2. True value for society
3. True value for the environment
4. True value for the enterprise

The **5K Model** examines five principles for successful entrepreneurship:

- K1 Market definition
- K2 Positioning
- K3 Customer perception
- K4 Communication strategy
- K5 Management capacity

### **Customer reference**

In December 2010 we completed a successful pilot with Capgemini Interim Management BV in the Netherlands, resulting in a new business model for their competitive market of professional services.  
*Huub Gilissen (Managing Director): "This workshop gave us new insights and perspectives and resulted in innovative solutions for our transition in the professional services industry. We are empowered to meet the changing customer demands as well as the demands of highly skilled professionals."*

### **Contact**

#### **Stichting Business Universiteit**

Drs. Peter Doeve PhD      06 – 53 124 288  
Jean-Paul Close MBA      06 – 54 326 615  
Sheila Bouquet              06 – 54 718 394

[info@sbuni.nl](mailto:info@sbuni.nl)

*This program and the models are developed by Peter Doeve\*\* and Jean-Paul Close\*.*

*Stichting Business Universiteit offers a variety of in-company education programs that fit the needs of different levels of managers in business and non-profit organizations. The programs are fully tailor-made designed in order to implement solutions of existing problems within organizations.*

*The school provides a challenging and integrated educational environment that is externally engaged on creating technologically proficient problem solvers, innovative and critical thinkers and ethical business leaders.*