

# Sustainable Business Strategies: Mastering Transformation and Change

October 5-7, 2023, Berlin

## PROGRAM SCHEDULE

### Wednesday, October 4 \_\_\_\_\_ DAY OF ARRIVAL

19:30\_\_ **Welcome Dinner**

### Thursday, October 5 \_\_\_\_\_ THE DNA OF INNOVATION

9:00 \_\_ **Welcome and Introduction**

**Juliane Schulze**, Strategic Creative Economy Expert in Business, Finance, Investment and Sustainability

**Judith Klein**, Erich Pommer Institut

9:35 \_\_ **The Process**

Introduction of Method & Materials for the 3-day Sprint process

**Juliane Schulze**

9:45 \_\_ **The Audiovisual Ecosystem in Transition**

How do European policies impact on the AV sector and your role in today's economy? How can leadership skills help you to use change as a springboard for innovation?

**Juliane Schulze**

10:45 \_\_ Coffee Break

11:15 \_\_ **Your Mission Statement**

Why do you do what you do? How can your mission statement become the foundation of your innovative power? Create and present your Mission Statement to receive group and tutor feedback.

**All**

12:45 \_\_ Lunch Break

14:15 \_\_ **What's Your USP?**

What makes you different from your competitors and attractive for partners and financiers? How can your unique selling proposition become the engine of change? Define and present your USP to receive group and tutor feedback.

**All**

15:45 \_\_ Coffee Break

16:15 \_\_ **Which Value Do You Create for Your Customers – Part 1**

Who are your customers? While getting into their minds you will better understand their pains & gains and how to sell them what they really need.

**All**

17:15 \_\_ **Define Your Innovation Challenge**

You will describe which innovative next steps you and your company wish or need to take by expressing it in a 'How Might We ... '-question.

**All**

17:45 \_\_ **Checkout**

Briefly share your experiences & learnings of the day.

**All**

18:00 \_\_ End of Day One

19:00 \_\_ Meeting at Restaurant for Dinner

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## Friday, October 6 \_\_\_\_\_ THE DNA OF BUSINESS

### 9:00 \_\_ Ideation

After presenting your 'How Might We ... '-question, you will work in groups to create and select ideas that answer your innovation question to best develop or transform your business.

All

### 10:30 \_\_ Coffee Break

### 11:00 \_\_ Which Value Do You Create for Your Customers – Part 2

Now that you know your customers' needs, how do you solve them? What makes your solution superior to others? What features are your customers enthusiastic about? You will present your problem-solution fit and receive feedback from the whole group.

All

### 12:00 \_\_ Case Study POTEMKINO

Peter De Maegd

### 13:00 \_\_ Lunch Break

### 14:30 \_\_ Planning a Sustainable Business - Lean Business Model Canvas

No time for a 80-page business plan? Find out how to conceptualise your sustainable business model in one sketch.

Juliane Schulze

### 15:00 \_\_ Lean Business Model Canvas – Part 1 (incl. coffee break)

You will create your Lean Canvas with the support of the tutor and the group.

All

### 16:30 \_\_ Lean Business Model Canvas – Part 2

While presenting your Lean Canvas to receive short feedback from the tutor and the group you will tell your full business story.

All

### 18:00 \_\_ Checkout

Briefly share your experiences & learnings of the day.

All

### 18:15 \_\_ End of Day Two

### 19:30 \_\_ Meeting at Restaurant for Dinner

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## Saturday, October 7 \_\_\_\_\_ THE DNA OF FINANCING AND SUCCESS

### 9:00 \_\_ Open Innovation: 10 most Important Innovation Tools

By opening the innovation process of your organization, you make active strategic use of the external partners to increase your innovation potential. Introduction to key instruments of the open innovation process.

**Juliane Schulze**

### 12:00 \_\_ Case Study VYVYT

**Lilly Berger**

### 11:00 \_\_ Coffee Break

### 11:00 \_\_ Seeking Investment for Your Innovation

We will be getting into the mind of equity investors to better understand what they want to know, which risks they consider, and why many companies fail. We will then distinguish investment types and sources in the equity market as well as typical investment amounts, stages of investment, benefits, and risks.

**Juliane Schulze**

### 13:00 \_\_ Lunch Break

### 14:30 \_\_ Your Next Steps for Successful Execution and Implementation – Part 1

Action planning will help you define important milestones to achieve your objectives. You will build your company or personal roadmap.

**All**

### 15:30 \_\_ Coffee Break

### 16:00 \_\_ Your Next Steps for Successful Execution and Implementation – Part 2

You will present your roadmap to receive feedback from the whole group.

**All**

### 17:00 \_\_ Checkout

Briefly share your experiences & learnings of the day.

**All**

### 17:30 \_\_ Final Evaluations

### 17:45 \_\_ End of Workshop

### 19:00 \_\_ Meeting at Restaurant for Farewell Dinner

## Sunday, October 8 \_\_\_\_\_ DAY OF DEPARTURE