

Unlocking Speed & Innovation in a Digital Age

IN ENGLISH

What are the capabilities needed to deliver actual results in an increasingly faster and more complex business context? This program provides the necessary tools to unlock the speed an organization needs to perform in the future and drive the digital transformation forward. The seminar focuses on innovation culture and the necessary mind-set as well as the structural setup required to deliver results.

Concept

Due to the speed of transformation and innovation of some companies within growing complexity, it is becoming increasingly difficult to keep up. Incoming players are behaving in a fundamentally different fashion, and they are often outperforming significantly. What is the difference? How are they capable of thriving in this fast-paced, customer-centric business environment? Why is speed important?

1. **Faster Innovation.** Companies built for speed often have first-mover advantages. They can react more quickly to competitors' moves or market shifts with their own product innovations.
2. **Lower Development Costs.** Streamlined processes, faster iterations and reduced slack release financial and operating resources for other value-adding activities.
3. **Larger Market Share.** A product that gets to market early is less likely to face initial competition. A quick introduction allows a product to build market share before it declines into a commodity.
4. **Greater Forecasting Accuracy.** Because time between product design and product release is shorter, executives may be more willing to green-light trendy products that would otherwise be denied.

In this program, participants will acquire a clear understanding of the characteristics that drive the winners of the digital revolution and the features that define slower-moving organizations grasping for a foothold. Participants will obtain the tools to foster the organizational culture to unlock speed and creativity and to bring customer-centric products to market at high velocity and frequencies. In the seminar, approaches such as lean start-up methodology, design thinking, agility, rapid prototyping innovation labs and corporate venturing are going to be discussed.

Topics

The Mind-Set

Unlocking speed and innovation capabilities requires a fundamentally different mind-set compared to most current business operations. It requires higher tolerance levels for uncertainty and the possibility to perform trial and error projects. In this part of the seminar, different

cultural barriers are explored that prevent success and methods presented on how to avoid them.

- > Driving cultural forces in the context of digital transformation
- > Winners and losers
- > The agile mind-set
- > ‚Failing‘ as an enabler of innovation and creativity

The Methods

Different approaches to unlock the innovation and creativity potential.

- > Lean, agile, scrum, design thinking
- > Innovation constraints and innovation code
- > Rapid prototyping
- > MVP design and launch

The Structure

What is the perfect structure for your innovation setup? What is the most effective way to organize your bets? Is it through collaboration, start-ups or by creating a corporate accelerator, an innovation lab or a venture arm? What are the different ways to set up innovation efforts?

- > A lab
- > Corporate venturing
- > Dancing with start-ups
- > Setting up a clear structure and strategy
- > Measuring success

Bringing it Home

This part of the program is designed to give the leaders specific tools to induce the knowledge into their business and begin the transformation journey as effectively as possible.

- > Tools to change speed, culture and mind-set at the company
- > Introduction to exponential thinking and exponential problem solving

Program dates (3 days)

| Sem-Nr | Place | Date |
|---------|------------|---------------------|
| E-21121 | St. Gallen | March 08–10, 2021 |
| E-21221 | St. Gallen | October 11–13, 2021 |

Program fee: CHF 3900.– (plus 7.7% VAT for seminars in Switzerland)

Further information and booking via internet: www.sgmi.ch/dbt02

*Invoicing in EUR possible (depending on current currency rate)

Corporate
Programs

As well available as Corporate Program:
Phone +41 (0)71 223 50 30



Information and Advice

We will gladly provide you with more information about our seminars, programs and diplomas. Call us if you would like an SGMI advisor to help you make the right personal-development choice among our many courses and programs.

Phone +41 (0)71 223 50 30
Fax +41 (0)71 223 50 32

Registration

Please fill out the attached registration card and send it back to:

SGMI Management Institute St. Gallen
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CH-9000 St. Gallen
Fax +41 (0)71 223 50 32
Internet www.sgmi.ch
E-mail seminare@sgmi.ch

After we receive your registration, we will send you the following

- > The confirmation of your registration with an invoice.
- > Information on logistics, hotel and travel to the program venue.
- > A room reservation sheet for your hotel reservation.

If a seminar is fully booked or if acceptance in a diploma program is not possible, we will inform you immediately. SGMI reserves the right to make small adjustments to programs or changes of faculty.

Seminar Fees

Seminar fees include the cost of the seminar and the seminar materials (plus 7.7% VAT for seminars in Switzerland). Not included are all hotel costs participants pay the hotel directly, including room and board. Multipart seminars can be booked only as a whole. Missed seminar days or seminar parts cannot be made up at a later date.

Seminar and diploma fees may be paid in EURO (EUR) or Swiss Franks (CHF) at the daily currency exchange rate.

Change of Registration / Cancellation

Changes of registration from one seminar or diploma to another are possible only up to 6 weeks before the start of the seminar and only at the cost of a CHF 350 change of reservation fee. Cancellations are free up to 3 months before the start of a seminar. Registered participants who cancel their registration between 3 months and 6 weeks before the start of a seminar will incur a charge of 40% of the respective seminar or diploma fee. Registered participants who cancel their registration within 30 working days of the start of the seminar will be charged the full seminar fee.

We recommend that participants take out cancellation insurance to cover the above seminar cancellation costs in case of illness or other unforeseen circumstances.

The complete SGMI terms and conditions are available here at www.sgmi.ch/tc.

Travel to the Hotel

Travel directions and information about the hotel are sent with the registration confirmation.

Registration Card

We register for the following program:

| | | |
|-------------|----------------------|---------------------|
| Number/Date | Last Name | First Name |
| | Date of Birth | |
| | Company/Organization | |
| | Street, Number | |
| | ZIP Code/City | |
| | Phone | Fax |
| | E-mail | Number of Employees |
| | Industry | Function |
| | Date | Signature |

We are looking forward to your registration. Please send your registration card by mail, fax, or e-mail.

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