

STIM™

MASTERCLASSES 3.0

There is no valuable innovation
without meaningful
and sustainable strategy



with seasoned lecturers from:

HOOKS
STRATEGY & INNOVATION

 COLLINSON

B
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T

 **C.I.F.**
strategic partnerships


1BHG
One Blue Horizon Group

**PLAY
ROOM**

STIM™ MASTERCLASS

FORMATS

- ◆ 6, 4 or 2 modules (Fondation, Accelerate, Expert) delivered by Subject Matter Experts
- ◆ 2 hours max for each module
- ◆ 1,2 or 3 half-day (one half day includes 2 modules in a row)
- ◆ Flexible dates to accomodate with your business constraints
- ◆ 6 participants from the same company
- ◆ In person training
- ◆ Delivered in your premise (Dubai office)

STIM™ MASTERCLASS

3 FORMATS



Customer-First strategy
Strategic Intelligence
Design Thinking
Data Strategy
Strategic Partnerships
Strategic Design



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WHY PARTICIPATING?

- ◆ Transform your organisation into a customer-centric business
- ◆ Benefit from the expertise of seasoned professional in their field
- ◆ Understand the conditions to successfully innovate
- ◆ Accelerate path to innovation
- ◆ Increase you innovation success rate
- ◆ Leverage the diversity of profil within and outside your organisation
- ◆ Learning while mixing theory and practice applying it on a real case
- ◆ Gain a certificate of completion at the end of the cycle



WHO

SHOULD PARTICIPATE?

- ◆ C-Level (Marketing, Operations, Technology, HR and Executive Officer)
- ◆ Innovation managers
- ◆ Marketing managers
- ◆ Digital managers
- ◆ Transformation managers
- ◆ Sales managers
- ◆ Scale Ups





A UNIQUE PARTNERSHIP

THE EMIRATES ACADEMY
OF HOSPITALITY MANAGEMENT



HOOKS Strategy & Innovation in collaboration with Emirates Academy of Hospitality Management is organising a series of session on INNOVATION by professionals with more than 20 years of expertise in their field.

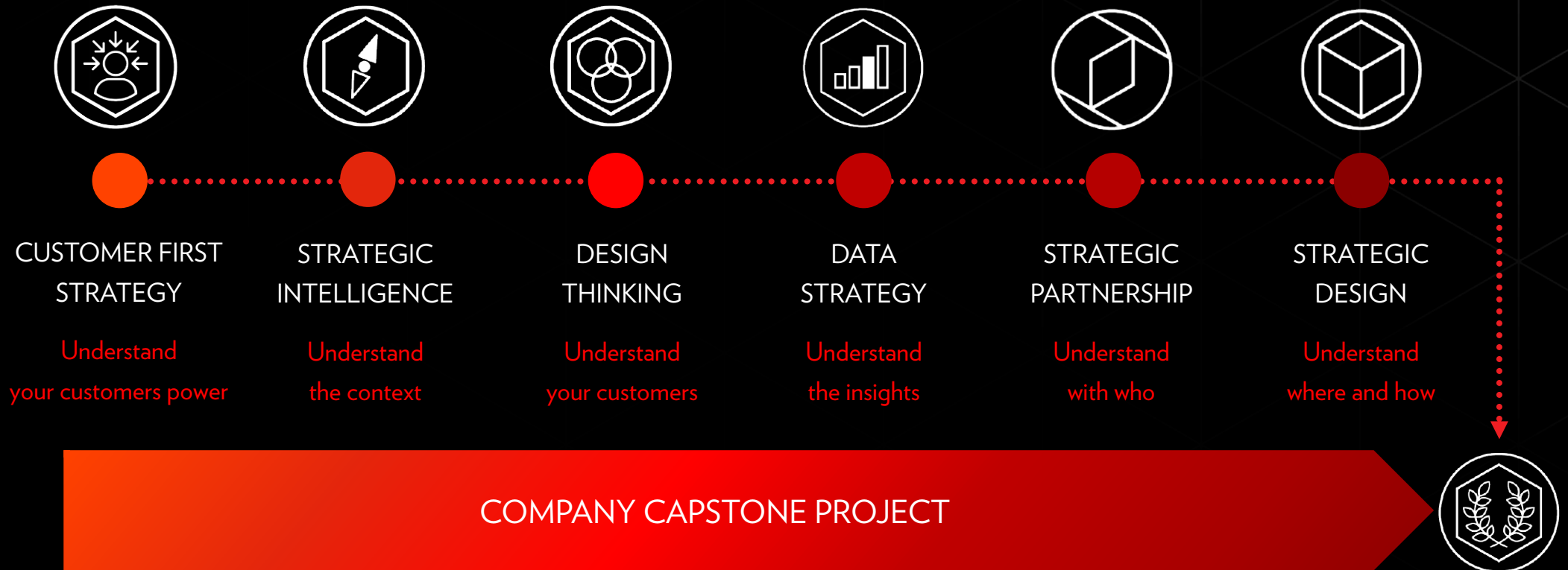
These masterclass will cover 6 of the most important topics and skills necessary to develop successful and sustainable innovations .

