



PROF. DR. FRED VAN EENENNAAM



JULY 5, 2022

HOW TO KEEP GROWING WHEN FIGHTING WITH GORILLAS?

Grow your network and learn valuable lessons from organizations competing in saturated markets!

PROGRAM

- 16.00 Welcome
- 16.15 Case Discussion
- 18.00 Break
- 19.00 Case Discussion

NETFLIX International Expansion

Netflix is an example of building a unicorn worldwide extremely fast. But can it compete with Prime, Amazon, Disney, and the other gorillas in a saturated market? Its aggressive expansion strategy into 190 countries did not come without challenges. How did Netflix deal with regulatory challenges, new competition, and local consumer preferences?

Trek-ation

Is it beneficial to follow a potentially lucrative but risky idea? Very likely your company has also faced this question before and will in the future. In this case, the senior business analyst of the travel agency Trek-ation needs to make a difficult decision on whether to use customer data to offer personalized hotel and flight prices. Would it hurt the company if this tactic was revealed to the public? Does the benefit outweigh the risks?





How to be a great 21st Century Leader?

The unique challenges of our century like globalization, digitalization, and sustainability probe us daily. Learn by getting in the shoes of leaders facing difficult decisions and engage in thought-provoking discussions.

During this masterclass get insights on



- Digital growth strategy
- Competing in saturated markets
- International expansion
- Ethical dilemma of customer data use
- Strategic dilemmas
- Decision-making in moments of truth

“Extremely interesting and diverse group of people with whom to discuss corporate governance.”



Prof. Dr. Fred van Eenennaam besides being an esteemed academic is an international non-executive and supervisory board member and the director of the consultancy firm The Decision Group.

He's been teaching Strategy & Governance to executives, board members, and MBAs for 15 years.

He was the 8th member of the *Microeconomics of Competitiveness Initiative* at Harvard Business School and Prof. M. E. Porter, Ph.D. added him to his HBS Hall of Fame in 2012.

PRICING

Online: EUR 475*

*Contact the program manager for discount options

MORE INFORMATION

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www.thedecisioninstitute.org/21st-century-leadership