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Corporate Russia on the Rise

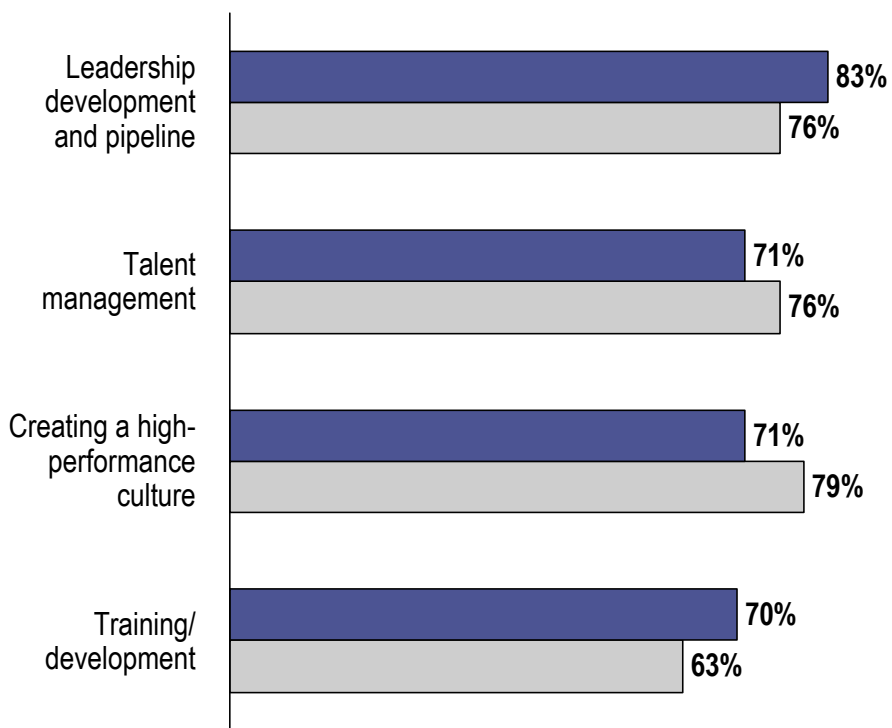
A Learning and Teaching Revolution? – New tasks for Executive Education

Parallel Panel III

June 26, 2008

Senior Business Executives and HR Leaders see people management issues as critical to the success of the organization

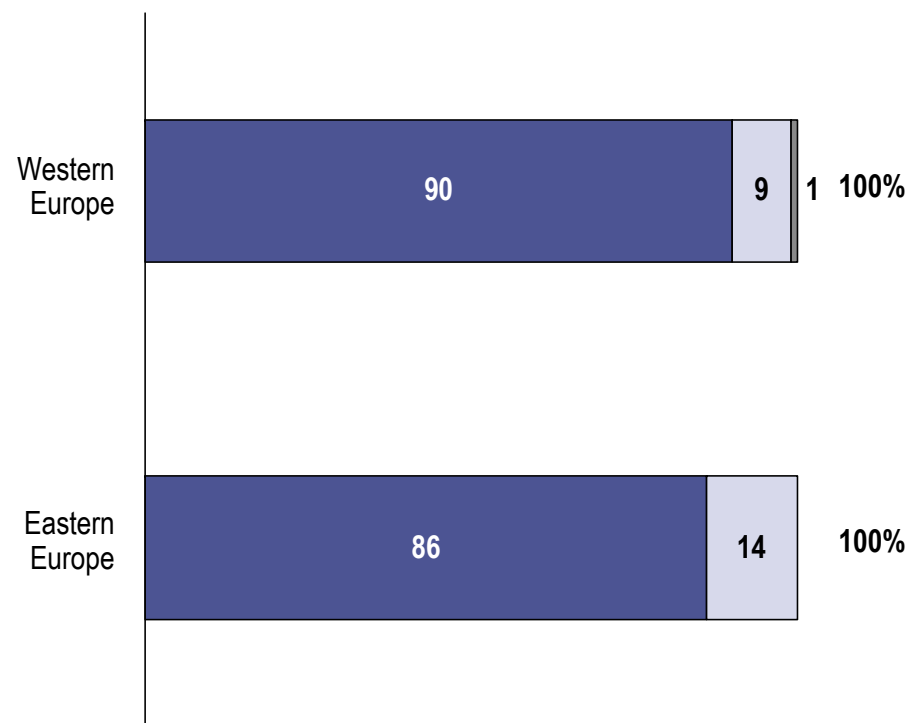
Which of the following people management issues are the most critical to your organization's success?



HR Leaders Senior Business Executives

Source: "Aligned at the Top" survey, Deloitte Touche Tohmatsu and the Economist Intelligence Unit, 2007

Over the next 3 – 5 years, how do you believe the importance of people issues (e. g. talent shortage, training) at your organization will change



Become more important Remain about the same Become less important

West as well as East European companies face significant challenges

Challenges West European Companies

- Market share is decreasing in the home market since new competitors enter
- New opportunities arise abroad (e.g. Eastern Europe) and via new business models
- Need to adjust to the more internationalized market place and/ or the reconfiguration of the value chain via
 - a) skills (e.g. how to internationalize, how to change organizations, how to set up new business models, how to keep/ increase profitability in this market environment)
 - b) attitudes (e.g. reactive versus proactive, how to personally contribute to this shift)

Challenges East European Companies

- Market share is decreasing in the home market since new competitors enter
- New opportunities arise abroad (e.g. Western Europe) and via new business models
- Need to adjust to the more internationalized market place and/ or the reconfiguration of the value chain via
 - a) skills (e.g. how to internationalize, how to change organizations, how to set up new business models, how to be competitive not only from a resource point of view but also from an operational point of view)
 - b) attitudes (e.g. reactive versus proactive, how to personally contribute to this shift)

With this background, the panel aims to discuss the question: A Learning and Teaching Revolution? – New Tasks for Executive Education

Three questions

1. What skills are needed for a revolution and how can you teach those?
2. What attitudes are needed for a revolution and how can you teach those?
3. What are your experiences on "Learning and Teaching Revolution?" depending on the perspective (from East to West versus from West to East)?

Three perspectives

1. Company perspective East – West
 - Olga Golyschenkova, MAKO
 - Dawid Louw, BAT Russia and CIS
2. Company perspective West – East
 - Joachim Kayser, DPWN
 - Volker Wiegmann, E.ON
3. Business School perspective
 - Wilfried R. Vanhonacker, Skolkovo
 - Christoph Burger, ESMT