

LSB

Luxembourg
School of
Business



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Executive
Education
Calendar 2022

About Luxembourg School of Business

Luxembourg School of Business (LSB) is the first Luxembourgish graduate business school. The School was created by a team of academics with a strong entrepreneurial spirit and a successful track record of creating internationally accredited (AACSB) business schools. Luxembourg School of Business partners with the international business community and prepares professionals to lead in a global business world.

Our professors are academics and business leaders: some of them are executives from multinational organizations while others are affiliated with internationally ranked institutions such as M.I.T., University of Michigan, Cornell University, Duke University, ESADE Business School and more.

Luxembourg School of Business offers a full-time Master in Management, a part-time Master in Business Administration (Weekend MBA), as well as short specialized programs for individuals and tailor-made programs for companies (Executive Education).

The Master in Management and the Weekend MBA programs are recognized and accredited by the Luxembourg Ministry of Higher Education and Research and our institution is a member of the Association to Advance Collegiate Schools of Business (AACSB), the leading global business education network.

Calendar

Negotiation – Strategies and Techniques	05 - 06 October - 1.450 € + 3% VAT
Managing in VUCA-Environments	13 - 14 October - 1.450 € + 3% VAT
How to Engage Consumers in the Digital era	19 - 20 October - 1.450 € + 3% VAT
Improve Work Efficiency	25 October - 850 € + 3% VAT
How to Lead Yourself and Others	10 - 11 November - 1.450 € + 3% VAT
Finance for Non-Finance Professionals	14 - 16 November - 2.250 € + 3% VAT
Crafting and Implementing Strategy	15 - 16 November - 1.450 € + 3% VAT
Managing Artificial Intelligence	24 - 25 November - 1.450 € + 3% VAT
Change Management: Power and Influence	29 November - 850 € + 3% VAT
Design Thinking (<i>in German</i>)	01 - 02 December - 1.450 € + 3% VAT
Judgment and Decision-Making	05 - 06 December - 1.450 € + 3% VAT
Negotiating with Difficult People	14 - 15 December - 1.450 € + 3% VAT
Leading in the age of digital disruption	15 - 16 December - 850 € + 3% VAT
Unlock your potential	20 January 2023 - 850 € + 3% VAT
Leveraging Teams Dynamics	Dates TBD - 850 € + 3% VAT
Efficient Time Management	Dates TBD - 850 € + 3% VAT

Negotiation: Strategies and Techniques

05 - 06 October 2022 / From 9:00 to 17:00 CET / 1,450 € (+3% VAT) per participant

Register 5 weeks in advance and get an early bird discount of 10%



Overview

Whether you are forging an agreement with suppliers, trying to seal the deal with potential customers, raising money from investors, managing conflict inside the firm, or even facing a dispute at home, professional (and personal!) success requires the ability to negotiate effectively. At its core, this workshop is designed to help you lead at the bargaining table by sharpening your negotiation skills and become the central person when it comes to resolving conflicts both in and outside the company, communicating with difficult clients or partners, and executing the most crucial and complex deals for your organization.

Program Objectives

During this two-day workshop, a series of interactive simulations provide a common reference point for all participants to discuss a host of negotiation concepts. The goal is to change the way you think about and approach negotiations.

- > Power and dependence in negotiation
- > Decision-making processes and flaws
- > Relationships, ego, and emotion
- > Think strategically in competitive contexts and execute deals that others might overlook
- > Identify, understand, and use psychological influence tactics at the negotiation table
- > Interests, positions, and expectations
- > At-the-table process and structure
- > Dynamics of negotiation tactics and techniques
- > Identify, understand, and use psychological influence tactics at the negotiation table

Faculty

Dan McCray is a lecturer at Cornell University. He is an expert in workplace negotiation, mediation and arbitration. As Practice Leader and Director of the Labor Relations Programs, Dan is responsible for developing and teaching professional education programs in negotiations, conflict resolution, collective bargaining for professionals working for unions and employers in the United States, Europe and Latin America.

