



Harvard Business Review

POLSKA

Swiss
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Executive Training

SWISS
SUCCESS
FORMULA
EVENTS

Full-day intensive conference-workshop

Pragmatic leadership for the 21st Century

*Best practices from top companies
and international sports teams*

SPECIAL GUEST: Prof. Wolfgang Jenewein, Ph.D.
Universities of St. Gallen and Toronto

MARCH 23, 2010 • Warsaw, Hyatt Hotel

INVITATION

Dear Sirs and Madams

Organizations are facing unprecedented challenges from uncertainties in their markets, challenges from their old and new competitors. How can executives prepare themselves and their teams to lead in this uncertain environment? Why some organizations, among them many Swiss ones are doing better than others?

As the world changes, leaders are challenged to step into new relationships with their clients, their employees, their peers and themselves. Polish-Swiss Chamber of Commerce & *Harvard Business Review Polska* Magazine have established the unique initiative: **Swiss Success Formula Events** to enable Polish companies and their top executives to benefit from the best Swiss or Swiss based practices and experiences to develop new, innovative solutions. A conference-workshop **"Pragmatic Leadership for the 21st Century"** will present a unique mixture of different practices, case studies, tools and views on leadership. An additional feature of the event is to show interesting insights from the realm of sports as they pertain to achieving highest performance levels (sailing, football).

Let us warmly invite you to this event to learn the Swiss Success Formula.

Sincerely yours,



Witold Jankowski, Ph.D.
Chief editor
Harvard Business Review Polska



Ulrich Schwendimann
Managing Director
Polish-Swiss Chamber of Commerce

YOU WILL LEARN

- ▶ How to lead in a new uncertain environment: practical implications and new challenges
- ▶ How to raise energy in the organization
- ▶ How to manage and lead diverse teams
- ▶ How to link energy with performance
- ▶ What we can learn from the best international sports teams
- ▶ What is Swiss leadership formula of combining high value with high performance
- ▶ What are the secrets of the best Swiss companies

EXAMPLES

- ▶ Business: Hilti, ABB, BMW
- ▶ Sport: Alinghi Team, German National Football Team

TARGET GROUP

CEOs, MDs, General Managers, Top Executives, Presidents & Board Members, top level professionals entrusted with leadership responsibilities and/or involved in team work, with excellent experience in this field.



“Switzerland’s scientific research institutions are among the world’s best, and the strong collaboration between the academic and business sectors ensures that much of this research is translated into marketable products and processes, reinforced by strong intellectual property protection”.

The Global Competitiveness Report 2009-2010

CONTENT

Witold
Jankowski,
Ph.D.

Introduction: the evolving context for leadership

- ▶ Management 2.0: beyond the buzzwords – what is really changing
- ▶ Key business challenges for 2010-12 and what they mean for business leaders

Prof.
Wolfgang
Jenewein,
Ph.D.

Leadership: from evolving challenges to new practices

- ▶ What kind of leadership is needed to ensure high performance in the current turbulent environment
- ▶ What can top executive learn from the world of sports

Best practices from top performing companies

- ▶ New ways to align leadership with the strategy of a company
- ▶ Differentiating leadership practices across different generations
- ▶ Different leadership styles: how to choose the right one for a specific business context
- ▶ Examples and case studies for each different leadership style, e.g. ABB, Hilti, BMW
- ▶ Mixing different leadership styles: where and how it should be done
- ▶ Using leadership to generate commitment and superior performance

Improving individual performance of a leader

- ▶ Managing oneself to manage a team successfully
- ▶ Tips and tricks for self-management
- ▶ How to establish and maintain focus and energy for oneself



Case Study “German National Football Team (DFB)”

- ▶ Back to success in 2006: main reasons behind the outstanding performance of the Team
- ▶ Characteristics of the leadership exhibited by the leaders
- ▶ Measures and success factors for the team in the area of strategy, organization, culture and leadership
- ▶ Creating the preconditions for success
- ▶ Bayern’s fall from the top: why “almost” the same formula failed miserably in Bayern and what it means for business leaders

“Truly positive examples of change within an organization are rare – Juergen Klinsmann’s work the German national team is an exception”



Special Application Tools

Six macro-level steps for change

1. How to create the feeling of urgency?
2. Strong management coalition – what does it mean in practice?
3. Vision and strategy – role of both
4. Usage of momentum and freedom of action
5. Visible success – when and how?
6. How to anchor the change project into everyday work?

