

# SOLID GROWTH – WINNING WITH BUSINESS STRATEGIES

ESMT  
BERLIN

N°1  
IN GERMANY



EXECUTIVE EDUCATION  
RANKING 2023



#### Location

ESMT Berlin



#### Tuition fee\*

€4,100



#### Language

English



#### Duration

2.5 days  
October 14 – 16, 2024



#### Certificate

You receive a certificate upon completion of the program.

#### Postgraduate Diploma in Management

The program counts toward 2.5 of the 18 days necessary to receive the diploma.



[esmt.berlin/execed/strategy](https://esmt.berlin/execed/strategy)

## Become an effective strategist

Being an effective strategist requires a broad set of skills so that you can identify the right course of action and communicate it impactfully. *Solid Growth - Winning with Business Strategies* will develop and strengthen these skills. It will help you to:

- Understand and adopt proven frameworks for strategic planning
- Evaluate the innovative strategic approaches of other companies and assess their outcomes
- Formulate the right strategic response to market trends and changing business environments
- Communicate and evaluate strategic ideas more effectively

## Who should attend?

This program is for managers involved in strategic decision making in business entities of established corporations as well as executives of young companies.

## Key topics

- Fundamentals of business and corporate strategy
- What trends are currently impacting strategies?
- Thorough methodology for developing and evaluating strategic ideas
- Strategic options in global business practice
- Communication of strategies to stakeholders

## Teaching methods

Interactive lectures

Business cases

(Plenary) discussions with peers and faculty

Group work

# Solid Growth – Winning with Business Strategies

## Day 1 – Strategic basics and status analysis

- What is strategy all about?
- Workshop on business strategies in your company
- Industry trends and global developments impacting strategies

## Day 2 – Development of business strategies

- Strategic options in current business practice
- Workshop on strategic changes in your company
- Deriving business plans from business strategies

## Day 3 – From business strategy to corporate strategy

- Generating synergies between different business entities
- Corporate structures in times of de-globalization

## Learning outcomes

- ✔ Learn how to design and formulate winning competitive strategies
- ✔ Learn how to analyze and respond to changing market trends
- ✔ Benefit and learn from the varied experiences of your classmates

\*For general terms and conditions and details on the application process, please go to:  
[esmt.berlin/execed/gtc](https://esmt.berlin/execed/gtc)



Olaf Plötner

## Faculty

### Olaf Plötner

is a professor at ESMT Berlin. He also has a visiting professorship at Darden School of Business/University of Virginia since 2008 and had several visiting professorship at renowned business schools in China.

Olaf is leading the Center “Bringing Technology to Market” which cooperates closely with globally leading corporations as well as academic institutions around the world. His research and teaching focus is on strategic management in global B2B markets. About this topic he authored and co-authored several books as well as numerous articles in scientific and managerial journals.

Before joining ESMT in 2002, Olaf also worked as a consultant at the Boston Consulting Group in Frankfurt and as a director at Siemens AG in Boston (USA).

## Contact

### ESMT Berlin

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What a wealth of experience. This program helped me to identify critical gaps, and allowed me to redesign my strategy accordingly.

Thomas Knauel,  
Director Product Marketing,  
Bosch Security Systems

[esmt.berlin/execed/open-programs](https://esmt.berlin/execed/open-programs)