

Executive Workshop

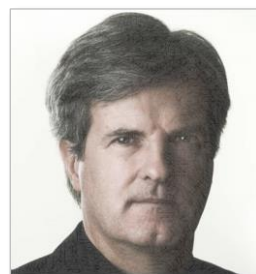
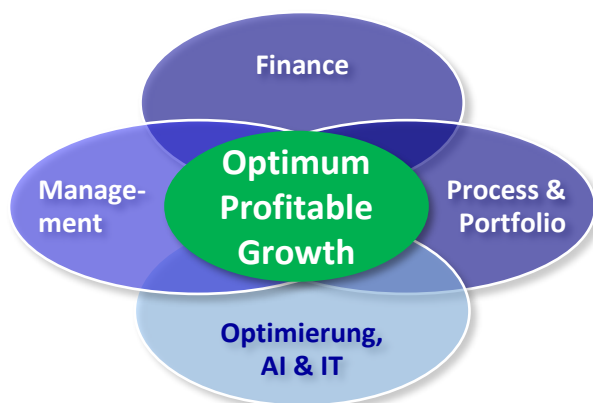


Optimum Profitable Growth for **your** B2B Corporation

A ready-to-implement Optimum Profitable Growth management system & programme for your enterprise : developed together

Your B2B enterprise can achieve and sustain Optimum Profitable Growth (OPG) by means of adequate know-how transfer and professional guidance :

- Integrate your executive management team in the OPG definition
- Follow proven workshop sequences
- Define OPG based on data , facts and figures
- Use the most modern digital tools from Analytics & AI
- Coverage : from Marketing & Sales to Corporate Finance, from Strategie to Ops
- Your individual Optimum Profitable Growth Management System
- Focus on implementation & realization, incl. immediate measures / fast track



Your expert
Prof. Dr.
Uwe Hilzenbecher

Method and results

Method

During this workshop a team consisting of

- your corporation's executive management
- Strategy B2B senior consultant

elaborates a ready-to-implement optimum profitable growth management system and realisation programm für your corporation.

Results

- Ready-to-implement realization programme for the optimum profitable growth (OPG) of your corporation w.r.t. the functions
- Marketing, Sales, Ops, Finance, IT, HRM, Strategy
- OPG management system & tools
- OPG programme, projects and work packages

Pre-Workshop

Duration : ca. 2 weeks

Preparatory work

- Signing non-disclosure agreement
- Delivery of digital data (ERP, CRM etc.)
- Delivery of further relevant informationen e.g. plans, methods, analysis etc.

- Digital Service ‚Analyze – OptimAlze – Profitize‘ : from data to insights, actions & results
- Client support of interviews and of data and information harmonization

Workshop

Duration : 1 day

Optimum profitable growth (PG) – intro & primer

- PG imperative • PG levers and drivers
- PG management & controlling • PG optimization
- PG digital : Analytics & AI • OPG mgmt system
- OPG implementation & realisation • People

Preparatory work results – presentation

- Quantitative & qualitative PG analysis
- PG potentials, optima, strategy, management
- OPG programme, projects, work packages
- Discussion

Team works / group works

- Definition of group work themes w.r.t Marketing, Sales, Ops, Finance, IT, HRM, Strategy etc.
- Assisted team works / group works
- Team works / group works results presentations
- Discussion

Consolidation

- OPG strategy, scorecards and management system
- OPG implementation and realization plan
- OPG programme, projects, WPs and actions
- Immediate measures / first steps
- OPG implementation kick-off

Comment : the workshop agenda can be modified acc.to your requirements

Post-Workshop

Duration : ca. 1 week

- Completion & finetuning of workshop results
- Results documentation
- OPG management tools

- Finalization of realization plan ‚Optimum Profitable Growth for your B2B Corporation‘
- OPG management manual

Participants

- CEO, CFO, CSO, COO, CIO u.a.

Location

- Meeting room in your corporation, alternative:
- Business hotel of your choice, alternative:
- Business hotel in Überlingen / Lake Constance

Workshop type: exklusive as inhouse event

Workshop language : englisch

Strategy B2B (since 2002) provide optimum profitable growth for B2B enterprises powered by advanced analytics & artificial intelligence. From data to insights to actions in Marketing & Sales, Ops & Management to results and returns in Corporate Finance.