Dan has taught and facilitated dozens of management and union teams, with a particular emphasis on developing and executing an effective negotiating strategy and the skills of an effective negotiator.

About "Negotiation: Strategies and Techniques"

“

This training will be instrumental in boosting the profitability of my company”

Nicolas De Ridder

CEO

Solar Screen

Managing in VUCA environments

13 - 14 October 2022 / From 9:00 to 17:00 CET / 1,450 € (+3% VAT) per participant

Register 5 weeks in advance and get an early bird discount of 10%



Overview

Most companies today work in VUCA environments. Coined in the late 1990s, the military-derived acronym stands for volatility, uncertainty, complexity, and ambiguity—terms strategic business leaders use to describe the disruptive, turbulent, and rapidly changing business environment that has become the “new normal.” As a consequence, strategies and strategizing have to be revised in a way to have a better match. This involves a new radar screen for scanning critical issues earlier and for building the muscle for adjusting strategic moves on an ongoing basis. In the face of rapid changes, it becomes vital to learn how to distinguish between challenges that are obvious and those that are hidden – and to determine how to plan and lead appropriately. Dealing with uncertainty has become the very essence of doing successful business, an insight that is often hard to grasp, and that will require a new mindset. We provide several company examples and blend experiences from Asia and Europe to contrast ways of dealing with VUCA-environments.

Program Objectives

- > Learn how to classify different environments and the appropriate response
- > Understand how to prepared for decision-making in volatile environments?
- > Learn about methodologies to apply in VUCA-environments (just-in time decision-making, play-and-act, agile transformation) be utilized to make the strategy process more dynamic?
- > Understand how to prepared for decision-making in volatile environments?

Faculty

Dr. Christiane Prange is a professor, author, and consultant. She received her Habilitation (qualification to supervise research) from the University 3 in Lyon/France; her Doctorate in Management Studies from the University of Geneva/Switzerland for her thesis on Managing Business Networks; and an MBA from Berlin Free University/Germany. She further attended training at Harvard Business School. Previous appointments include Tongji University in Shanghai, EMLYON Business School in France, Vienna University of Economics and Management in Austria, and Liverpool/Laureate as well as the Open University in the UK. She is also a permanent visiting professor at Tias Business School in the Netherlands.

Christiane has worked with and consulted for numerous multinational companies such as SAP, Infineon Technologies, Swisscom, St. Gobain, Volvo, and is a top speaker at corporate events. Her areas of expertise include global strategy development and implementation, agile and digital transformation strategies and business strategies in Asia (China). She spent six years in China working with and coaching multinational managers and teaching in executive programs.

Christiane has authored or co-authored more than 50 publications and has presented her work at numerous conferences throughout Europe, the United States, and Asia. Her work has been published in renowned peer-reviewed academic journals such as Organization Studies, Journal of World Business, Journal of Business Research, International Business Review, in practitioner outlets such as California Management Review and Organizational Dynamics and in eight books.

How to Engage Consumers in the Digital Era

19 - 20 October 2022 / From 9:00 to 17:00 CET / 1,450 € (+3% VAT) per participant

Register 5 weeks in advance and get an early bird discount of 10%



Overview

Are you investing your marketing budget in the right place? Do you understand how your customers buy and what do they expect from you in the digital age? Do you understand what tools such as data-driven marketing can bring to your business? And, are you building your business and brand together with your customers? Managers need to think beyond the online communication revolution and understand the profound consumer behavior transformation that we are experiencing. Being able to redefine the new marketing charter, strategies and organization are key to succeed and survive in the new digital era.

Program Objectives

We will provide the necessary tools to implement the new strategy in the areas of Go-to-market, product management, and consumer engagement.

- > The new customer behavior in the digital era
- > The deep changes in the distribution channels.
- > The real-time customer relationship and the speed of change in the competitive landscape.
- > The new capabilities to track and understand consumer behavior in real time that data-driven marketing offers.

Topics: Consumer's journey - Real-Time Marketing - Data-Driven Marketing - Engaging consumer energy - Authenticity.

