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LEADERSHIP IN ACTION



TRANSFORM!

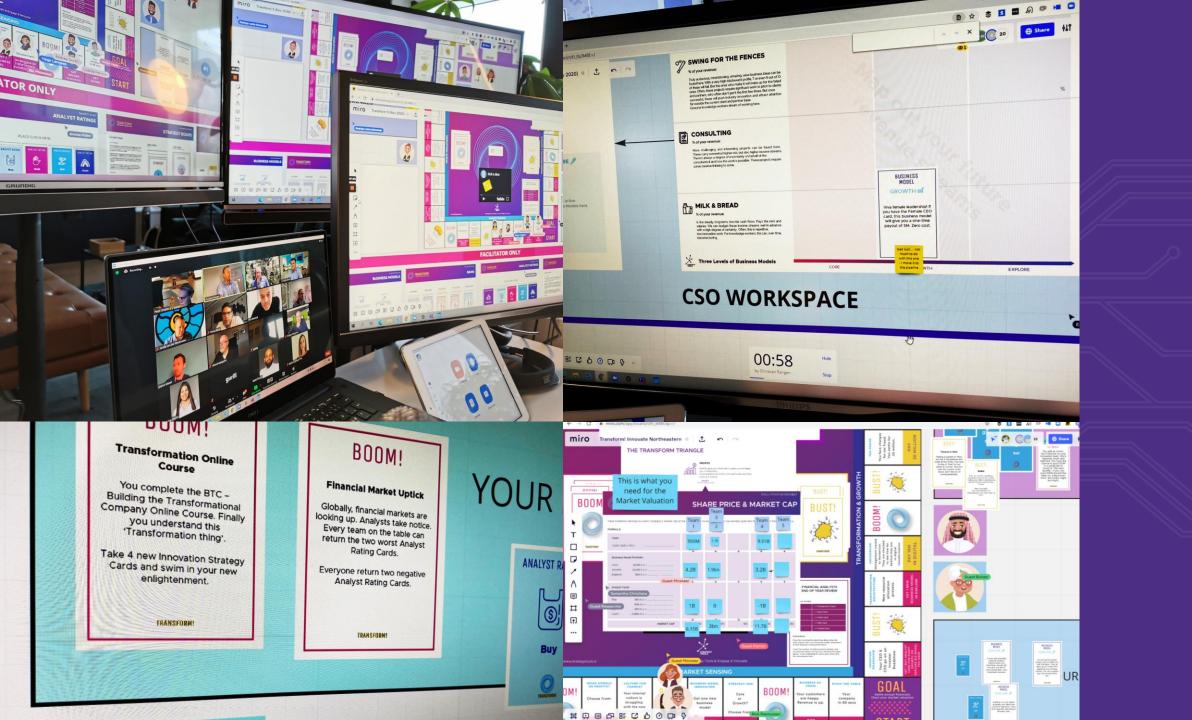
DEEP DIVE



How can we develop deep transformational capacities?
How can we develop more transformational leaders?
How can we align diverse teams around the ten principles of transformation?
How can we help leaders and executive students learn the importance of connecting strategy, transformation and finance into a single framework?
How can we build transformational companies through situation-based, experiential learning?

These are some of the questions that have been driving the development of the Transform! simulation. Over the past 18 months, Transform! has been used by Boards, Management Teams, Innovation Teams, Strategy Leaders, Executive Education, National Innovation Agencies and more to help master transformation.

Now, it's your turn.



TRANSFORM IN 30 SEC

In Transform! you take on the role of a new management team in an established company. Your job: transform the company, reach 50BN market cap on the stock exchange. Avoid going bankrupt.

This, of course, is not as easy as it sounds.

You have to navigate a massive level of complexity, make rapid-fire decisions on strategy, investments, partnerships or outright hostility toward the other teams.

Yes, that's right. You are competing (or collaborating) with up to six other teams around the 'table'. You are all in the same industry space, but with very different strategies, strategy paradigms and management attitudes.

How do you win?

First team to reach a 50BN market cap is the winner. For a shorter Discovery Session, the team with the highest market cap wins.

How to win?

You and your team need to navigate the Transform! Triangle (see next slide), truly understand your company card, master your respective roles (having a strategic CFO is key), and most importantly, you need to use and understand all the beautiful tools and principles of transformation.

Good luck.

STRATEGY & TRANSFORMATION SERIES STRATEGYTOOLS.IO



PROFITS

Profits give you short-term revenue and keep you in business.

A strong balance sheet and sufficient working capital is crucial.

PROFITS (SHORT-TERM CASH)



BUSINESS MODEL PORTFOLIO

New Business Models fuel new growth. You can choose to focus on Business Models that are close to your Core, Growth or Explore areas. Your long-term goal is to build a wide Business Model Portfolio.

NEW BUSINESS MODELS (BUSINESS MODEL PORTFOLIO)

ANALYST RATINGS (FINANCIAL ANALYST RATINGS FOR STOCK MARKETS)



ANALYST RATINGS

Stock market analysts track your every move and rate your progress quarterly and yearly. They consider your leadership skills, financial management, strategy and future prospect.

Once analyzed, they will assign you a 1-5 rating, giving you a Outperform, Buy, Hold, Sell or Crash rating. This will hugely influence your share price on your annual review.



The Transform! Triangle

COMPANY CARD

COMPANY CARDS (EXAMPLES)

CarWagon

CarWagon - The Digital Car Company

The automotive industry is going into decline. But cars are now becoming connected computers on wheels, giving rise to Waymo, Nio and others.

Your job is to transform the Swedish car manufacturer Carz, into CarWagon – the digital car company. Your value propostion is to become the global leader in the digital car experience. Nobody really understands what that means, but you have time to figure it out.

Your task

Transform a car manufacturer into a digital car company, drive new growth and revenue in new business models in adjacent areas. Your mission is to develop 50BN in shareholder value on Stockholm Stock Exchange.

Cash

You start with a cash balance of 5M and two core business models

Team

Select CEO/Investor Relations, CFO and CSO (Chief Strategy Officer)

Good luck!

Jet Ways

Jet Ways - Any Plane, Any Time

Since the Wright Brothers first invented flight, Jet Ways has been flying. Well, more precisely, since 1928, Jet Ways has been operating planes for commercial use. Today, the company, based in London, offers "Any Plane, Any Time" to its global premium customer segment. However, the Board is not satisfied with recent growth rates and expect more, much more.

Your task

Transform Jet Ways from a charter plane company into a future-fit mobility company. If that's flying cars, autonomous cars, electric scooters or simply electric planes; that's up to you. Currently listed in London, reach a market cap of 50B.

Cash

You start with a cash balance of 5M and two core business models

Team

Select CEO/Investor Relations, CFO and CSO (Chief Strategy Officer)

Good luck!

LifeBook

Lifebook - Because you need more than just a chair

Since its launch in 2008, the social media company Lifebook has grown into a global social platform. Despite nearly 2BN users, the company has never had a Chief Revenue Officer, COO or even a sales department. That's about to change.