The EAHM campus is located in the heart of Dubai right in front of Burj Al Arab iconic hotel.

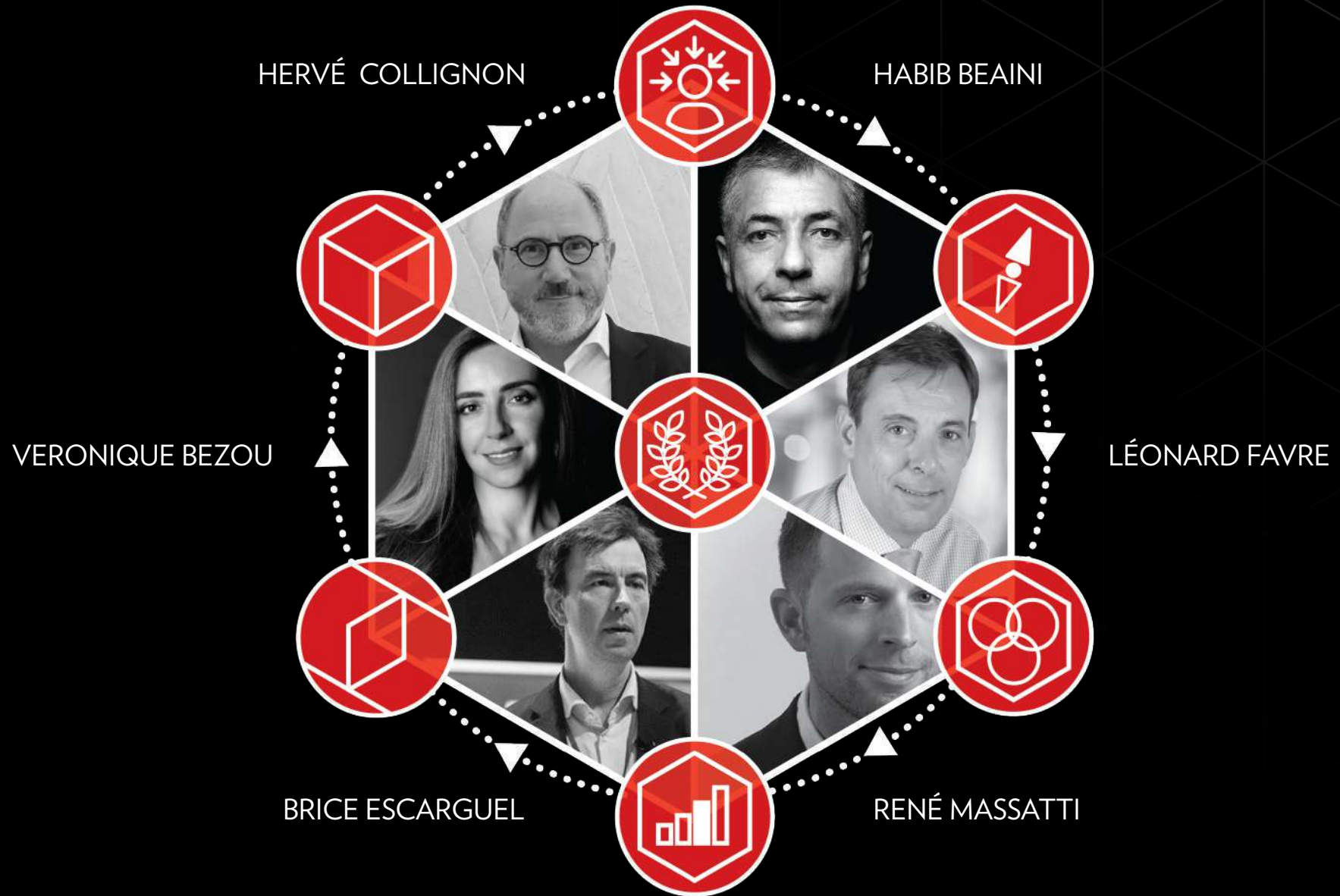


INNOVATION MASTERCLASS

OVERVIEW



6 SUBJECT MATTER EXPERTS



CUSTOMER-FIRST STRATEGY WITH HABIB BEAINI



Habib began his career with the original digital disruptor Getty Images establishing their regional operations in 1998 and positioning the brand as the only digital visual content provider for professionals.

2001, he moved across as Managing Partner of gscs, which by 2008 grew into the region's largest brand agency before merging with WPP's Fitch.

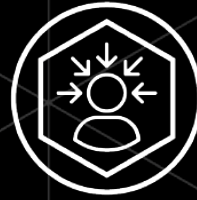
Founded and headed Ninth Space an independent brand consultancy as one of the region's premium brand and branding service provider.

Led brand development work for major regional and multinational brands across government, education, energy, finance, consumer goods, food & beverage, shopping malls, retail, real estate, hospitality, and mixed use destinations.



CUSTOMER-FIRST STRATEGY

Understand the mindset



TOPICS COVERED

- Human relationships with brands
- How brands are made
- Building blocks of modern brands
- How to build a meaningful WHY?
- You own your business, but customers own your brand

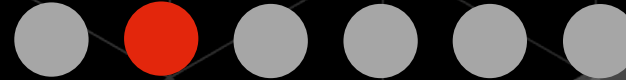
YOUR TAKE AWAY

- Understanding the meaningful power brands
- Common values that speak to your customers
- Optimizing your customer relationship
- Looking at your brand from a radically different perspective





STRATEGIC INTELLIGENCE WITH LÉONARD FAVRE



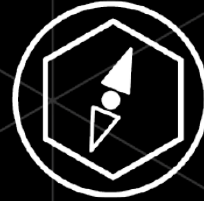
Leonard is a highly accomplished strategic thinker with 25+ years progressive international experience gained as a seasoned senior management advisor or in senior executive roles across a number of areas, mainly within the financial services, Aviation, aerospace & Defense industry and public sector. He started his involvement in this particular field of business as Chief Financial Officer of the Swiss Ministry of Defense.