Faculty

Pau Virgili, professor of Marketing at Esade, is an expert in new technologies, management, and marketing. He has considerable management experience in international companies, as well as an entrepreneur and consultant. Previously, he was the General Manager of Marketing Europe at HP FMCG and Marketing Manager Europe at Plantronics. Pau Virgili has an MBA (University of Chicago). Pau has created technology companies in the areas of mobile-business and online marketing and has carried out consultancy projects in consumer relations management for HP, Nike, Coca Cola, and others.

About "How to Engage Consumers in the Digital Era"

“

Excellent, practical, full of experience and examples. The professor was energetic, to the point and truly kept us all going with him through out the course

”

Karel Slajs
Associate Partner
EY

Improve Work Efficiency

25 October 2022 / From 9:00 to 17:00 CET / 850 € (+3% VAT) per participant
Register 5 weeks in advance and get an early bird discount of 10%



Overview

This workshop focuses on improving work efficiency through process optimization and related concepts such as Lean Management, Design Thinking, Business Model Innovation and Agile Management. In case studies and exercises, the participants developed concepts for operational processes, changed perspectives, looked at products from the customer's point of view, and experienced the phases of a change project in fast motion.

Program Objectives

- > Understand how diversity and added value affect the process and efficiency
- > Identify LEAN projects and their alignment with strategic business goals
- > Contribute to keizen events as a team member or leader
- > Be able to develop LEAN implementation skills within their work environment with the aim of continuously improving processes and procedures to achieve greater efficiency and effectiveness
- > Master the basic concepts of the LEAN management to be able to start the process of continuous improvement within the organization

Faculty

Dr. Goran Oblakovic, Associate Professor in Management and Strategy at Luxembourg School of Business teaches a variety of management courses at undergraduate, MBA, and executive levels. Dr. Oblakovic completed his Ph.D. in management at the University of St. Gallen, Switzerland, with the research focused on risk management in banks. He completed his master's studies in strategic finance (MSSF) and business administration (MBA) at Indiana University, USA.

His areas of scientific and research interest include risk, strategic, operations management: human-computer interaction, banking, and entrepreneurship. Dr. Oblakovic has extensive international experience working in logistics and consulting and has worked for corporations such as FedEx, Target, and the United Nations, Indiana University, and a couple of startups.

Currently, he serves as the Vice President of the supervisory board of an investment fund, Platinum Invest. Through seminars and consulting projects in Croatia, surrounding areas, and Luxembourg he continues working in the industry for many well-known companies: Cargolux, Ericsson, Kaufland, Sparkasse, Grawe, Novomatic, Croatian Bank for Reconstruction and Development, etc.

How to Lead Yourself and Others

10 - 11 November 2022 / From 9:00 to 17:00 CET / 1,450 € (+3% VAT) per participant
Register 5 weeks in advance and get an early bird discount of 10%



Overview

This management training program is ideal for new or experienced managers in any function who want to become better leaders. Because management requires analyzing complex challenges, participants should expect to grapple with ambiguous situations that do not have simple solutions. Through relevant readings, case discussions, and introspective exercises, you will gain a broader and deeper understanding of organizational culture and dynamics, management best practices, the role of the manager, and the nature of influence.

Program Objectives

- > Improve your performance by strengthening your management skills
- > Manage your team, your boss, and your colleagues more effectively
- > Develop a management style that suits your unique personality
- > Handle difficult management situations with greater certainty in your decisions
- > Explore your own personality, strengths, and weaknesses
- > Explore your own personality, strengths, and weaknesses

Faculty

Paul Green, Jr. is a professor of management at the McCombs School of Business at the University of Texas, Austin and an instructor at Harvard Extension School where he teaches a course in organizational behavior.

He has won numerous awards for his teaching and research, including: the 2012 Harvard Business Review/McKinsey M-Prize for his work advancing Self-Management.

Green's research has been featured in publications such as Forbes, Financial Times, the Harvard Business Review, the Wall Street Journal and Fast Company.