The four “I” principles model of change management

1. Identify
2. Intellectual
3. Inspire
4. Individual

Place: Hyatt Hotel, Warsaw; **Date:** March 23, 2010

Time: 1 day, 9 a.m. – 5 p.m.; **Language:** English

Participation fees:

- ▶ Regular price – 5299 PLN (+22% VAT)
- ▶ Special price – 3179 PLN (+22% VAT) – only for HBRP Premium Subscribers and members of the Swisschamber Poland



SPECIAL GUEST

Prof. Wolfgang Jenewein, Ph.D.

Wolfgang Jenewein teaches leadership and entrepreneurship at the Universities of St. Gallen and Toronto. His research focuses on the topics of leadership in high performance teams and leadership in times of change and challenge. Jenewein is Director of Studies of the Executive MBA Program at the University of St. Gallen and member of the supervisory board of the CIRET Holdings AG.

Furthering the research in this field, he has been working with Alinghi team, the Sauber Formula 1 team, the German national football team (DFB-Team), VfB-Stuttgart as well as the German national handball team. As a result of this research effort and his consultancy work he has published a variety of case studies and articles in academic journals. Jenewein also is a permanent consultant of the VfB Stuttgart for leadership and teamwork issues.

Jenewein currently consults and coaches large corporations including Allianz, Credit-Suisse, ABB, Julius Bär as well as the Graubündner Kantonalbank and BMW.



Witold Jankowski, Ph.D.

Chief editor of *Harvard Business Review Polska* and President of ICAN Institute.

An experienced lecturer and consultant, studied management and economics in Canada. In 1992-2000 he was a professor at various business schools in Canada. Since 1993, creator and CEO of Canadian International Management Institute – a predecessor of ICAN Institute. An experienced consultant and trainer (Goodyear Polska, SAP, Lyreco, Lotos, Hestia, Ciech SA, TPSA, Eurozet, GlaxoSmithKline, Kolporter, Grupa PSB, Węglókoks and many others). Editor in Chief of *Harvard Business Review Polska*.

REGISTRATION FORM

Regular price: 5299 PLN (+22% VAT)

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Name/Surname/Department:

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Name/Surname/Department:

.....

Other participants:

Company:

Address:

NIP:

Tel.: E-mail:

**YES, I/WE WOULD LIKE TO PARTICIPATE IN
"PRAGMATIC LEADERSHIP FOR THE 21ST CENTURY"**

Signature: Date:

Please send in the registration form per fax: +48 22 630 66 89
or register online at www.hbrp.pl/swiss or www.swisschamber.pl

Payment in full is required prior to the conference

Bank transfer to: 14 1020 1042 0000 8902 0190 7880

PKO BP SA I Regionalny Oddział Korporacyjny w Warszawie, ul. Nowogrodzka 35/4

ICAN Spółka z ograniczoną odpowiedzialnością Sp.k.,
Al. Jerozolimskie 65/79, 00-697 Warszawa

Leading people is both art and science. It takes a specific set of skills to do it well, in order to gain cooperation and create a breakthrough, high-performance team.



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Harvard Business Review Polska
Publisher: ICAN Institute
Al. Jerozolimskie 65/79 • 00-697 Warszawa
tel. +48 22 213 07 75 • fax +48 22 630 66 89
www.hbrp.pl/swiss

Swiss
Chamber Poland

Polish-Swiss Chamber of Commerce
Al. Jana Pawła II 15 • 00-828 Warszawa
tel. +48 22 697 79 79
www.swisschamber.pl