

© CORPEDIA

ROBERT KENNEDY COLLEGE



Peter Drucker's

Breakthrough Corporate Strategies

Course Leader:
Prof. David Mahal M.B.A.
(Peter F. Drucker Graduate School of Management)

7th Edition

16th -20th January 2006

SWX Exchange Convention Point
The Swiss Stock Exchange
Zurich, Switzerland

A Partner College of The



PRIFYSGOL CYMRU
UNIVERSITY OF WALES

Swiss Quality Education & British Tradition

Executive Certificate Programme

What does it cover

This one-week programme encompasses many of the areas identified by Dr. Peter F. Drucker as strategic challenges facing the modern executive; each day features a different aspect of how organizations must change their strategies in order to prosper in today's changing business climate.

The five themes that will be covered are common drains on organizational effectiveness, cost control, entrepreneurship, alliances, and acquisitions.

Who is it for

The course is for all executives who want to broaden their knowledge of developing and managing strategic issues. It is designed with a "hands-on" approach for all business professionals involved in formulating strategy, managing the strategic process, or implementing strategic plans.

What will I learn

You will learn the following approaches of Peter Drucker:

- The Five Deadly Business Sins examines common drains on organizational effectiveness, including topics in pricing;
- Permanent Cost Control: Beyond Simple Cost Cutting, looks at ways that businesses can cut costs while actually improving workforce motivation;
- Entrepreneurial Strategies: Obtaining Market Leadership or a High-Profit Niche Position outlines the seven strategies of entrepreneurship;
- Alliances: The Rules for Successful Partnerships, covers the problems facing each type of alliance and what can be done to make them work;
- The Successful Acquisition, executives learn the six rules of making acquisitions work.

KEY RESULTS

- To benefit from the unique strategy approach by today's most influential business thinker: Peter Drucker
- To introduce to your organization new tools for implementing or re-creating a competitive strategy
- To recognize where such techniques are relevant and apply them appropriately
- To identify common strategic errors made by management and the dangers inherent in them
- To increase an awareness of pitfalls common in joint ventures and acquisitions and to develop ways of avoiding them
- To understand the approaches to cost control and pricing that are used by successful companies maximize your opportunity of learning from the experiences of other attendees while networking with executives from different backgrounds.



Course Description

The program includes the following five modules.

BENEFITS OF ATTENDING

Attending this course will give you an insight into Peter Drucker's refreshingly straightforward and jargon-free approach to successful business management.

Specific skills that you will learn include:

- Refine and/or build a competitive strategy for immediate application within your organization
- Creating unique resources and Capabilities
- How to approach the challenge of new market opportunities
- Creating a suitable entrepreneurial environment for successful new product introduction
- Fostering an environment for successful joint ventures and acquisitions
- Pricing approaches for existing and new products
- Permanent cost control

In addition the case study and small group format used during the course will maximize your opportunity of learning from the experiences of other attendees while networking with executives from different backgrounds.

The Five Deadly Business Sins

This module discusses what Dr. Drucker has identified as the five deadly business sins:

- the worship of high profit margins and premium prices;
- charging for new products "what the market will bear";
- cost-driven pricing;
- slaughtering tomorrow's opportunities on the altar of yesterday;
- feeding problems and starving opportunities.

These topics will be used to teach how to avoid myopic management philosophies and promote rather than impede the organization's growth.

Permanent Cost Control

Over the past couple of decades, corporate downsizing has made major headlines, and organizations of all sizes and in all industries claim that they have had to cut their workforces in order to cut costs. Yet few of these organizations have realized any permanent cost savings. In fact, most see their costs rise to previous levels within a short time after announcing the cutbacks.

During this period, morale and productivity inevitably suffer as those employees who survived the previous cutback fear for their jobs the next time around. In this module, you will learn how to prevent cost inflation, eliminate cost centres, determine cost-effective contributions, and make cost control a permanent feature of your organization.

Entrepreneurial Strategies

New products and new services are crucial to the continued survival and success of every organization, and yet so often these new offerings fail. However, the high failure rate of new products and services is totally unnecessary. Peter Drucker believes that much of the failure rate is the result of ignorance of the entrepreneurial strategies. There are only a small number of such strategies, and the choice between them is a risk-taking decision - provided only that the new product or service is indeed a healthy baby, the right entrepreneurial strategy has a very high chance of success.

