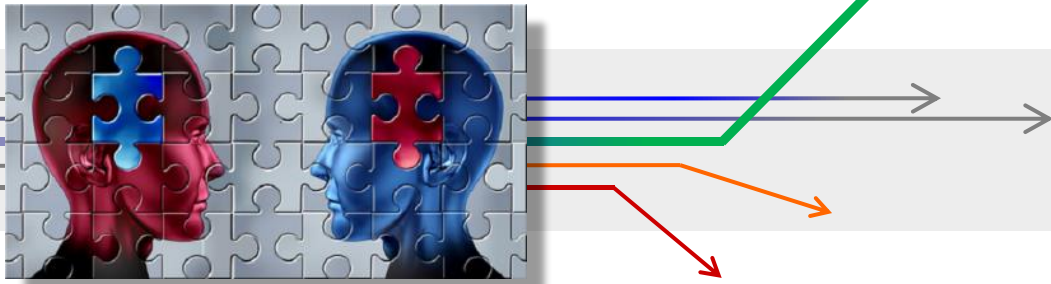


## Executive Seminar

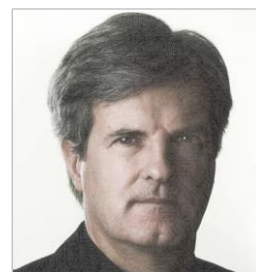
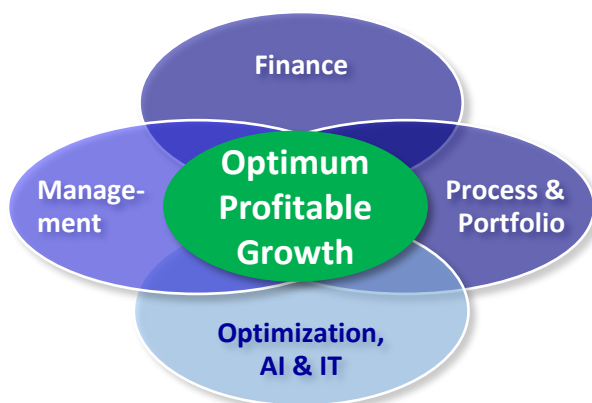


# Optimum Profitable Growth Strategy for the B2B Corporation

Tools & methods, systematics & strategies for the management  
of optimum profitable growth for the B2B corporation

Professional know-how for optimum profitable growth strategy in B2B :

- Profitable growth: strategic thinking and acting for top performance
- Building blocks of profitable growth: processes, portfolios, management, strategy
- Effective growth strategies: from conventional to professional
- Always on track: dynamic optimization of profitable growth strategies
- Digital: from data to insights, actions & results with ERP, CRM, AI & Co
- Pro method: Optimum Profitable Growth Strategy B2B (ProStrategy B2B)
- ProStrategy B2B: implementation & realization
- ProStrategy B2B: blueprints & case studies



**Your expert**  
Prof. Dr.  
**Uwe Hilzenbecher**

**The programme (9:00 a.m. – 6:00 p.m.)****Session 1: Profitable Growth – the Imperative**

- Value creation (VC) & profitable growth (PG)
- VC & PG – the drivers
- VC & PG – strategy as profit driver
- From status quo to strategic profitable growth

**Session 2: Strategy Primer**

- Strategic thinking and acting
- Strategy types: generic & specific strategies
- Strat. mgmt: visibility, steerability & controlability
- Strategy design: old school, new school, pro school

**Session 3: Profitable Growth Strategy (PGS) Primer**

- PGS drivers: uncertainty, complexity, dynamics
- PGS methods: pop, mainstream & professional
- PGS: the profitability focus (CM, GP, EBIT)
- PGS management: structure & parameter control

**Session 4: Optimum Profitable Growth Strategy**

- (numeric/digital) optimization: primer
- Dynamic optimization of PGS
- Optimum profits via optimum PGS
- PGS optimization– demo

**Session 5: Profitable Growth Strategy Digital**

- From data to insights, actions & results
- Data-driven PGS: big data & right data
- Analytics evolution: predictive, prescriptive & Co
- AI: powerhouse for optimum PGS

**Session 6: Profitable Growth Strategy B2B System**

- Elements of professional ProStrategy B2B system
- The ProStrategy B2B system and it's variants
- ProStrategy B2B interfaces to Ops, Admin, Finance
- ProStrategy B2B system – demo

**Session 7: ProStrategy B2B im Unternehmen**

- From status quo to productive ProStrategy B2B
- ProStrategy B2B project plan & roadmap
- IT integration: ERP, CRM & Co and ProStrategy B2B
- Introduction & organisation of ProStrategy B2B

**Session 8: ProStrategy B2B - Fallstudien**

- ProStrategy B2B blueprints
- Case study 1 : equipment industry
- Case study 2 : high-tech industrie
- Case study 3 : machine tooling industry

Seminar type: exclusiv as inhouse event

**Booking form**

Name, first name, title

Position, department

Company

Street

Postal code, town

Phone, fax

e-mail

Secretary, point of contact

Seminar date

Seminar location

Nuber of participants

Date, signature

Seminar language : english or german

**How to sign in for you and your executive team :**

- Please complete form (left) and e-mail it to us

**Date**

- Acc. To mutual agreement (also on weekends)

**Event venue**

- Your enterprise or a
- Business hotel (your site or Lake Constance)

**Participants**

- CEO, CFO, CSO, COO, CIO, BU lead
- **Documentation**
- All informations as electronic files (pdf, mp4)

**Price**

- Upon request

**Questions and informations**

- We are pleased to answer your questions regarding this inhouse executive seminar

**Contact**

- See bottom line

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.