

Henley Masterclass

Strategic Innovation in Tough Times

½ day seminar – free of charge
Presented in cooperation with TeliaSonera Oyj

PROGRAMME

What is your business strategy? Is it right for the current economic conditions? And what role does innovation play in your organisation's effort to (re-)gain competitive advantage? In this lively, interactive session Professor George Tovstiga will share current thinking on innovation as a key strategic vehicle to achieving and sustaining competitive advantage. You will see how the notion of strategy can be reduced to its key constituent elements – the five blocks of strategy. You will explore the concept of an organisation's unique competing space and how it helps in developing powerful strategic options. Mikko Kosonen, President of Sitra, will bring theory to life by sharing examples of strategic agility in Finland.

AGENDA

- 12:30-13:00 Sign in and lunch buffet
- 13:00 Welcome
Marek Hintze, Vice President, Telia Sonera Oyj
Annu Matula, Director, Henley Business School Finland
- 13:15 Strategic Innovation in Tough Times
Professor George Tovstiga, Henley Business School
- 15:00 Coffee and networking
- 15:30 Strategic Agility – the key capability behind innovation and renewal
Mikko Kosonen, President, Sitra
- 17:00 Break out discussions, questions and answers
- 17:30 Summing up, lessons learned
- 17:45 Networking and drinks
- 18:30 Closure

MASTERCLASS TUTOR

George is Professor of Strategy & Innovation Management at Henley Business School. He has extensive international experience as management educator, industry practitioner, author and consultant notably in the areas of R&D, innovation and engineering management. His professional experience was gained in a diverse range of international assignments in the field of strategic technology and innovation management in both industry and academia.



MASTERCLASS KEYNOTE SPEAKER

Mikko is President of Sitra (the Finnish Innovation Fund). He has an influential figure in shaping Sitra's current strategy and has been responsible for developing and managing Sitra's innovation activities. Mikko has published several articles and books among them Fast Strategy (2008) and New Deal at the Top, Harvard Business Review (2007).



DATE, TIME & PLACE

- 12 April 2012
- 12:30-18:30
- TeliaSonera Oyj
Sturenkatu 16
00510 Helsinki

HOSTED BY



WHO SHOULD ATTEND

Directors, managers and others interested in how to enhance strategic innovation. Or someone who wants to get a feel for the learning style at the Henley MBA programme.

REGISTRATION

This seminar is free-of-charge and you are welcome to bring a friend or a colleague, but registration is required because of a limitation of seats.

Deadline for registration is 2 April 2012.