About "How to Lead Yourself and Others"

“
Relevant, actionable and authentic
”

Claudio Pasquio,
Head of HR Strategy and Transformation
European Investment Bank

Finance for Non-Finance Professionals

14 - 16 November 2022 / From 9:00 to 17:00 CET / 2,250 € (+3% VAT) per participant

Register 5 weeks in advance and get an early bird discount of 10%



Overview

You work in one of the following departments (IT, Marketing, Sales...) with a decade of work experience. You have finally climbed the ladder to become a manager - one of the decision-makers. At your first meeting with the other directors and executives the quarterly earnings report is being discussed, and despite your years of expertise you feel lost; you have no formal training in finance. It is a fact that financial decision-making impacts every aspect of a business. Finance for Non-Finance professionals is a 5-days program that will teach you how to create a budget, manage costs, and use financial information to make decisions.

Program Objectives

Understanding financial statement

- > Learn how to interpret financial statements and diagnose potential problems.
- > Understand how income statement and balance sheet are created

Managing Budgets and Costs

- > Learn how budgets are created, managed and used to effectively control costs and increase value.
- > Explore the techniques used to forecast and control costs

Faculty

Dr. Grubisic started his career in 2002 in the USA as a finance analyst in Sodexo Inc. In 2007, he became Head of Corporate Finance within Erste Group in charge of Croatian market. Erste Group Bank AG is one of the largest financial services providers in Central and Eastern Europe serving 15.7 million clients. In 2010, he started a corporate finance firm: Grubisic & Partners focusing on Mergers and Acquisitions, Capital Raising, Valuations and due diligence. Since 2004 Andrej has been a professor of finance at undergraduate and MBA program at Zagreb School of Economics and Management and starting from 2016 he will be a visiting professor of finance at Toulouse Business School in France.



About "Finance for Non-Finance Professionals"

“

The professor has an excellent teaching manner, capable to translate pure academic theory into practical examples of real-life which are relevant for the daily run of a business

”

Corrado Agnelli
Group IT Project Manager
RTL Group

Crafting and Implementing Strategy

15- 16 November 2022 / From 9:00 to 17:00 CET / 1,450 € (+3% VAT) per participant

Register 5 weeks in advance and get an early bird discount of 10%



Overview

Based on real-life cases, participants will learn practical concepts and new approaches to strategic management. They will develop the ability to apply strategic thinking when analyzing their dynamic and complex current business situation and the implementation of new key business concepts. The purpose of this course is to better understand the competitive forces in a turbulent world in which an organization operates, with special emphasis on maintaining a superior competitive position of companies. Mastering the strategic management is the key competence to successfully face the challenges ahead.

Program Objectives

- > Understand what strategy means and why it is so important?
- > Be able to think, plan and act strategically and thereby forecast the strategic change.
- > Get to know the most important strategic instruments and methodologies.
- > Having the knowledge what it takes to successfully implement a strategy.
- > Be aware that company and individual agility is a base for any strategic success and how to develop and maintain it.

Faculty

Miquel Llado is a Lecturer at the Department of Strategic Management at IESE. He holds an Advanced Degree in Economics and Business from the University of Barcelona. He combines teaching with Strategic Management consulting through his own firm Peak Business Advisory, since 2008. Experience in 20 sectors-industries. He has an extensive Executive background: Group President and CEO at Sara Lee Bakery Europe, Vice president Marketing & Sales at Bimbo Spain & Portugal, Vice president New Businesses at PepsiCo Foods Spain & Portugal, Director of Sales & Special Projects at PepsiCo Foods International in USA. Miquel Llado was elected Spain's Best Executive 2000 by the Spain Business Association AED.