Your task

Despite a global userbase, Lifebook has never really cracked a good business model. It's time to transform, and that's your job. Take the company from a medium successful social media company to a global tech company. Hit 50B market cap on NASDAQ.

Cash

You start with a cash balance of 5M and two core business models

Team

Select CEO/Investor Relations, CFO and CSO (Chief Strategy Officer)

Good luck!

YOUR ROLES

KEY ROLES ON YOUR TEAM

CEO

The CEO is responsible for overall team performance and company development. Needs to handle complexity and be able to 'see through the fog'. Expect to work closely with capital markets.

CSO

The Chief Strategy Officer handles all aspects of strategy, business models and much of the work on the canvases. A multi-tasking role. Expect a lot of work.

CFO

The Chief Financial Officer is in charge of all aspects of finance, capital markets, investor relations, accounting, cash flow, valuation methods, business model valuations and overall company valuation. Should like to count stuff.

IM

The Innovation Manager is the 4th, but optional role. He or she will be in charge of the innovation strategy and how to become a more innovative company. Not easy.

WHAT YOU WILL EXPERIENCE

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You and your team will take on the role of a new management team. You will be challenged to develop a strategy and make strategic decisions under time pressure.

You will be exposed to strategic dilemmas, hostile competitors, capital markets and all the factors a management team has to deal with.

Many people get overwhelmed. They function poorly as a team. They get stressed. They make bad decisions. They are unable to collaborate on strategy. They are unable to handle tough competitors.

This is by design.

Transform! Is developed based on 20 years of insights into top management teams and how they handle transformation challenges in practice. Many don't.

This is an advanced simulation, that will truly test your strategic leadership skills in action.

