

## **Strategic Thinking**

Often entrepreneurs and management are caught up in operational business, so that little time is left for long term considerations regarding the firm's future and the company's positioning on markets. The fast moving markets and conditions make this strategic thinking about the direction of a company and the continuous alignment with the changing market environment ever so more important. In order to be profitable in the long run, strategic thinking is a key capability of every manager. This training coaches this capability base on interactive and specific case studies.

### **Three reasons to attend this training:**

- Very practical, dynamic and interactive training based on cases
- Reactivation of strategic know-how based on specific examples
- Studying in small groups via intensive discussion of cases

### **Goals:**

- Realize the importance of strategic thinking and live it
- Train strategic thinking and how to go about it
- Assess long term changes in the business environment and react upon it

### **Topics and Content:** [Rough Outline]

- Technological change and leapfrogging: Disruptions on the market – And now?
- Competition: Markets get crowded – How do I position myself?
- Regional market opportunities: Should I go for opportunities in Africa or not?
- Strategic pitfalls – Why do companies die?

### **Training Approach & Methods:**

- Very short introductions to each of the topics
- Presentation of various situations and moderated discussion within the group and what strategic options exist to react
- Analysis and discussion of specific case studies in small groups

**Target Group:**

- Entrepreneurs
- CEOs / top management
- Manager with business / P&L responsibility
- Manager with strategic tasks

<b>Max. Number of Participants:</b>	15
<b>Languages Offered:</b>	German & English
<b>Dates / Duration:</b>	1 day
<b>Cost (excl. VAT):</b>	645,- Euro per person (incl. course, course materials, drinks, lunch)
<b>Registration:</b>	please contact us directly
<b>Contact:</b>	Institut für Neue Märkte (InNeMa GmbH) Maistr. 23 80337 München Germany <a href="mailto:info@institut-neuemaerkte.de">info@institut-neuemaerkte.de</a> Tel.: +49 (0)89-380 795 66

**Your Trainer:**

*Prof. Dr. Philipp von Carlowitz*

Professor for strategic and international Management at ESB Business School of Reutlingen University. He is also director of the *Institute for New Markets (InNeMa GmbH)*. His expertise lies in the field of strategic and international Management topics and especially in doing business in and business model development for Emerging and African markets. He is a member of the scientific board of the *Afrika Vereins der deutschen Wirtschaft e. V.* and a member of the *Committee on International Issues of the Chamber of Commerce and Industry Reutlingen (Germany)*. He has many years of international business experience which he gained in various international projects and by leading an international team in two listed German multinational companies. He has extensive experience in executive trainings.