About "Crafting and Implementing Strategy"

“

The course was for me like a conversation lasting 2 days with exceptional people. I learned and exchanged ideas away that was very profitable to my business”

Edouard Nollet
Senior Manager
PwC Experience Center

Managing Artificial Intelligence

24 - 25 November 2022 / From 9:00 to 17:00 CET / 1,450 € (+3% VAT) per participant

Register 5 weeks in advance and get an early bird discount of 10%



Overview

Artificial Intelligence (AI) is one of the big digital disruptors and is entering all businesses in all industries. For example, over 50% of financial services institutions globally are already using AI-driven automation. But AI not only presents unprecedented opportunities for value creation, but also daunting challenges as it is a technology and not a purpose. The ability to lead informed, strategic decision-making and augment business performance by integrating AI into the way your organization operates is therefore of crucial relevance. Key questions arise: What is your business model in the digital age and how does AI integrate? What is realistic for you to achieve with today's AI tools? To successfully implement an AI project, managers and executives need to know best practices and understand current limitations of applied AI. It is easy to get lost in loads of information about this topic online and thus, the best way to learn remains relying on the curated content delivered by industry practitioners.

Program Objectives

This course will combine the theoretical basics in the form of lectures and discussions with practical work, where participants will be able to use the knowledge and skills acquired. Participants will be encouraged to contribute to the course with their experiences, backgrounds, comments, questions, etc., and to lively participate and interact.

- > Participants will get an overview of AI and a basic understanding of AI
- > Participants will be able to build / adapt business models including AI
- > Participants will understand the significance and options of modern Data Science
- > Participants will be able to identify the enablers for enabling AI
- > Participants will actively discuss the future of their businesses including new technology such as AI

Faculty

Dr. Sita Mazumder attained her Ph.D. in Banking and Finance in 2001 from the Swiss Banking Institute, University of Zurich, summa cum laude. She initiated her undergraduate studies in Engineering at the Swiss Federal Institute of Technology from where she later transferred to the University of Zurich. In 1999, she graduated with a Master's Degree in Economics and Business Administration. Currently, Sita is a Professor of Information Technology and Business at the Lucerne School of Information Technology and Computer Science, and lectures at various institutions in and outside Switzerland. She runs her own consulting company PURPLE Consult and is a member of the Board of Directors of various companies incl. Josef Manner & Comp., Hiltl, Clientis, aeB Schweiz and the Swiss Federal Electricity Commission.

Change Management: Power and Influence

29 November 2022 / From 9:00 to 17:00 CET / 850 € (+3% VAT) per participant

Register 5 weeks in advance and get an early bird discount of 10%



Overview

Is your organization improving fast enough? Are you seizing all the opportunities and distinguishing yourself from the competition? Do you understand the tools and methodologies that can help you achieve this? Most organizations want to become “more competitive” or “more effective”, but often don't know how to impact processes, systems, tools, etc. The course will cover some critical changes, and the emphasis will be on the practical challenges of introducing improvements and changes in the organization.

Program Objectives

- > Understand the necessity of adopting to the customers' needs
- > Define key challenges in the business environment
- > Utilize the methodology and tools for planning and implementing change
- > Analyze past improvement opportunities, to identify mistakes and/or potential pitfalls
- > Understand your own reactions and the reactions of others to the introduction of changes
- > Be aware of the success factors of implementing changes and achieve them in your own organization (facilitated with a checklist)

Faculty

Dr. Goran Oblakovic, Associate Professor in Management and Strategy at Luxembourg School of Business teaches a variety of management courses at undergraduate, MBA, and executive levels. Dr. Oblakovic completed his Ph.D. in management at the University of St. Gallen, Switzerland, with the research focused on risk management in banks. He completed his master's studies in strategic finance (MSSF) and business administration (MBA) at Indiana University, USA.

His areas of scientific and research interest include risk, strategic, operations management: human-computer interaction, banking, and entrepreneurship. Dr. Oblakovic has extensive international experience working in logistics and consulting and has worked for corporations such as FedEx, Target, and the United Nations, Indiana University, and a couple of startups.

Currently, he serves as the Vice President of the supervisory board of an investment fund, Platinum Invest. Through seminars and consulting projects in Croatia, surrounding areas, and Luxembourg he continues working in the industry for many well-known companies: Cargolux, Ericsson, Kaufland, Sparkasse, Grawe, Novomatic, Croatian Bank for Reconstruction and Development, etc.