OUTCOMES

OUTCOMES

Better teamwork

More strategic leaders

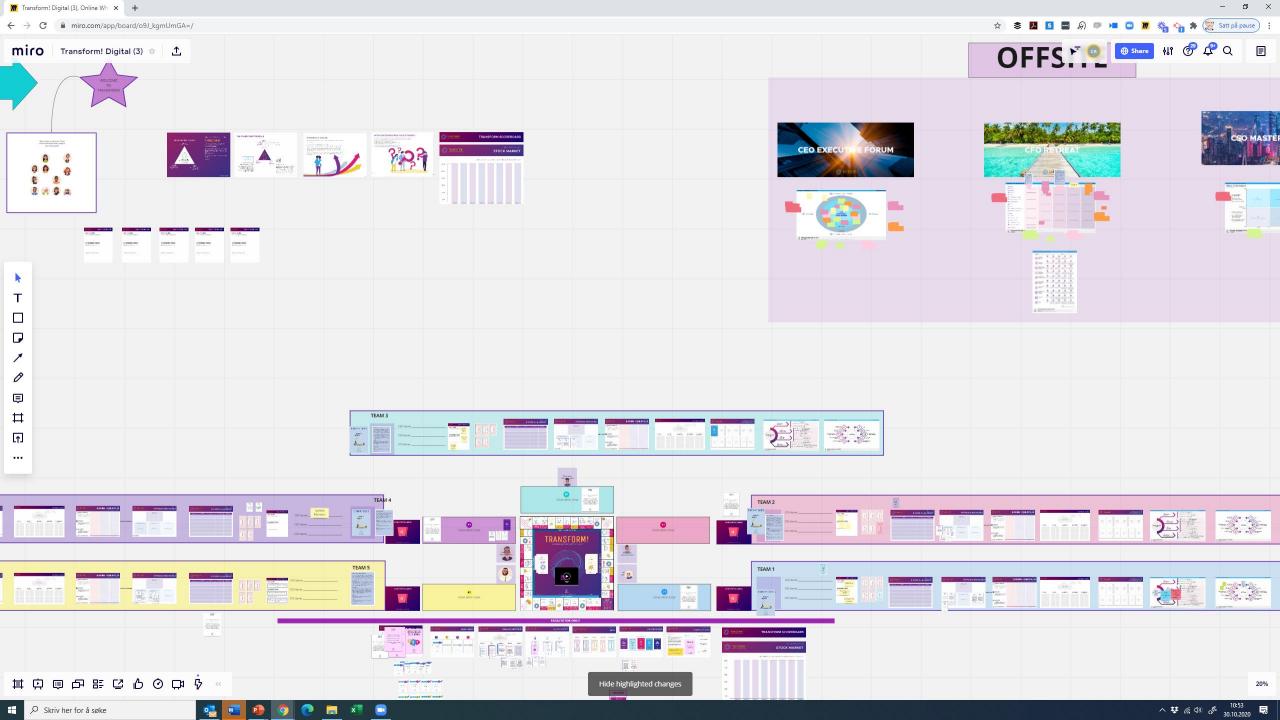
Stronger team alignment

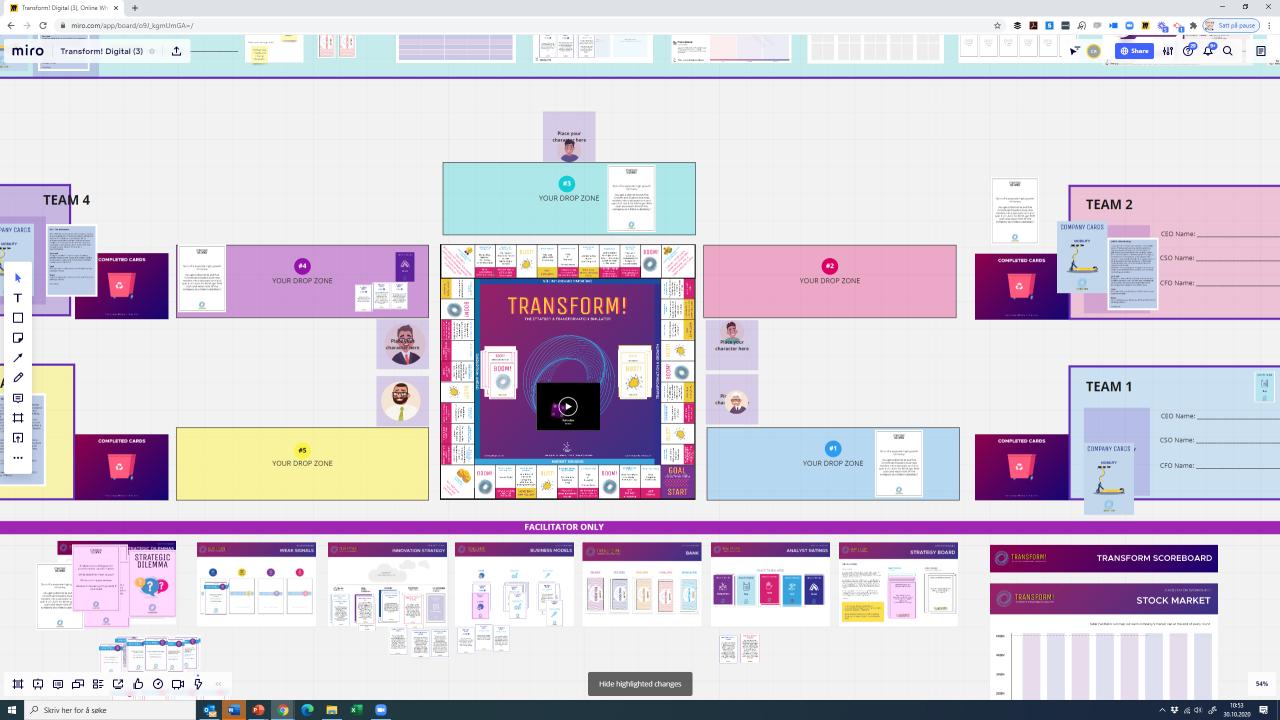
Learn to use new strategy frameworks

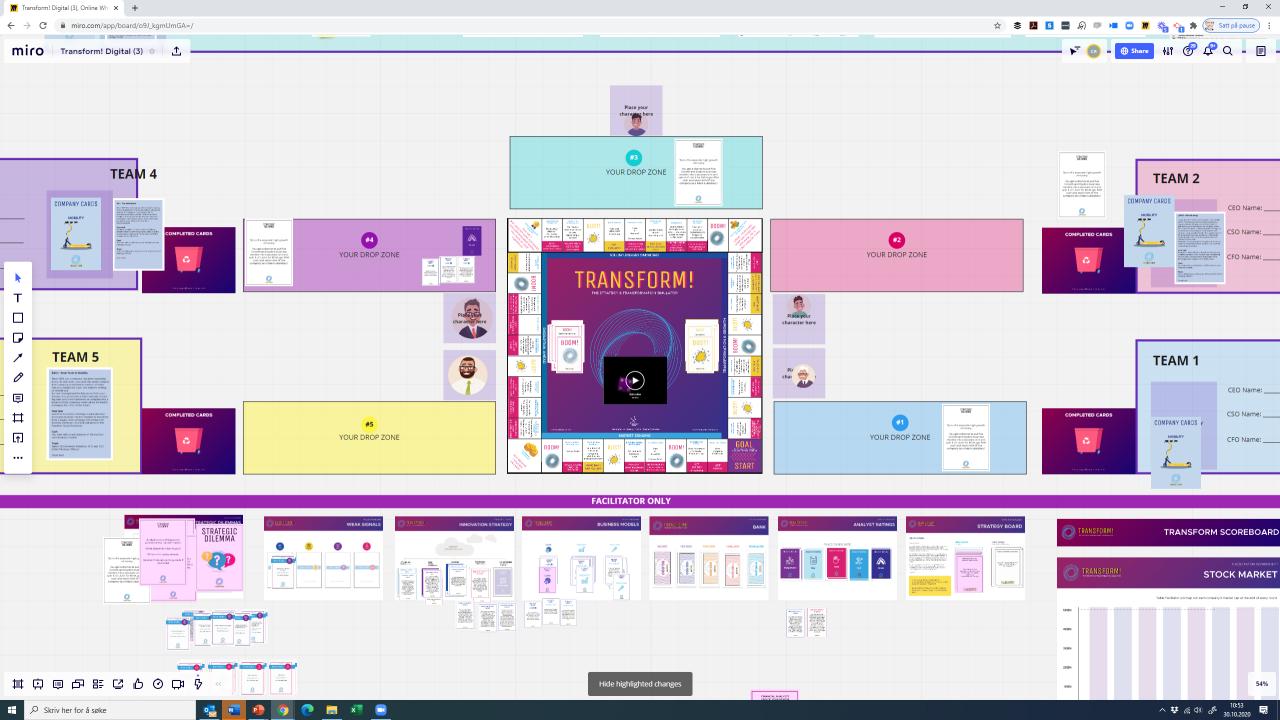
Learn new ways of thinking about strategy

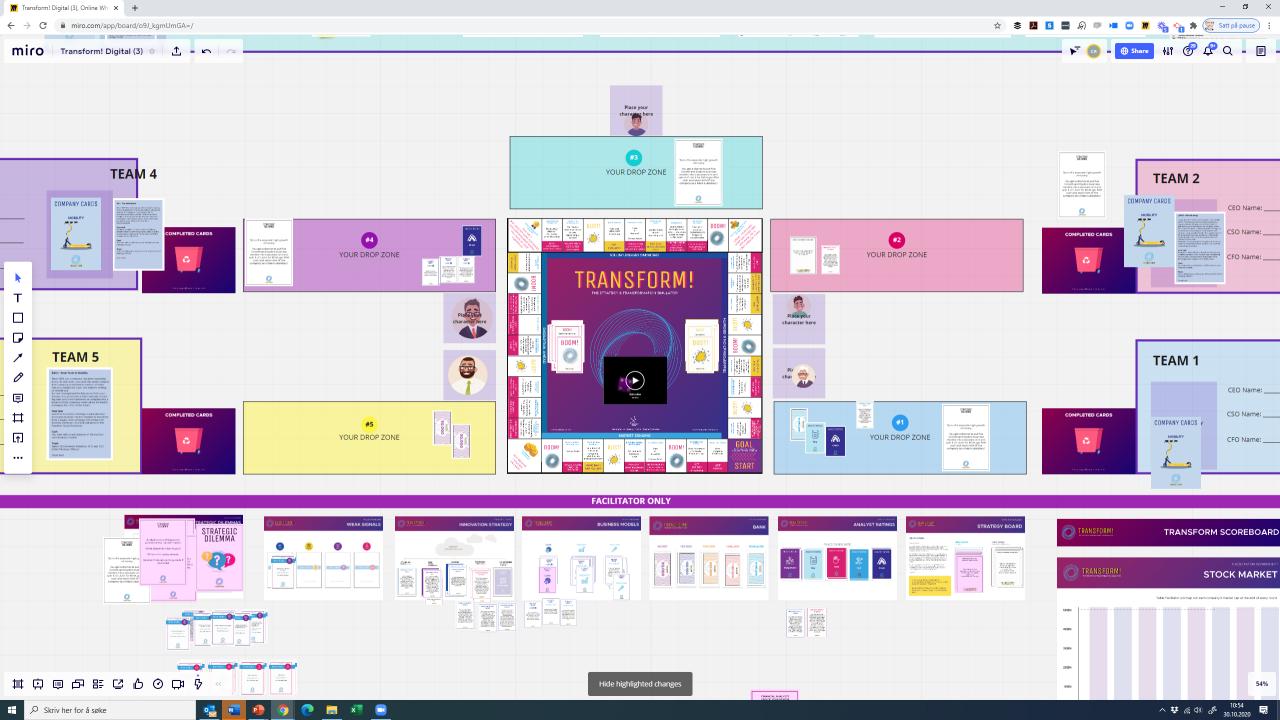
Powerful learning & reflection for 'what does this mean to us and our strategy?`

