



BIG
brands
innovation
globalisation



EnergizeGrowth®

Date: 5th May, 2010

Venue: HANKEN SCHOOL OF
ECONOMICS, HELSINKI
FINLAND

www.hanken.fi/big

THE NEW RULES OF GROWTH:

FOUR WAYS TO *ENERGIZE* YOUR BUSINESS AND THRIVE IN THE RECOVERY
HOSTED BY: BRANDS, INNOVATION & GLOBALIZATION (BIG II) GENERATING
GROWTH AND COMPETITIVENESS FOR INDUSTRY



The current economic scenario has redefined the rules of profitability, **innovation, and competition for Finnish companies**. The BIG mission is to examine how both customer and business value are generated through branding and innovations, and to apply this knowledge to accelerate the **global growth and competitiveness of companies**.

About Our Speaker:

Lisa Nirell is the Chief Energy Officer of *EnergizeGrowth®*, a strategic growth consultancy, and the author of “*EnergizeGrowth® NOW: The Marketing Guide to a Wealthy Company.*” Lisa’s session is designed to guide company leaders who aspire to maximize performance and reach their company’s full value potential. For more details on Lisa, visit www.energizegrowth.com.

SEMINAR FRAMEWORK

Customer-focused Growth Strategies....

Company Cases and Examples....

Innovative marketing solutions for Nordic Companies....

KEY OUTCOMES

- Learn a common planning language and framework for organic growth
- Identify new & expanded marketing & growth strategies
- Confront and conquer the common resistance to growth planning
- Increase your confidence about future growth prospects

SEMINAR SCHEDULE (5th MAY, 2010)

8.30-9.00 AM: Seminar Registration

9.00-10.30 AM: Growth Strategy Analysis by Lisa Nirell

10.30-10.45 AM: Coffee Break

10.45-12.15 PM: Breakouts and Discussion

12.15 PM: Conclusion

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