Mit Design Thinking zu Innovation

01 - 02 December 2022 / From 9:00 to 17:00 CET / 1,450 € (+3% VAT) per participant

Register 5 weeks in advance and get an early bird discount of 10%



Überblick

Design thinking ist eine Methode zur kreativen Problem-lösung und zur Schaffung von anwenderzentrierten Innovationen, sei es für Kunden oder Mitarbeiter.

Typische Design Thinking Anwendungsbeispiele:

- > Schaffung von neuen Produkten und Dienstleistungen
- > Verbesserung von Prozessen
- > Re-Design des Kunden- oder Mitarbeitererlebnisses
- > Steigerung der Kundenzufriedenheit
- > Innovation neuer Geschäftsfelder und Geschäftsmodelle

Wir vermitteln Ihnen praktische Werkzeuge und Methoden zur Entwicklung von Problemlösungen, die Sie direkt in Ihrem beruflichen Alltag anwenden können.

Sie erleben eine neue Form von Arbeitskultur, die auf Empathie, spielerischem Ausprobieren und einer nutzerorientierten Herangehensweise basiert.

Durch die Kombination von kurzen Vorträgen, praktischen Übungen sowie problemorientierter Teamarbeit eignen Sie sich diese agile Methode nachhaltig an.

Unser Design Thinking Workshop ist ein praktisches und aktives Training, welches Ihnen die Gelegenheit gibt, bewährte Instrumente und Methoden zu erlernen und sofort anzuwenden.

Ziele

- > Schaffung von neuen Produkten und Dienstleistungen
- > Verbesserung von Prozessen
- > Re-Design des Kunden- oder Mitarbeitererlebnisses
- > Steigerung der Kundenzufriedenheit
- > Innovation neuer Geschäftsfelder und Geschäftsmodelle

Faculty

Dr. Marc Sniukas unterstützt seit über 20 Jahren Führungskräfte und deren Teams bei der Lösung ihrer wichtigsten und schwierigsten Probleme. Dabei kombiniert er strategische Problemlösungen, innovatives Denken in Bezug auf Management und Führung sowie pragmatische Einsichten in Bezug auf Menschen und Organisationen, um seine Kunden bei der Gestaltung von Strategien, der Umsetzung von Innovationen und der Schaffung nachhaltiger Veränderungen zu unterstützen.

Marc ist Professor für Management und Innovation an der Luxembourg School of Business und Professor für Executive Education bei Duke Corporate Education und Emeritus.

Als Autor mehrerer Bücher über Strategie, Geschäftsmodellinnovation und den Aufbau neuer Wachstumsunternehmen ist er ein gefragter Redner und Berater zu den Themen Wachstumsstrategie, strategische Innovation und neue Arbeitsweisen. Als ehemaliger Direktor für Innovation bei Deloitte, wo er derzeit als unabhängiger Seniorberater tätig ist, gehört Marc dem Beratergremium des Global Innovation Institute an. Davor war er Mitbegründer der Business Model Gallery, der weltweit größten Datenbank für Geschäftsmodelle.

Judgment and Decision-Making

05 - 06 December 2022 / From 9:00 to 17:00 CET / 1,450 € (+3% VAT) per participant
Register 5 weeks in advance and get an early bird discount of 10%



Overview

This module will provide an introduction to the psychology of human judgement and decision-making. We will focus on understanding when and why decision makers in markets and firms make rational or irrational decisions. The emphasis is on the underlying psychological processes and their consequences. The emphasis is on the underlying psychological processes and their consequences. For example, we will study questions such as these:

- > Why do people have inconsistent and shifting preferences? What are the implications for your business?
- > Why do forecasts often fail? When do intuitive predictions work and when does it lead to poor judgment?
- > How can decision processes be manipulated or improved?

Program Objectives

- > To provide an overview of important biases in decision-making and judgment and explanations of such biases.
- > To improve your decision making by understanding biases and how they could be corrected.
- > To explain how experimental methods, combined with theory, can reveal how decisions get made

Faculty

Ivo Vlaev joined Warwick Business School, University of Warwick, as a professor of Behavioural Science in 2014. Professor Vlaev received his doctorate (D.Phil.) in Experimental Psychology from the University of Oxford. He was formerly a Research Fellow at University College London and a Senior Lecturer in Behavioural Sciences at Imperial College London.