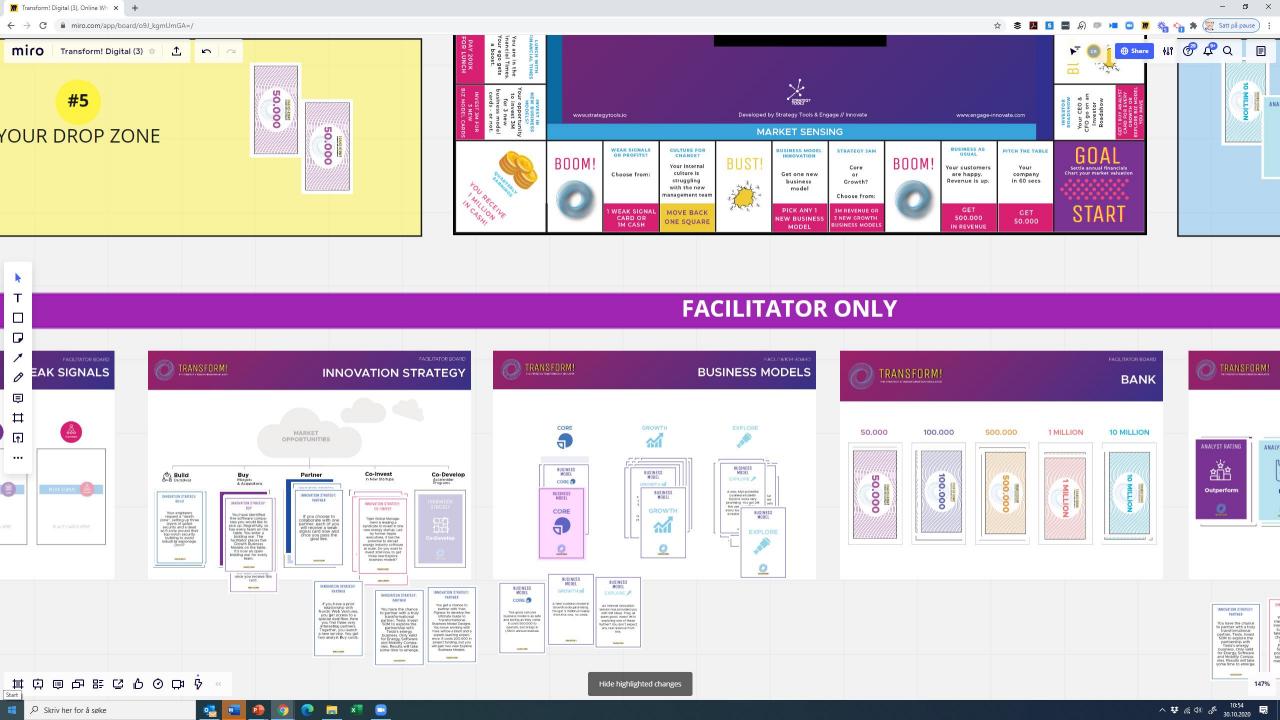
NEXT, LET'S TAKE THE TOUR

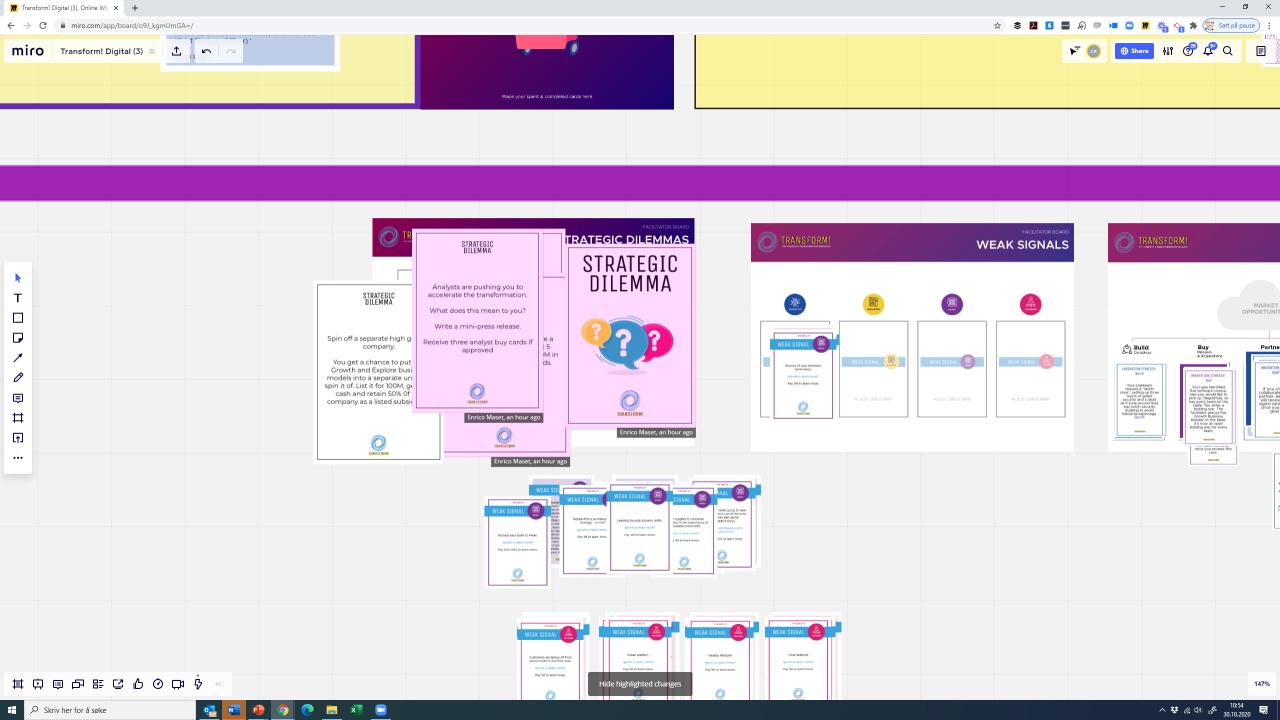


