

Best Practice in Marketing

Top Management Focus Group

“Organizing Agile and Digital Marketing including Platform Business”

“Success today requires the agility and drive to constantly rethink, reinvigorate, react, and reinvent.”

Bill Gates

Agile & Digital - is the blueprint a Google Office? – or a consequence of the digitalization, that has imposed an unprecedented necessity to adapt to change? Agility requires “change” as a skill, not as a description of the current challenge.

In most companies, agile methods are the answer to continuously grown organizational problems – however it’s remedy will cause friction in unanticipated places.

The work-time expert Andreas Hoff states that this new freedom to act as an employer tends to be understood as a ticket to blur the line between work and private life.

But why do enterprises stage themselves as agile?

The disruptive character of the crises we experience nowadays reveals undoubtedly the ability of an organization to embrace the model of “New Work” and “New Business”. It mostly starts with an open space office – marked by colorful sticky notes. Being a scrum-master becomes a useful skill in this environment. But is that the solution or just a collection of tools, methods and buzzwords?

What are the ingredients for orchestrating the transformation from “Old Business” at the intersection between platforms, customers and competitors to an agile organization that takes an integrative approach towards marketing & sales without cutting the creativity? Questions on the balance between necessary stability comes not only at play for questions on centralization vs. decentralization but reach further into how an organization lives change.



SwissLife



Keywords

- “New work” and its implementation in marketing & sales
- Organizing (virtual) marketing teams
- Bridging the digital divide between offline and online marketing & sales
- New business models (especially platform business) and its implications on marketing & sales management
- The new role of managers: Inspirational, transactional or transformational leadership?
- How to ensure lifelong continuous learning.

Your Benefits as a Participant

- Enjoy a consecutive two-day workshop in an attractive location in Germany (excl. board and lodging)
- Experienced moderators and guest speakers
- Suggest preferences regarding guest speakers and content
- Exchange experiences with managers from a vast array of industries
- Work on solutions for your own challenges related to this workshop series by reflecting and discussing ideas with other managers.

Participation and Additional Information

- Target group: **Board Level** (Marketing, HR, Business Development, Corporate Communications)
- Date: **17-18 November 2020** (Schloss Marbach, Öhningen, DE)
- Language: English
- For additional information on this management focus group, please do not hesitate to contact Katja Söllner: katja.soellner@unisg.ch; +41(0)71 224 28 73
- If you are interested in participating in this management focus group, please contact the coordinator within your company.