

A three-day course

## Executive Training in Intrapreneurship

### Why?

Pharmaceutical companies have realized it, Google has realized it, Kodak should have realized it, banks start to realize it – it is almost impossible to foster real, disruptive innovation within the confines of established corporations.

The development of new products or business concepts requires completely other processes than the prevailing project models and reward systems that have facilitated the established businesses so far. These new business attempts are often not allowed to compete long enough with the currently profitable businesses and therefore tend to become short-lived.

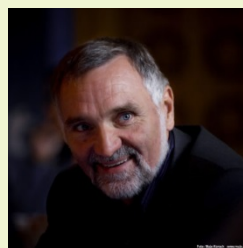
The question is not IF acknowledged business models will become outdated, it is rather WHEN. But there are routes to take and during this training we will explore and learn how to find these routes. In addition, we shall start to plan the route for our own businesses.

### For whom?

CEOs, Business Development Managers, Marketing Directors, Product and Development Managers within established, technology dependent, B2B corporations.

### Who are you going to learn from?

Main lecturer and trainer is **Thomas Ahrens**, Ahrens Invest. Thomas has solid experience from fast-growing businesses and is the author of ten books within this field.



Professor **Mats Magnusson**, KTH Royal Institute of Technology will also contribute as well as intrapreneurs who have created fast-growers within large companies.

### How?

Lectures in combination with breakout sessions; to anchor the message into the participants own realities. Attention and time will be devoted to the participants' first draft roadmap to disruptive development within the companies they represent.

## From the content

- Factors that distinguishes fast-growing companies with high profitability from others: the strategy that is in place, the leadership model, and the characteristics of the organization.
- The advantage of creating new businesses in mature industries compared to entering new fast-growing industries.
- The management and organization of resources. How to turn resources into assets – as opposed to obstacles – within internal growth projects.
- How to build a business which operates as a fast-growing company – within an established corporation. Control and reward systems that need to be in place. The role of the management. The importance of values.
- The response to new players and alternative techniques.

## Where?

At a conference centre in the vicinity of Stockholm, Sweden

## Fee

SEK 35 000 (excl. VAT) which includes documentation, lunches and coffees.

## Small print

The course will only start if we have received applications from at least 15 participants.

The course fee will be invoiced as soon as the group has reached 15 participants.

Accommodation is not included in the price, but we have made a group booking – so if you need a room we will book one for you. Then you will pay the conference centre on site.

## Course leader

*Niklas Gustafsson*  
Program Director  
at KTH Executive School



For further information, please contact him at [niklas.gustafsson@es.kth.se](mailto:niklas.gustafsson@es.kth.se) or +46(0)8 790 66 17/+46(0)76-100 54 34.

## Application

Please fill in your application on [www.kthexecutiveschool.se](http://www.kthexecutiveschool.se)

## KTH Executive School

KTH Executive School addresses technology-based enterprises' needs in the specific know how, broadened perspectives, as well as the inspiration required to excel in developing and implementing new businesses, new strategies and new ways of operating.

KTH Executive School AB is owned by KTH Royal Institute of Technology – the oldest and largest university of technology in Sweden.