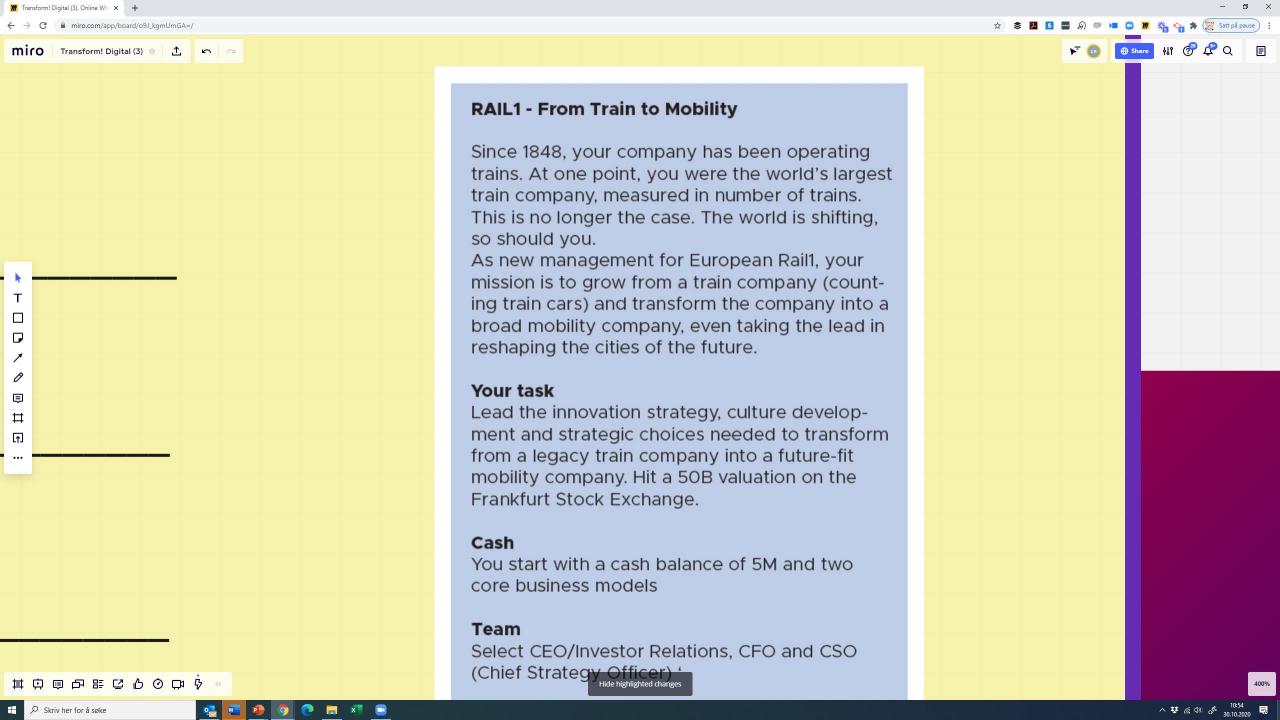


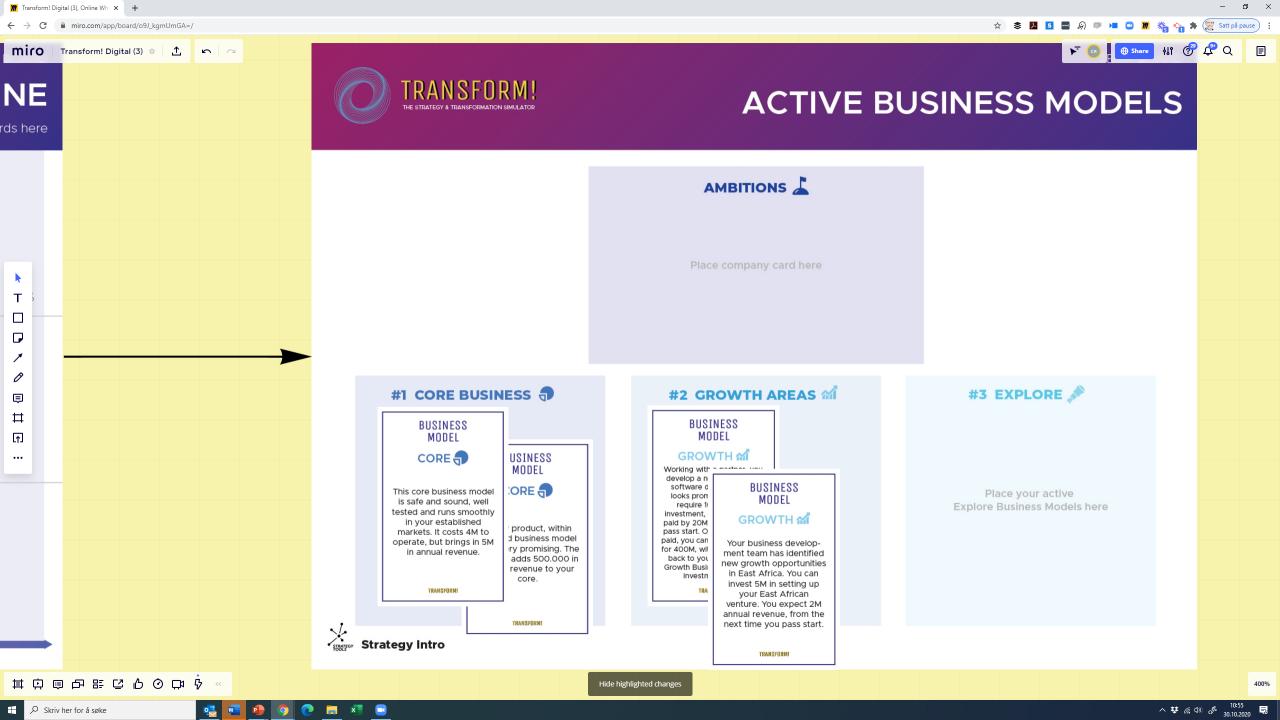


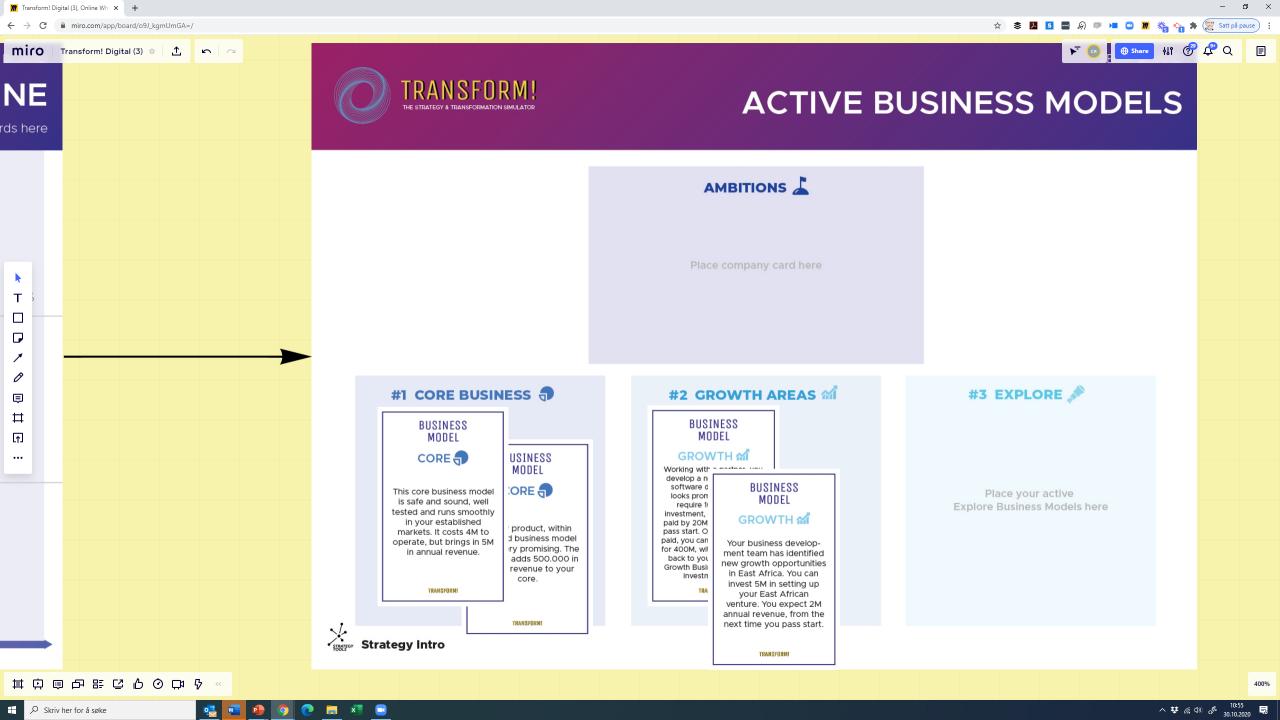


