

Strategic Challenge Group on Sustainable Competitive Advantages

Why a Strategic Challenge Group on this topic?

The increased importance of a sustainable development opens new business opportunities. Gone are the days when sustainability was only a compliance aspect of business. Today sustainability demands provide new business opportunities related to customers, investors and regulators. An effective sustainability strategy can also strengthen a company's competitive advantages. To succeed, a business needs to incorporate sustainability into business offerings as well as into corporate strategies. This alignment meets challenges and opportunities for which a challenge group can provide inspiration and knowledge sharing can intensify development.

Examples of the scope of challenges and perspectives

- » How does sustainable transformation succeed from compliance to business opportunity focus, and what will mandates look like?
- » How can sustainable offerings and solutions get business and organizational commitment?
- » How to integrate sustainable and circular service offerings in business portfolio?
- » How to balance sustainable opportunities - what needs to change, risk involved and corporate financial returns?
- » How should sustainable businesses/offerings be governed differently? What changes do we need in our business model? How can we secure new revenue streams from new offerings?
- » Which capabilities/technologies/drivers do we have to support in order to find and realize opportunities?
- » How can we secure a robust approach to sustainable business models? Sales? Procurement? Partners?
- » How do we get sales engaged in sustainable opportunities?
- » How can impact beyond profit become a driver within the company?

*Please note that the points above are just examples. The actual cases will be decided by participating companies. The group works in a solution-oriented way with your challenges, to share knowledge and experience.

When?

The constituting meeting will be scheduled for Q2 2021.

For whom?

Primarily for BU managers with P&L responsibility or for those with a similar level of knowledge from a combination of professional experience and related trainings.



“I was very positively surprised by the event; well-organized, no-non-sense, good value for money, with open participants and a good discussion that taught me a few good things.”

Eric Appleman
Executive Vice President
for Innovation & Strategy, Perstorp

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How

The process in the group follows a defined, and since many years successfully applied, schedule and form with these main characteristics:

- » Focus on the real challenges and opportunities (related to the selected topic) of the participating companies.
- » Discussions where the participants contribute with their own knowledge, experiences and creative ideas in order to reach suggestions for solutions to the challenge.
- » The process is fueled by input from a leading academic or from an industrial champion and expert.
- » Materials regarding the topic and discussions will be distributed before and after every meeting.
- » The participants will meet 3 times for daylong meetings in a year. Starting of the groups meetings, there is an additional first constituting meeting.
- » The number of participants in a group can range from 8 to 12, in a non-competitive composition.



“To succeed with digital transformation, we need to help each other in Swedish industry. The group serves as an excellent tool for gaining insight into different activities and sharing experiences in different transformations.

Per Adamsson

Volvo Penta | Business Transformation

The Process

The process in the group is based on the scientific model of Action Learning. The group primarily focus only on fully understanding the scope of the case. Solutions and suggestions are restricted to a specific latter step in the process.

The first meeting will constitute the perimeters for the group, and decide on common agreements regarding nondisclosure and so on. During this first meeting the group will also make an inventory of all perspectives on the topic, review challenges and possibly find dates for upcoming meetings.

Facilitator for the group will be provided by KTH Executive School, to help guide the group through the process, and to stay on topic.

Depending on the scope for each specific meeting, an authority (Academic or industrial Champion) on the topic will be engaged, to bring perspective and depth to the discussions.



KTH EXECUTIVE SCHOOL

KTH Executive School AB is a subsidiary to KTH Royal Institute of Technology - the oldest and largest university of technology in Sweden.