Based on an 'out of the box' mindset, he combines hands-on experience with strategy management abilities, strong people management skills and motivational leadership qualities to archive results. During the past several years, Leo has expanded his international portfolio, managing major projects in such sectors as airlines start-up and restructuring, aerospace & Defense, investment management, economic development with focus on aerospace clusters and state development agency with a successful track record, throughout a wide range of management cultures, from the MENA Region to Europe and the U.S



STRATEGIC INTELLIGENCE

Understand the context



TOPICS COVERED

- What is Strategic Intelligence: A solution to identify risk, opportunities, long-term trends and help decision-makers
- Beyond tools, technics, and processes a new mindset
- Benefits of Strategic Intelligence
- Case study and Interactions

YOUR TAKE AWAY

- How to gather information
- How to process analysis
- Enable business continuity
- Anticipate and project your business
- Develop operational business solutions
- Perform business advantage





DESIGN THINKING WITH RENÉ MASSATI

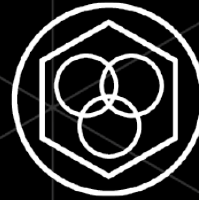


René is the founder of Vienna, Austria based innovation design studio PLAYROOM. He has been working in the field of corporate co-innovation with clients like Deutsche Bank, Oracle, Siemens Healthineers or BMW for 20 years, always pushing the limits of his clients by introducing them to the latest innovation methodologies and trends. He is a lecturer for Futures Thinking and Design Thinking at the University of Applied Sciences in Zurich, the Vienna University of Business and Economics and the Executive Academy.



DESIGN THINKING

Understand the consumer



TOPICS COVERED

- How can we make sure that we understand our customers?
- How can we shift from product orientation to human centered solutions with the help of design thinking?
- How do we stay on track on our journey from opportunity space to problem solution fit to solution-to-market fit?
- How can we frame a business problem the right way with the help of design thinking?

