

# REFRESH YOUR BUSINESS VISION

Learn the development principles  
of innovative companies

Management



BUCHAREST  
BUSINESS  
INSTITUTE

Training

## BUSINESS STRATEGY FOR TOP EXECUTIVES

in Bucharest

April 6<sup>th</sup>

A portrait of Costas Markides, a middle-aged man with glasses, wearing a dark suit, white shirt, and blue tie. He is smiling slightly and looking towards the camera.

## COSTAS MARKIDES

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### LONDON BUSINESS SCHOOL

Business Strategy and Innovation Professor  
Executive Education Director



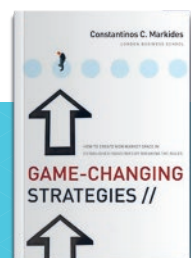
*"Have a long term strategy, especially in a fast changing world; listen to the customer, but don't always do what they say; don't feel threatened by disruptive innovation; promote innovation in the face of core resistance; and, finally, do your best to bridge the know-do gap."*

**COSTAS MARKIDES**

## EXPERTISE

- ✔ Costas Markides is Professor of Strategy and Entrepreneurship at London Business School where he holds the Robert P Bauman Chair in Strategic Leadership.
- ✔ His current research interests include the management of multicultural companies and the use of innovation and creativity for strategic breakthroughs.
- ✔ A native of Cyprus, Costas received his BA (Distinction) and MA in Economics from Boston University, and his MBA and DBA (Doctor of Business Administration) from the Harvard Business School.
- ✔ He is a member of the Academy of Management and the Strategic Management Society.
- ✔ His research and publications are on the topics of strategic innovation, corporate restructuring, diversification and social entrepreneurship.

## Published books



# BUSINESS STRATEGY FOR TOP EXECUTIVES

Learn the development principles of innovative companies

## Explore New Business Opportunities

Redesign the roadmap which leads to the desired company goals. A business objective without a strategy is just a dream.

## Develop a Creative Business Strategy

Becoming the Architect of your Business means creating and implementing the most innovative strategies at the right moment. You will learn the most effective instruments to implement them.



## Differentiate your Business Model

Focus on the competitive advantages, break the rules and use the principle of variety. You will be able to generate unique, efficient business models.



## BENEFITS

### For You

- ✔ Learn Business Development Strategy from one of the best European experts
- ✔ Be able to develop custom business models
- ✔ Enjoy exquisite networking sessions with Top Executives attendees & Costas Markides

### For the Company

- ✔ Top Executives will become innovative business architects
- ✔ Be able to create efficient strategies that work for the company
- ✔ Find out how disruption can develop the business
- ✔ Become fast and efficient decision makers in a dynamic environment

# TRAINING STRUCTURE

## What is the Strategy, really?

- ✓ What are the choices that Strategy needs to make
  - ✓ Why do companies fail to make choices?
  - ✓ The importance of differentiation
  - ✓ What kills our creativity and how to make sure that your strategy is innovative?
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## Supporting Strategy with the appropriate Organizational Environment

- ✓ What is the Organizational Environment and how to develop it
- ✓ The Butterfly Principle: Small Changes, Big Impact
- ✓ Who are the effective change agents

## How to develop the Strategy?

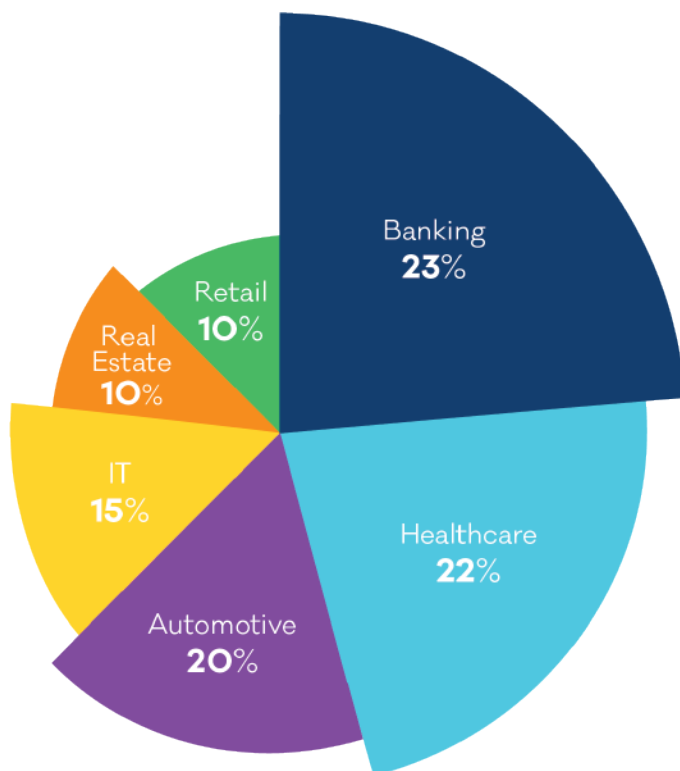
- ✓ Overcoming company and industry orthodoxies
  - ✓ Developing strategies that break the rules
  - ✓ The principle of variety and how to institutionalize it in the Strategy process
- 

## Selling Strategy to win emotional commitment

- ✓ Your people need to buy into your strategy —but for anybody to buy into anything, you first have to sell it to them
- ✓ How to provide clear communication
- ✓ The importance of experimentation
- ✓ Tactics to make your message emotional

# NETWORKING & WINE TASTING

- ✔ The learning experience is complete with this valuable network opportunity.
- ✔ You can leverage your business growth through valuable information exchange.
- ✔ Professor Costas Markides will run a Q & A session at the end of the training.
- ✔ Our attendees come from the most important industries in Romania:





## TRAINING AGENDA

09:00	What is the strategy, really?
10:30	Coffee break
10:45	How to develop the Strategy
12:15	Lunch service
13:15	Selling strategy to Win Emotional Commitment
14:45	Coffee break
15:00	Supporting Strategy with the appropriate Organizational Environment
16:00	Networking



# BUCHAREST BUSINESS INSTITUTE

The center of excellence that offers business trainings and Personal Development courses.

## We build international business leaders and experts

We offer you the premium learning experience you need to have to develop your professional and personal skills at the highest level.

**BUCHAREST BUSINESS INSTITUTE** was created by professionals with extensive business experience to provide you with the education you need to develop your business internationally.

At **BUCHAREST BUSINESS INSTITUTE** you will discover a unique learning experience, top experts, high-quality content and networking, which you need to grow your business.

We know that business leaders are real influencers through the important actions they carry out every day. Our goal is to help them make strategic decisions by offering them the best training programs.

## Discover a unique learning experience

Entrepreneurship

Branding

Communication

Personal Development

Leadership

Management

Marketing

Human Resources

Sales



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