>>



>>

Alliances: The Rules for Successful Partnerships

Mergers, acquisitions, and divestitures have been around for a long time.

Alliances are fairly new; but in a short amount of time, they have become commonplace throughout every market, every industry, and every region. In this part of the course, you will learn the dos and don'ts of alliances, including a discussion of why organizations enter into alliances and how alliances can be structured and operated for success.

The Successful Acquisition

Peter Drucker has developed six rules of successful acquisitions, including strategies, contributions from both parties, core unity, values, management, and promotion.

These topics and more will be covered with enriching and thought provoking case studies

Where is it held

*This unique Peter F. Drucker programme is held in a unique venue. The course will take place at the ConventionPoint (conference centre) of the SWX Exchange in Zurich:
The Swiss Stock Exchange.*



About the city of Zurich

Zurich is a cosmopolitan location with an undisputed World-Class reputation:

- a business centre offering international experience and a solid network of global connections;
- enjoys a worldwide reputation for its comprehensive range of financial services.

All of Switzerland's major banks and insurance groups run their global operations from their headquarters in Zurich. Over 100 foreign banks have branches in Zurich.

The economic strength of the City of Zurich makes it the undisputed motor of the Swiss economy. Switzerland's most active, attractive and colourful city, Zurich is not only the acknowledged centre of the country, but ranks among the most exciting cities in the world as well.

Situated on a beautiful lake, Zurich offers wonderful shops; famous galleries; architecture with an international reputation; a historical Old Town; excellent restaurants, and more.

Who is it taught by

David Mahal received the Advanced Executive M.B.A. degree and the Certificate in Executive Management from The Peter F. Drucker and Masatoshi Ito Graduate School of Management at Claremont Graduate University in California, the M.S. degree from University of Rochester in New York, and completed The Executive Program in Management at the Anderson Graduate School of Management of the University of California at Los Angeles (UCLA).

David is the founder and President of DGM Associates, where he has provided management consulting services, developed proprietary software programs, and served as the Publisher and Editor-in-Chief of HR/PC journal. Before starting his firm, he held management positions with several major companies, including a former subsidiary of AOL Time Warner, Tosco Corporation, McDonnell Douglas Helicopter Company and Xerox Corporation.

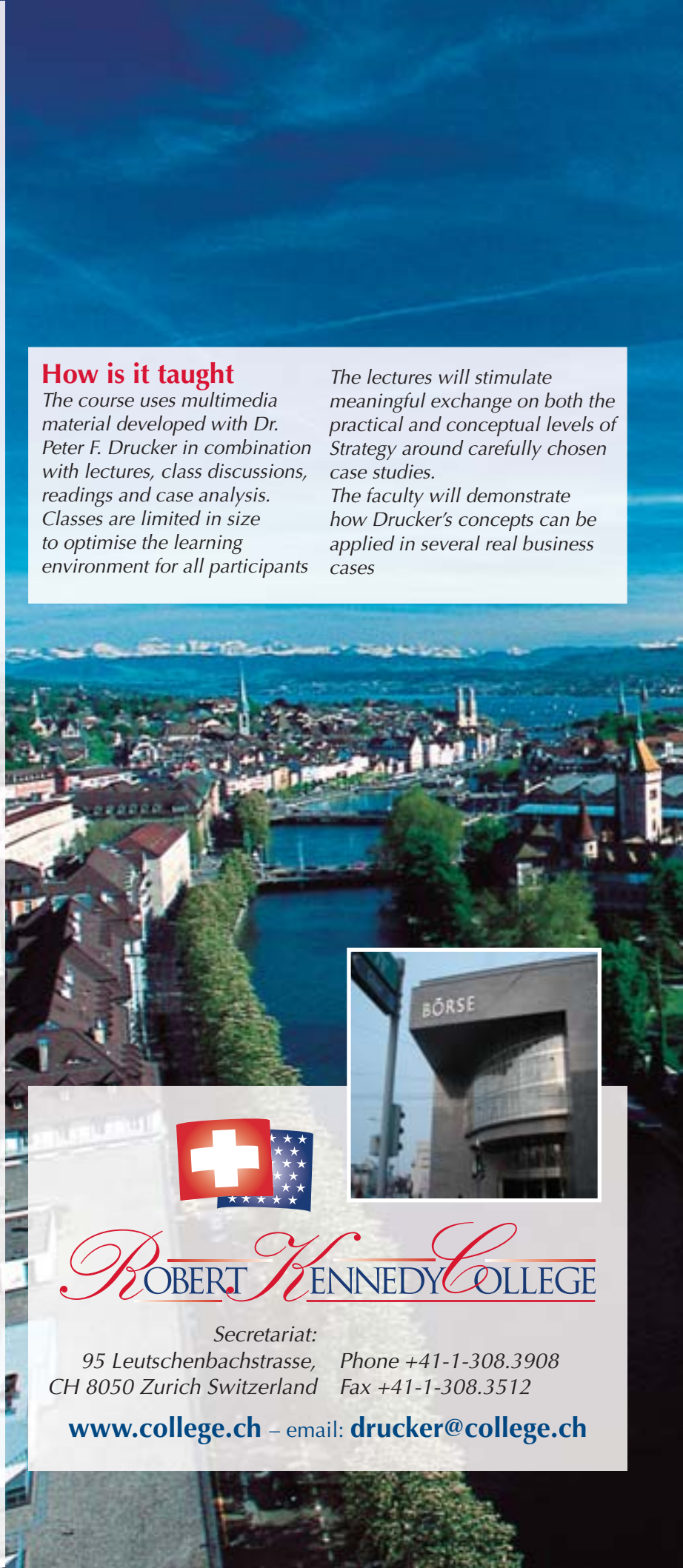
He is a member of the faculty at Robert Kennedy College, where he currently teaches Managerial Economics and Organizational Behavior.