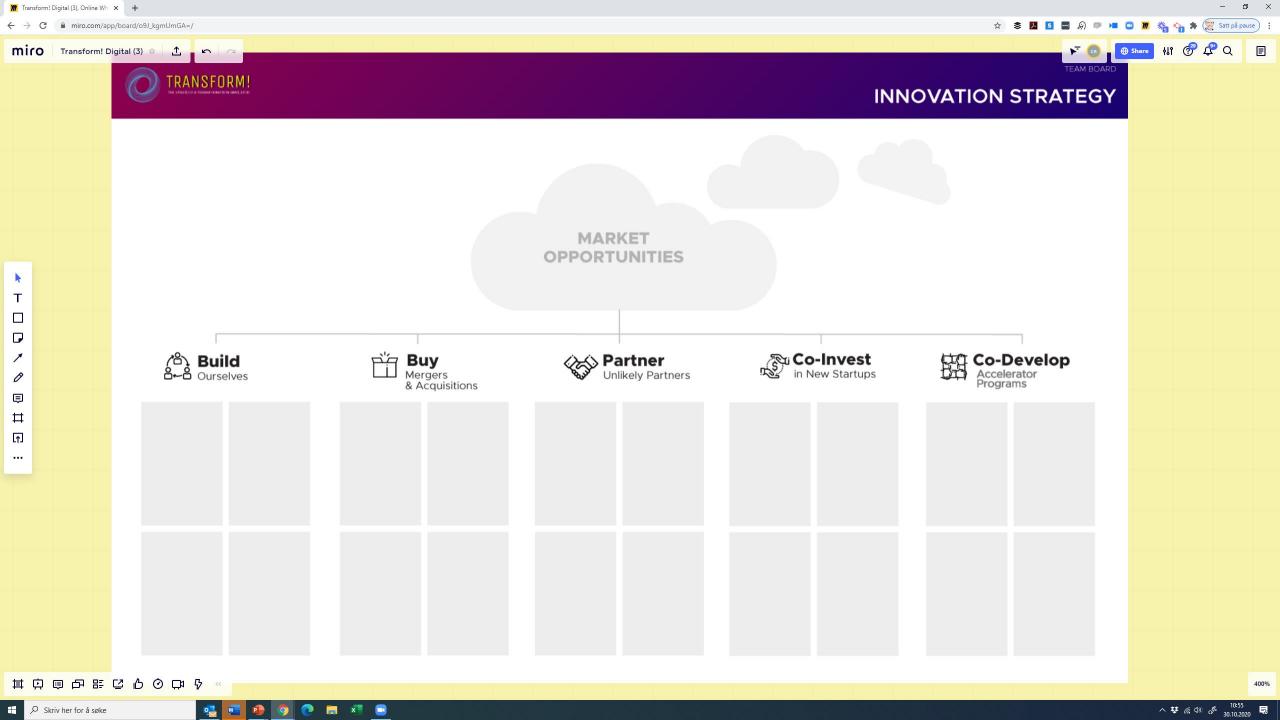


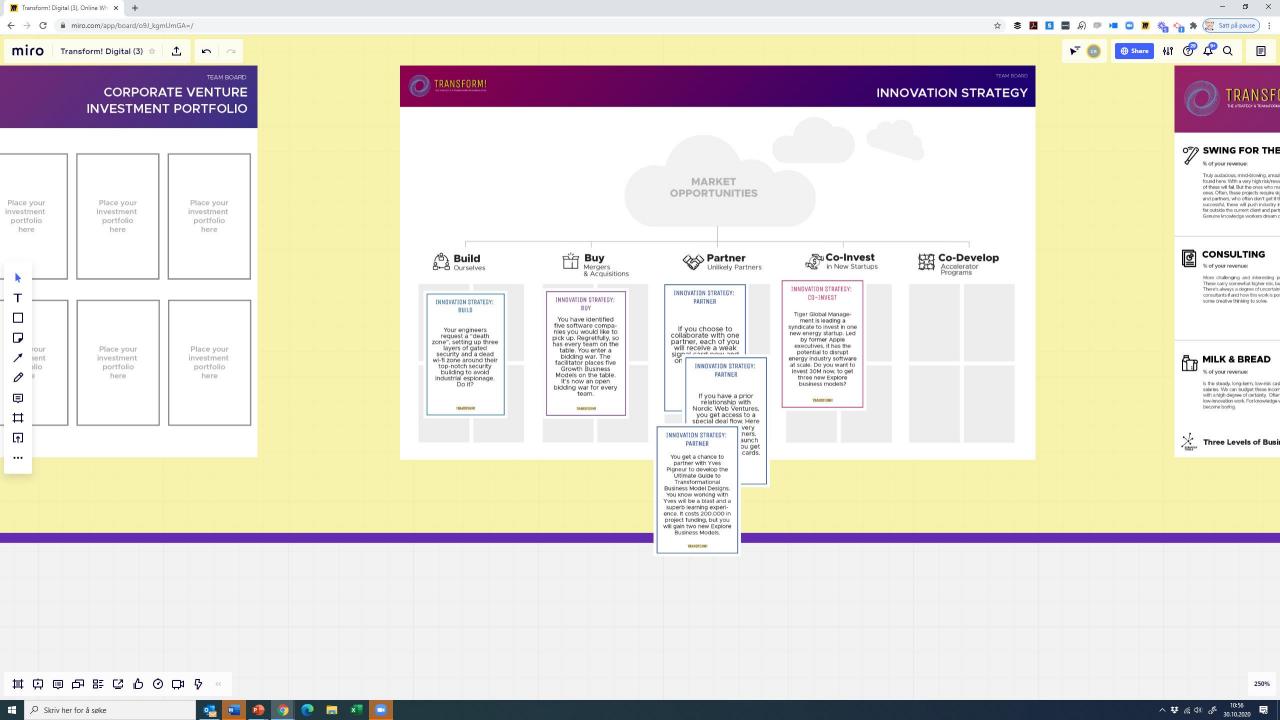


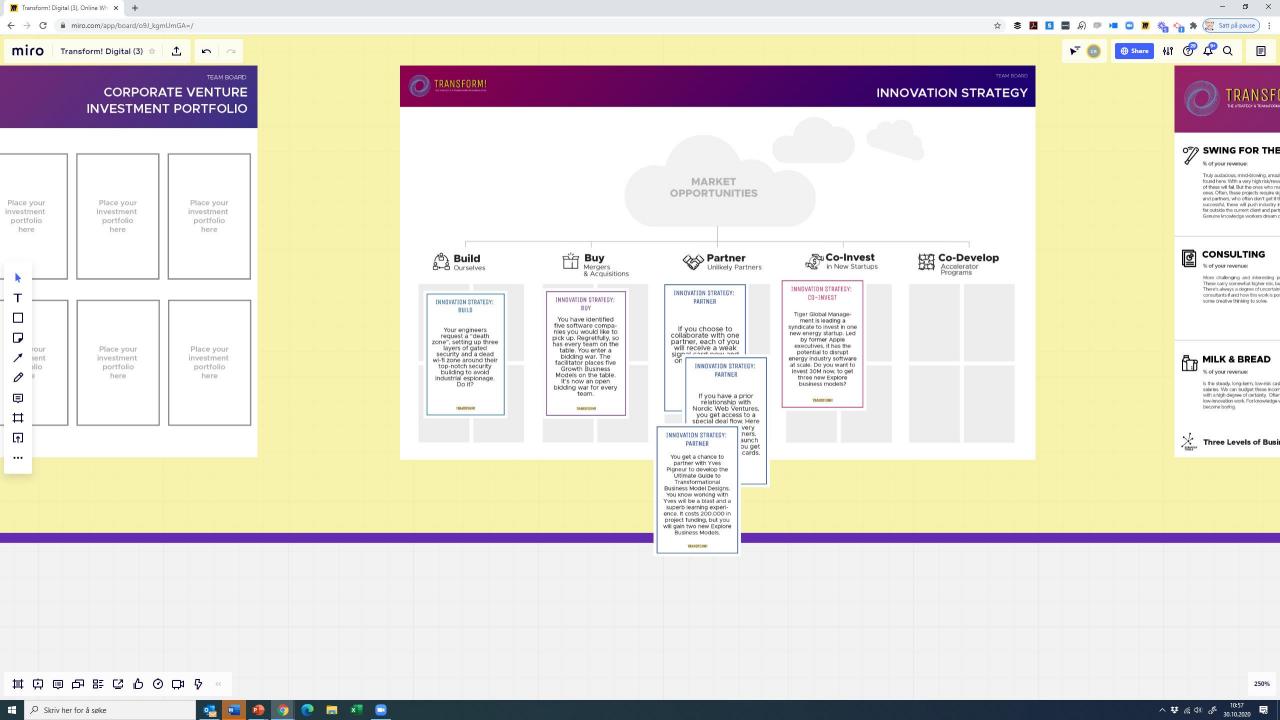


