

What Ecosystem are you Inhabiting?
Is your organisation strategy fit for the digital age?

Strategy in a Digital Age
Alumni Masterclass with Professor Pinar Ozcan

Thursday 27 September
8.30am - 4.30pm
K Club, Co Kildare



Strategy in a Digital Age

Warwick Business School Professor **Pinar Ozcan**'s masterclass will challenge you to devise your strategy not just to survive but take full advantage of this digital age we work in.

- Explore practical cases and examples of strategies engaging with digital age challenges
- Study examples relevant for organisations of different sizes
- Identify the ecosystem around your organisation
- See how you can leverage it to greater advantage
- Learn from leaders and fellow alumni from diverse sectors





Pinar Ozcan

Professor of Strategic Management
Warwick Business School



Dr Ozcan specializes in strategy, entrepreneurship, and the emergence of new markets, regularly posting about these topics on Twitter @cpozcan.

A Stanford PhD graduate, Dr Ozcan directed the AEA Stanford Executive Institute, an executive program for the high tech industry for three years. She also organized the [Stanford Entrepreneurship Thought Leaders Seminars](#), and helped create the [Stanford Entrepreneurship Corner](#) for entrepreneurship educators worldwide.

She has received the Excellence in Research Award at IESE, where she was a lecturer for several years, the EFMD Best Teaching Case Award, and the IDEA Entrepreneurship Thought Leader Award.

In 2017, Dr Ozcan had the honour to be selected to the Top 40 Business School Professors under 40 by [Poets and Quants](#). In 2018, Dr Ozcan received the Strategic Management Society Research in Organizations Award for her work on the disruption in the European Banking sector in partnership with Swift Institute.

Dr. Ozcan is a founding partner of [Blanchard International Turkey](#). She has worked in management consulting at Siemens Corporation in Germany, and strategy consulting with technology ventures and venture capital firms in Silicon Valley. Dr Ozcan is from Istanbul, Turkey and speaks English, German, Spanish, Turkish and Dutch.

Learning Outcomes from this Masterclass

Session 1 **Introduction to Strategy in the Digital Age**

In this introductory session, Prof Ozcan will lay out the principles of competitive strategy and apply them to today's markets using various examples. She will emphasise where the classical tools of strategy may fall short when applied to new markets, using a mini case on mobile payments, which the professor will introduce in class.

Session 2 **Understanding and Shaping your Industry: An Ecosystem Approach**

This session will focus on the transformation of industries, particularly through technology, and the implications for strategic thinking. It will emphasize the ever-increasing need for viewing our industries in terms of ecosystems and networks to maneuver in this new environment and being proactive to shape it.

*We will discuss the **Angel Games case study** as an example of ecosystem thinking and contrast it to what established banks in the UK are currently experiencing in their efforts to transform themselves.*

Session 3 **Workshop - Drawing and Leveraging your Ecosystem**

This final session will take the learnings from the previous two sessions and guide the participants in applying them to their own cases. We will use flip-charts and boards to work on the ecosystem around the participants' companies and discuss how to leverage some of the unexplored areas of those ecosystems.

Alumni Masterclasses

Join fellow alumni of the Timoney Advanced Leadership Programme (ALP) and attend our first leadership masterclasses of 2018/19.

Attending is an excellent way to **continue your learning** journey as you endeavour to improve and enhance your leadership skills.

These masterclasses are also ideal opportunities to get **reacquainted** with your class and to get to know other leaders who have done the ALP.

We have a limited number of places open to **non alumni** to facilitate an understanding of this type of executive education. Call us if you have an interest in one of those places.

Watch a brief video from Timoney alumni on the advantages of attending alumni masterclasses. Click and expand the video beside this text.



Where, When and How to Book?

When:

Thursday 27 September 2018

8.30am Registration

4.30pm Finish

Where:

[K Club Hotel, Co Kildare](#)

Fee:

Alumni members:

Free

Pay-as-you-go Alumni:

€370

Non Alumni:

€500

Payment must be completed in advance of attending the masterclass. No Refund is available after 10 September

To Book:

Click on the button here or

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to book a place.

click here
to
reserve a
place





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