

LESSONS FROM THE HIDDEN CHAMPIONS

November 6–7, 2018
ESMT Berlin



**Executive Education
Ranking 2017**

**The most recent international rankings
confirm the program excellence at ESMT**

Financial Times ranks ESMT 8th worldwide in
executive education and number one in Germany



JOHANNES HABEL, LHC Program Director



BIANCA SCHMITZ, LHC Program Director

LHC FACULTY

JOHANNES HABEL (PROGRAM DIRECTOR)

is an associate professor at ESMT Berlin and co-director of the Hidden Champions Institute (HCI). In his research and teaching, he focuses on sales and marketing strategies of hidden champions. Johannes has cooperated with hidden champions in industries such as machine-building, automotive, construction, power tools, and imaging. Johannes' research has been published in some of the world's most renowned academic management journals, such as the *Journal of Marketing*, the *Journal of the Academy of Marketing Science*, and the *International Journal of Research in Marketing*. Furthermore, Johannes has published case studies with *Harvard Business Publishing* and *The Case Centre*. Before joining ESMT Berlin, Johannes worked as a strategy consultant for Booz & Company and as a radio journalist for several years. Johannes studied business administration at Mannheim University and completed his doctorate in sales management at Bochum University.

BIANCA SCHMITZ (PROGRAM DIRECTOR)

is a co-director of the Hidden Champions Institute (HCI) and a program director at ESMT Berlin. She is responsible for establishing new international alliances with other business schools, institutions and networks, such as the Global Network for Advanced Management (GNAM). Her focus lies on agile innovation processes, especially of so-called Hidden Champions. She has been trained in Design Thinking by Hasso Plattner Institute and is a certified SCRUM Product Owner. She studied Regional Sciences of Latin America at the University of Cologne and finished with a diploma. Her focus was on economics and the Spanish language. Bianca worked for three years at the International Association for Sports and Leisure Facilities (IAKS) in Cologne and two years in Spain.

TUITION*

€2,400

Program prices are net prices. Value added tax will be added where it is legally required. Deductions for items such as banking fees, withholding taxes, or cash discounts for prompt payment are not possible.

According to Art. 132 (1) i of the Council Directive 2006/112/EC of 28 November 2006 on the common system of value added tax, this service is exempt from VAT.

*Tuition includes all program material, on-campus meals, and selected evening events.

For general terms and conditions go to:
www.esmt.org/gtc

WHO SHOULD ATTEND

Executives of mid-sized companies who are in charge of business development or strategic management and who wish to understand the success of hidden champions; sales executives who intend to do business with hidden champions and build solid relationships with them.

INDIVIDUAL KEY BENEFITS

By exploring the challenges they may face when attempting to turn their companies into hidden champions, executives will gain a clear sense of the mindsets, competencies, and strategies needed to succeed in this endeavor. They will learn how to capitalize on and leverage their strengths and weaknesses – as well as those of their employees, peers, and superiors – on their way to reaching the goals they have in mind.

ORGANIZATIONAL BENEFITS

All ESMT programs are practice-oriented. This means that participants profit from the current research being applied in business today, research that can be implemented once participants return to their organizations. Furthermore, ESMT provides both the participants and their organizations with fresh perspectives and an active network of global business contacts from companies that are – or wish to become – successful hidden champions.

Hidden champions are mainly medium-sized companies that hold a leading international market position and are predominantly family-owned. Their leading roles, their creation of wealth, and their global success attract managers from all over the world who are in the process of developing their own strategies to turn their companies into hidden champions.

This program will help them to explore the phenomenon of hidden champions and examine both the sources of their success and the challenges to come. Furthermore, participants will analyze to which extent their own companies already have what it takes to become – and stay – hidden champions and to what degree they need to make structural and strategic changes. This can affect their business segments, their global positions, the role that innovation plays in their enterprises, their customer relations, and their corporate cultures.

TOPICS INCLUDE

- ✓ Germany's economic development and the role of hidden champions
- ✓ How Germany's hidden champions think
- ✓ The wealth creation of hidden champions
- ✓ Germany's mid-sized companies as champions of innovation
- ✓ Success factors of Germany's hidden champions
- ✓ Challenges for current and future hidden champions

METHODS

Lessons from the Hidden Champions (LHC) has been designed as an experience-based program for executives who wish to understand the success of hidden champions. As a result, the program relies on methods specifically chosen for this group, including interactive presentations, best practices and strategies of companies that have successfully become hidden champions, case discussions, company visits, peer exchange, action planning, and in-depth interactions with faculty. In the process, participants will begin to understand which management strategies succeed or fail.

HCI

**HIDDEN
CHAMPIONS
INSTITUTE**



POSTGRADUATE DIPLOMA IN MANAGEMENT – YOUR RETURN ON INVESTMENT

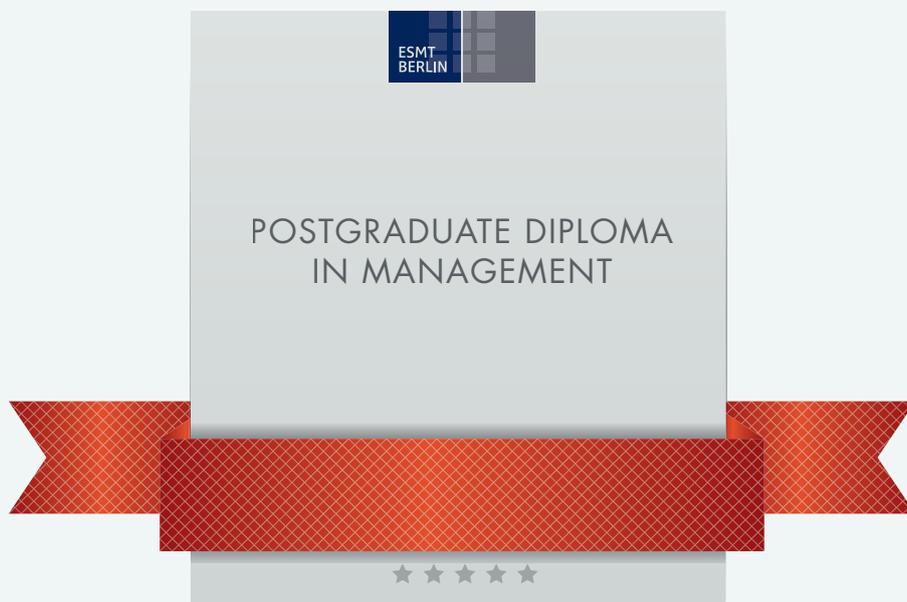
The Postgraduate Diploma in Management is a university-level certificate offered by ESMT Berlin. To acquire this diploma, candidates have to enroll for a minimum of three program weeks (18 days) spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general management.

We have further divided the course of study into three tracks: Leadership and Social Responsibility, Managing Technology, and General Management. The tracks allow participants to customize their course of study to suit their personal needs.

The programs have been designed – and will be led – by ESMT faculty members and ESMT visiting faculty, who will also advise participants throughout their studies. Programs are offered in both German and English.

Tuition fees vary, depending on the number of programs participants choose.

Lessons from the Hidden Champions is part of the cluster Managing Technology and Strategy and counts toward 2 of the 18 days necessary to gain the diploma.



For more information go to:
www.esmt.org/postgraduatediploma



ADMISSIONS MANAGER

Our admissions manager, Laura Campos, will be glad to answer any questions you might have regarding this program.

+49 30 212 31 1036
laura.campos@esmt.org



PROGRAM MANAGER

With respect to the program's organization and your accommodation during the program, please contact the program manager, Paulin Conrad.

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