YOUR TAKE AWAY

- You will understand what design thinking is and what you might be able to use it for
- You will use a design thinking process during the workshop and by that get a deep understanding of its possibilities
- You will learn and profit from the experiences of others with design thinking through real life case studies





DATA STRATEGY WITH BRICE ESCARGUEL



With extensive experience in designing and managing Data Transformation programs for retail, banking and travel players, Brice is highly skilled in Customer Marketing: loyalty, personalisation and customer engagement programs. Enthusiastic team leader with an ability to manage both consulting, data science, design and technical profiles with proven capabilities in structuring business development proposals, building long-term relationship with corporate officers, creating partnerships with leading Martech start-ups and designing consulting offers.



DATA STRATEGY

Understand the insights



TOPICS COVERED

- How to identify your Data Use cases and define their value added
- How to source the data that you need to convert each use case into reality
- What assets - tech / skills / processes - to support converting each use case into reality
- What should you do from tomorrow

YOUR TAKE AWAY

- A list of Data uses cases for your sector
- Internal and External data sources so that you know where to look
- A pragmatic Data plan for the next 3 months





STRATEGIC PARTNERSHIP WITH VÉRONIQUE BEZOU



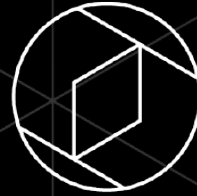
Certified in Disruptive Strategy & Strategy Execution by Harvard Business School, Véronique Bezou has 10+ years experience in building corporate strategy in multinationals, with the projects of different sizes (up to €2bn) and of different types (greenfield, license, M&A, divestment, alliance) worldwide.

Her forte being External Growth with more than 30 partnerships initiated & executed, Véronique is a founder of CIF Strategic Partnerships and supports leadership teams in building partnerships, global or local, from initiation, structuring, negotiation, contracting up to execution.



STRATEGIC PARTNERSHIP

Understand the how



TOPICS COVERED

- Definition and types of partnerships
- When/Why/Who to think about a partnership?
- Choosing the right partner
- All stages of a partnership project and main pitfalls on the way
- Notion of Network Advantage

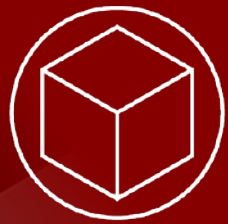
YOUR TAKE AWAY

- Understand the rationale of partnerships
- Using a Partner Assessment Tool
- Avoiding typical mistakes in partnership projects
- Building strategically your alliance portfolio





STRATEGIC DESIGN WITH HERVÉ COLLIGNON



Hervé is a consultant expert in Innovation Strategy, Business Transformation and Culture Change Management. He is a seasoned expert in Brand Strategy, Innovation and Design Thinking methodology, with over 30 years of experience with multinational corporations and in the creative industry in the US, the Middle East and in Europe.

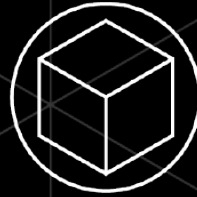
In collaboration with Dr Brigitte Borja de Mozotta and M. Steinar Vallade, Hervé is the co-author of a new business model to help organisations integrating design as a strategic discipline to grow businesses in addition of being an operational tool.

With HOOKS, the consulting firm he founded in 2013, he helps the public sector and private businesses embrace Design Thinking as a sustainable strategy and innovation tool. He counts among his clients Etisalat, Bulgari Middle East, Edwards Lifesciences, Kelloggs, Tarkett International, Emirates Diplomatic Academy or Smartworld.



STRATEGIC DESIGN

Understand the meaning



TOPICS COVERED

- Why Strategic Design is important?
- What are the 4 powers of Design...
- How to leverage these powers in an organisation
- When Strategic Design is most useful

YOUR TAKE AWAY

- Learning the model with a serious game
- Apply the 4 powers of Design strategically
- Understand how to transform your organisation
- Build a clear roadmap to support company vision



AN IMPACTFUL PROGRAM

In order to adapt to the complexity of nowadays challenges, participants can apply the tools taught during the masterclass to a business challenge affecting their organisation. Not only they will get a certificate of completion, but they will be able to make an impact.

They will benefit from our experts during the time of the masterclass and will be able to apply the learnings on their own project.

That's what we call the COMPANY CAPSTONE PROJECT.



CONTACT US

FOR MORE INFORMATION



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