



BILD
BALTIC INSTITUTE
FOR LEADERSHIP DEVELOPMENT

Executive
Education

March 26
Vilnius
2009

INTERACTIVE SEMINAR

Creating and Implementing New Business models

How to redefine industry boundaries, change a logic of competition and re-design an interface between a company and the market, in attempt to offer a superior value?

Partners:

Swedbank 

ŽINIŲ
EKONOMIKOS
FORUMAS

Speaker:

Dr. Peter Moran

Australian School of Business and
London Business School

One of most innovative and reflective strategy experts

Contact us: www.BILDideas.org | +370678 32444 | info@bildideas.org



Dr. Peter Moran

Dr. Moran's current research focuses on how organizations and their managers influence the ability of individuals to add value for themselves, for their organizations and for society.

Expertise:

- Strategic Management;
- Strategic Innovation;
- Strategic Change;
- New Business Models;
- Business Simulation;
- Understanding General Management;
- Strategic Problem-solving;
- Corporate Social Responsibility and Competitive Advantage.

"Strategy is meaningless without execution. Execution is worthless without a strategic direction. Business model is what brings strategy and execution together".

Peter Moran, London Business School,
2007

Speaker

Dr. Peter Moran is lecturer of strategy and international management at the London Business School where he teaches core courses in Strategy, General Management and Strategic Problem Solving to LBS' full time and executive MBA students.

He was awarded the "Best Core Teacher" award in the summer of 2003 and again in the winter of 2005 by the School's Executive MBA Classes of 2004 and 2005 respectively.

He also teaches strategy in TEM's executive MBA program and to IT software and service providers at the Scandinavian International Management Institute and managers at BASF.

His publications include:

- Social Capital and Managerial Performance, *Strategic Management Journal*, 2005;
- A New Manifesto for Management appearing, *Sloan Management Review*, 1999;
- Firms and the Process of Economic Development, *Academy of Management Review*, 1999;
- Bad for Practice: A Critique of the Transaction Cost Theory and Markets, *Academy of Management Review*, 1996.

Who is the seminar for

- General Managers and CEOs;
- Business Development directors;
- Corporate Finance directors;
- HR directors;
- Marketing and Sales directors;
- Product Division directors;
- Innovation and R&D directors;
- Operations Management directors;
- Supply Chain (Purchasing) directors.

Goal of the seminar

Is to provide a conceptual framework for viewing and understanding business strategy in a way that should help you begin to acquire and put to use practical tools and experience in dealing with strategic issues. A thread that will run throughout our discussions and exercises is the notion that strategy is all about making difficult choices.

You will learn

- Why strategy is about difficult choices and what these choices are;
- How business strategy and business models inform and depend on each other;
- Practical and useful frameworks for understanding and assessing business strategies;
- Practical and useful frameworks for a understanding and evaluating business models;
- How to manage strategic change;
- How to develop new business models.

Please visit our website to learn more: www.BILDideas.org

Programa

- In the **MORNING SESSION** we will focus on the tradeoffs that are inherent in choices about what business model we should be pursuing — i.e., helping you to better understand what you are doing, as well as what you should and should not be doing.
- In the **AFTERNOON SESSION** we will turn our attention to “strategic innovation - creation of radically new business models” — i.e., What is it? Why is it so difficult? What can we do about it?

08.30 – 09.00

Registration

09.00 – 09.10

Welcome and introduction by Dr. Modestas Gelbūda, BILD

09.10 – 10.40

MORNING SESSION**Case discussion: Nespresso**

Topic: The Nature of Strategy - Core Criteria for Strategic Consistency and the Essence of Strategic Change

10.40 – 11.00

Coffee break

11.00 – 12.30

Group exercise and discussion: Business Model

12.30 – 13.30

Lunch

13.30 – 15.00

AFTERNOON SESSION**Interactive lecture: Strategy and Business models for Value creation and Value appropriation**

15.00 – 15.20

Coffee break

15.20 – 16.30

Group exercise and discussion: Strategy and Business Model

16.30 – 16.45

Discussions and wrap-up of the day

16.45 – 17.15

Reception and wine

Registration:

www.BILDideas.orginfo@bildideas.org**+370678 32444***Seminar fee: EUR 650 + VAT**Fee includes one day seminar, coffee break drinks and snacks, lunch, hand-outs and participant's diploma.**Prepaid registrations can be cancelled by March 17, 2009 and will be refunded, except for EUR 50 administration fee. After March 17, 2009 we will refund 50% of the fee value.**If you are not able to attend the seminar, you can substitute a delegate at no additional charge.**Baltic Institute for Leadership Development reserves the right to modify the seminar program.***Companies, which have signed partnership, are entitled to special rates.****Date and venue: March 26, 2009 Vilnius**

About BILD

The Baltic Institute for Leadership Development (BILD) conducts management and leadership research and provides executive education at the highest international standards.

The institute's activities include:

- **Open seminars** with experienced senior faculty and global thought leaders from the world's leading business schools such as Harvard Business School, Stanford Graduate School of Business, London Business School and others.
- **Custom programs** for corporate clients with leading international faculty, targeted at the top management teams.
- **Collaborative projects** with corporate clients helping them develop new management principles and practices through carefully designed management experiments. These projects are carried out in collaboration with the world's first Management Lab.
- **Advanced Doctoral Program** in social sciences and management research, i.e. a set of research training seminars for Baltic doctoral students.
- **Cutting edge research** projects in cooperation with internationally leading scholars and publishing in the top tier international academic and practice oriented journals.

Executive education (SPRING PROGRAM 2009)

Date	Lecturer	Seminar theme
		PROCESS EXCELLENCE
April 16-17 2009	Dr. Kim Hua Tan Nottingham University Business School & Cambridge University Dr. Niels G. Rytter Aalborg University & MAERSK Line	How to achieve world class process excellence?
		LEADERSHIP
April, 30 2009	Professor Rob Goffee London Business School	Why should anyone be led by you? <i>The challenge of leading clever people.</i>
		MARKETING
May, 20-22 2009	Dr. Robert Cooper Product Development Institute, Canada	Lean, Rapid and Profitable New Product Development.
		MANAGEMENT INNOVATION
June* 2009	Dr. Jules Goddard London Business School, Management Laboratory Alan Matcham Management Laboratory, Leading Edge Forum	Management Innovation - making Your Company a Management Innovator.

* To be confirmed