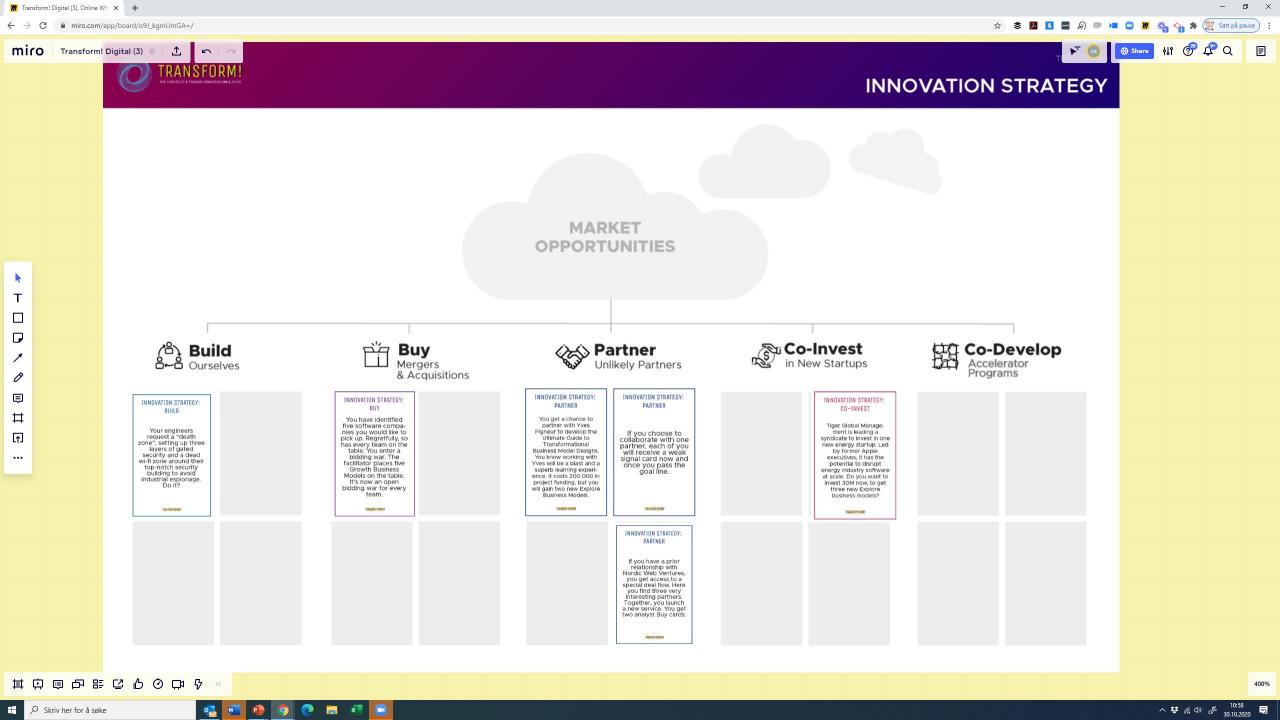


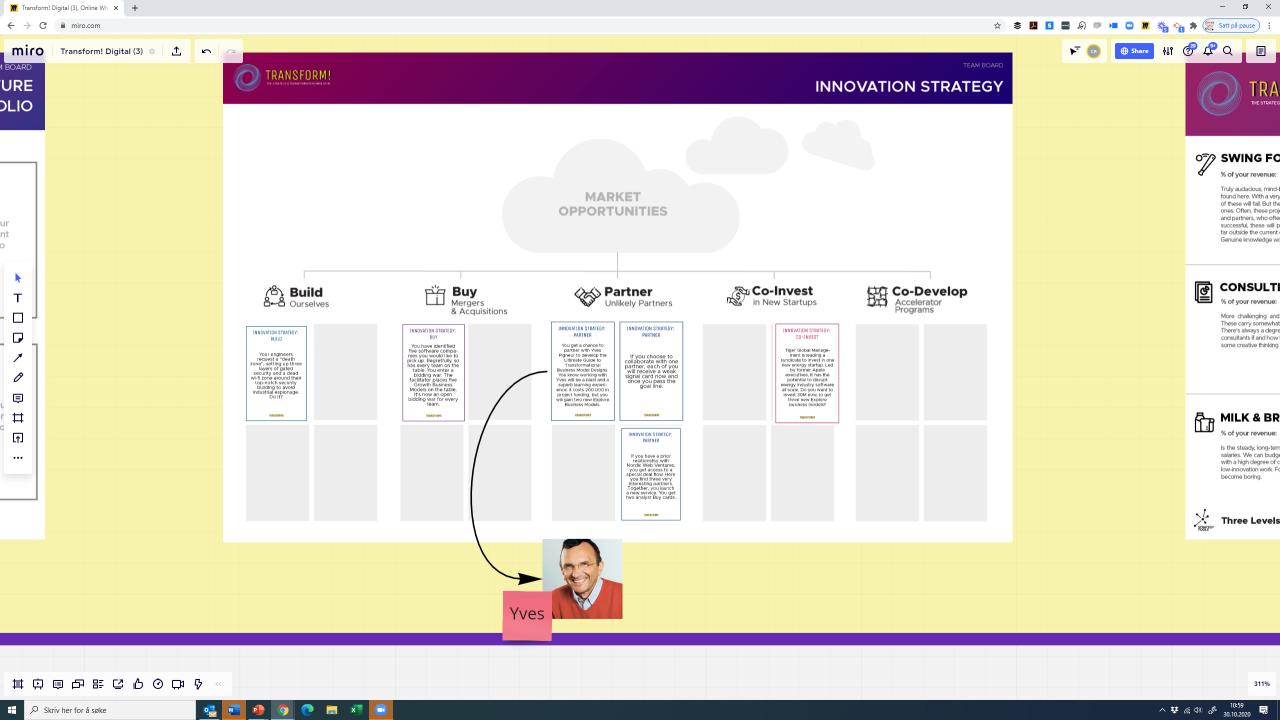


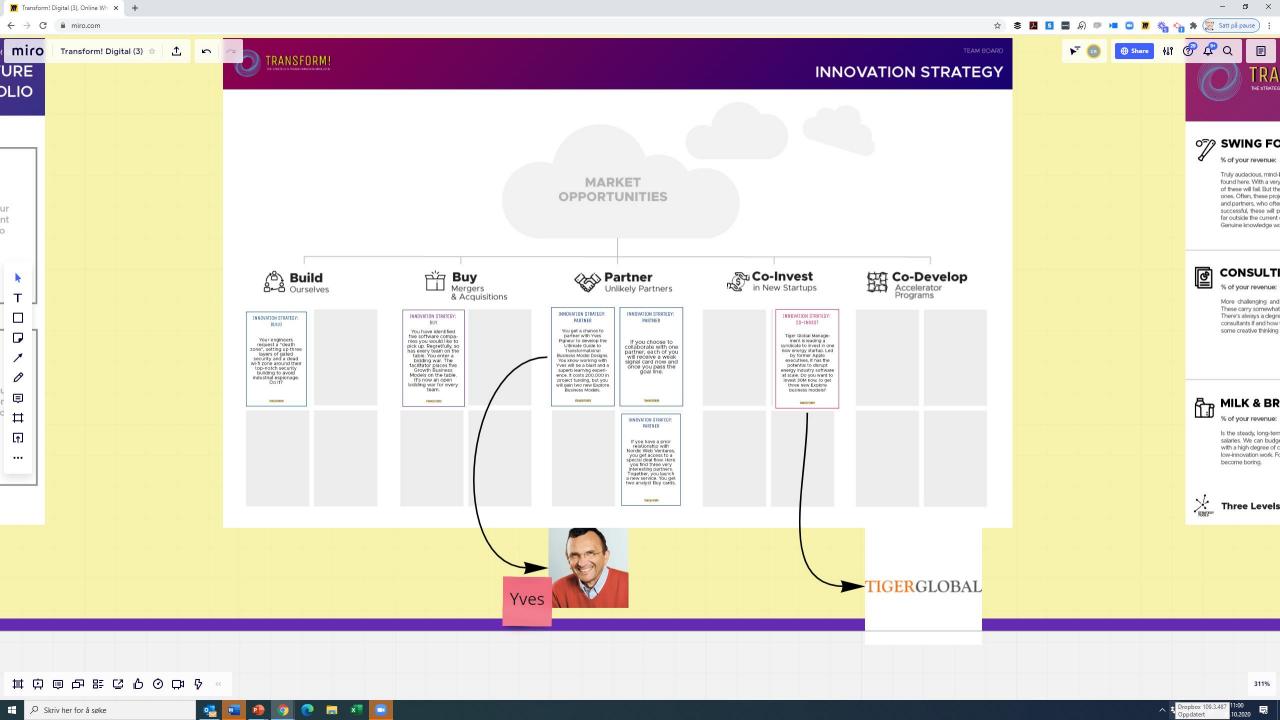