How is it taught

The course uses multimedia material developed with Dr. Peter F. Drucker in combination with lectures, class discussions, readings and case analysis. Classes are limited in size to optimise the learning environment for all participants

The lectures will stimulate meaningful exchange on both the practical and conceptual levels of Strategy around carefully chosen case studies.

The faculty will demonstrate how Drucker's concepts can be applied in several real business cases



ROBERT KENNEDY COLLEGE

Secretariat:

95 Leutschenbachstrasse, Phone +41-1-308.3908
CH 8050 Zurich Switzerland Fax +41-1-308.3512

www.college.ch – email: drucker@college.ch

REGISTRATION FORM

PRINT this form and Fax it duly signed to + 41 1 308.3512

Peter Drucker's Breakthrough Corporate Strategies

7th Edition - 16th-20th January 2006

SWX Exchange Convention Point - The Swiss Stock Exchange - Zurich, Switzerland

Sign and fax this form to **+41 1 308 35.12**

For more information contact Prof.David Costa on **+41 1 308.3908**

Name: _____ Job Position: _____

Company: _____

Address: _____

City: _____ Country: _____

Telephone: _____ Fax: _____

Email: _____ Signature _____

COURSE FEE 4000 CHF (Swiss Francs) Material Included - 2 Delegates 7500 CHF (Swiss Francs)

ACCOMODATION: 65/120 CHF per night (reservation form will be sent with the admission confirmation)

Payment via Bank Transfer:

Beneficiary: Robert Kennedy College, Zürich, Switzerland

Bank: Swiss Post- PostFinance, Bern, Switzerland - Account: 17-358910-9 - Swift Code: POFICHBE

Payment by Credit Card

Card Type: VISA MASTERCARD AMERICAN EXPRESS DINERS CLUB

Card Holder's Name: _____

Card No. _____ Expiry Date _____ / _____

Signature _____ CCV (3 digits on the back of the credit card) _____

INFORMATION: For prior discussion on academic aspects of the course, applicants are invited to contact Prof. David Costa, Dean of Robert Kennedy College on: Tel: +41 1 308 3908 or Fax: +41 1 308 3512

CANCELLATIONS: All registrations carry a 15% liability immediately a completed registration form has been received by the RKC office. To obtain an 85% refund, cancellations must be received by mail or fax 60 days prior to the course start date. Substitutions are welcome at any time. This registration form is a binding contract for the tuition fees amount.

INDEMNITY: Should for any reason outside the control of RKC, the venue or speakers change, or the event be cancelled due to acts of terrorism, extreme weather conditions or industrial action, RKC shall endeavour to re-schedule but the client hereby indemnifies and holds RKC harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client.

The construction, validity and performance of this Agreement shall be governed in all respects by the laws of the Canton of Zürich, Switzerland the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.