Negotiating with Difficult People

14 - 15 December 2022 / From 9:00 to 17:00 CET / 1,450 € (+3% VAT) per participant

Register 5 weeks in advance and get an early bird discount of 10%



Overview

Negotiation can be an important tool for rational problem-solving, where each side is encouraged to “separate the people from the problem.” But what if the people are the problem? This course teaches the key strategic and tactical process and behavioral choices that separate rational problem solving and rational competitive bargaining from negotiating with the irrational, violent and narcissistic in the workplace.

Program Objectives

Drawing on the techniques used by hostage negotiators, suicide and crises interveners and international peace-makers, this interactive course gives participants many opportunities to practice the behavioral and communication techniques necessary to deal with:

- > Hardball competitive tactics
- > Manipulating egomaniacs and narcissists
- > Tribal politics and the “us/other” mindset
- > Liars and manipulators
- > Extreme emotional and crisis situations

Faculty

Dan McCray is a lecturer at Cornell University. He is an expert in workplace negotiation, mediation and arbitration. As Practice Leader and Director of the Labor Relations Programs, Dan is responsible for developing and teaching professional education programs in negotiations, conflict resolution, collective bargaining for professionals working for unions and employers in the United States, Europe and Latin America.

Dan has taught and facilitated dozens of management and union teams, with a particular emphasis on developing and executing an effective negotiating strategy and the skills of an effective negotiator.

About "Negotiating with Difficult People"

“

The course provides a great balance between theory and practice.

”

Dr. Alexandros Zacharof
Senior Adviser
European Investment Bank

Leading in the age of digital disruption

15 - 16 December 2022 / From 9:00 to 17:00 CET / 1,450 € (+3% VAT) per participant
Register 5 weeks in advance and get an early bird discount of 10%



Overview

The goal of this course is to understand the impact on the business strategy of leading technologies such as Blockchain, Virtual Reality and Social Networks, among others. In this course, the participants explore the challenges and review key models that will enable us to successfully navigate this space. The class is organized in a series of workshops where participants are expected to actively contribute and share, to being able to establish a business vision and strategies for the future.

Program Objectives

Business model transformation: Exponential Organizations and Blockchain Acceleration

This session will focus on the business model transformation impact of technology. We will use the exponential organizations framework and we will explore the impact of a technologies such as blockchain in the business model transformation.

Technology adoption, Virtual Reality and the Augmented Reality

We will learn about the challenge of technology adoption through the prism of Virtual Reality and Augmented Reality in the cases of Google glasses and Microsoft HoloLens. We will study the technology adoption model "Crossing the Chasm".

Consumer power and brand values and Social Networks

In this workshop, we will investigate values driven marketing and the most recent challenges that top brands face. We will work in groups using design thinking methodology to analyze the Gillette 2019 strategy along with similar cases as Nike, Pepsi.

Driving change and leadership in disruptive times

On the closing workshop, we will explore the challenges on driving the organization to perform in this new uncertain space. We will base the discussion in the Netflix organizational and leadership model.

Faculty

Pau Virgili is an expert in consumer marketing, new technologies and management. He has a wide experience as a fortune 500 executive, as an entrepreneur and as a consultant. He was the HP Europe Middle East and Africa General Manger of Consumer Marketing.

As an entrepreneur Pau has launched several companies in the areas of Mobile Business, Marketing on-line, and Advertising. He has also consulted in companies such as Coca Cola, Nike, Nestlé among others. Pau holds an MBA from the University of Chicago and he is the co-author of the book "La reconciliación con el consumidor".

He is currently a Professor at ESADE Business School and Luxembourg Business School teaching at the MBA and EMBA degrees.

Unlock your potential

20 January 2022 / From 9:00 to 17:00 / 850 € (+3% VAT) per participant

Register 5 weeks in advance and get an early bird discount of 10%



Overview

"Focus on your strengths instead of trying to improve your weaknesses". In this unique course, Jan Muhlfeit teaches you how to identify and capitalize on your strengths and those of each member of your team.