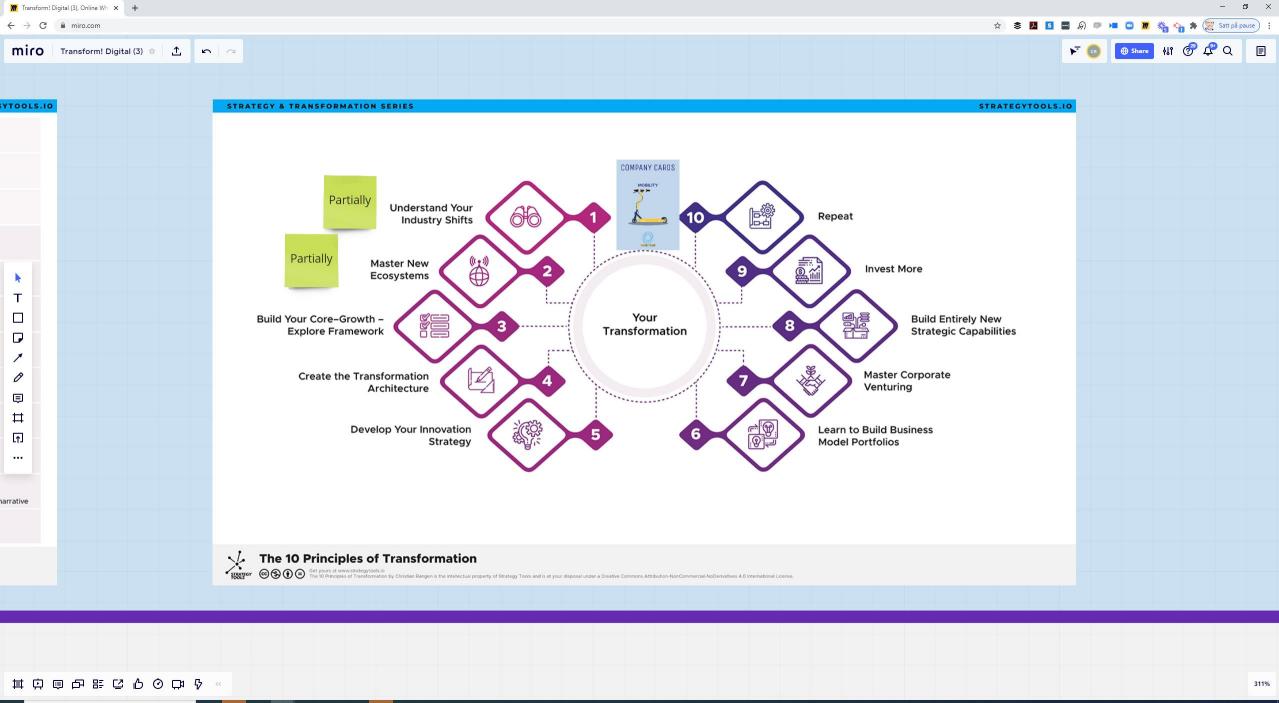












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Skriv her for å søke