You will also learn an innovative methodology to achieve excellence in specific skills and obtain high-performance and results in your organization.

The world is obsessed with weaknesses. Individuals and organizations think that fixing faults and flaws is the only way to make it to the top. This preoccupation with weaknesses is the biggest illusion of our time and a huge waste of the most valuable resources we have as human beings: our unique strengths.

Program Objectives

- > Focus on your strengths instead of trying to improve your weaknesses
- > Find your personal uniqueness and 'play in premier league' for the rest of your life
- > Manage your energy instead of trying to manage your time
- > Focus on your strengths instead of trying to improve your weaknesses
- > Know how to invest in the talents of your employees
- > Be able to use strengths to be top performer
- > Be able to build own development plan based on strengths
- > Understand how different strengths can work together
- > Understand how strengths influence performance
- > Understand creation of the teams based on the strengths
- > Be able to use strengths in daily situations

Faculty

Jan Muhlfeit, former Chairman Europe for Microsoft, is a global strategist with a proven track record in building successful teams and organizations. He spent almost 22 years working for Microsoft, the last 15 of which were in top management.

His last post before he left in 2014 was Chairman Europe of the Microsoft Corporation, a position he held from 2007.

Based on his global experience, he created a rather unique methodology to find personal uniqueness for individuals and teams. Jan is teaching his courses „Unlock human potential“ and „Unlock your team potential“ globally. He is also together with Katerina Novotna co-author of the very successful seminar „Unlock Children Potential“.

Jan also coaches top executives, Olympic Games winners, artists from different countries and continents and he works closely in the coaching and mentoring field with INSEAD, Cambridge, Gallup, Imperial College McLean Hospital, Harvard Medical School Affiliate.

Leveraging Team Dynamics

Dates TBD 2022 / From 9:00 to 17:00 CET / 850 € (+3% VAT) per participant
Register 5 weeks in advance and get an early bird discount of 10%



Overview

During the module, with a use of gamified assessment, participants will understand their individual contributions and strengths, and roles they play in the team and what they bring as an advantage. During the discussions a special focus will be placed on complementing, competing, and conflicting roles so that the group dynamic is better understood in the future with the goal of better team engagement and productivity.

Program Objectives

- > Understand individual strengths to use them in leading others.
- > Understand team roles and personal roles played to better complement teammates
- > Understand conflicting roles to better navigate conflicts in teams.

Faculty

Dr. Mirna Korican Lajtman obtained her Ph.D. from the University of St. Gallen, Switzerland. Dr. Koričan Lajtman is a Professor at the Luxembourg School of Business. She expanded her professional expertise during study visits at partner universities St. Ambrose University, USA and John Carroll University, USA and IESE (Spain) and she is also a visiting professor at ESB Business School, Reutlingen University (Germany).



Efficient Time Management

Dates TBD 2022 / From 9:00 to 17:00 CET / 850 € (+3% VAT) per participant
Register 5 weeks in advance and get an early bird discount of 10%



Overview

The one-day workshop focuses on emphasizing the importance of proper time management and techniques of managing time using a board game and card game where participants face daily business and private activities in one week. While progressing in their daily activities game mechanics, they learn which techniques might be useful to learn and apply in their ordinary life. Game dynamics and points collection keep the participants involved and make the game enjoyable. This one-day workshop is also focused on delegation, teaching participants how to transform their mindset for better delegation, and teaching them the steps in the delegation process. Participants realize which delegation style they apply and how to allocate better their less critical tasks that could develop their subordinates. With the use of the case study method, gamification, and self-assessment this one-day workshop is prepared to accustom those who are a novice to managing people and those who do this job but are interested to improve their skills and knowledge in time management and delegation.

Program Objectives

- > Analyze personal barriers to managing daily time management and energy levels
- > To clarify the use of prioritizing, delegation, and time management techniques
- > To set a plan on the techniques and strategies for a better time management efficiency

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