

Day 1 14.09.2022 Wednesday	Day 2 15.09.2022 Thursday	Day 3 16.09.2022 Friday	Project work & Coaching session individually bookable 14.10.2022
10:00 - 10:30	8:00 - 9:30	8:00 - 9:30	Individual work on use cases & Coaching session with Prof. Dr. Thomas Hutzschenreuter
Introduction	Understanding competitive contexts	Defending against competitive attacks	
Prof. Dr. Thomas Hutzschenreuter	Prof. Dr. Thomas Hutzschenreuter	Prof. Dr. Thomas Hutzschenreuter	
<i>Coffee break</i>			
10:30 - 12:00	9:45 - 11:15	9:45 - 11:15	
Strategizing - the core	Creating competitive attacks	Workshop on defending	
Prof. Dr. Thomas Hutzschenreuter	Prof. Dr. Thomas Hutzschenreuter	Prof. Dr. Thomas Hutzschenreuter	
<i>Coffee break</i>			
13:00 - 14:30	11:30 - 1:00 pm	11:30 - 1:00 pm	
Strategizing - the full model	Workshop on attacking	Workshop on defending	
Prof. Dr. Thomas Hutzschenreuter	Prof. Dr. Thomas Hutzschenreuter	Prof. Dr. Thomas Hutzschenreuter	
<i>Lunch Break</i>			
15:00 - 16:30	2:00 - 3:30	2:00 - 3:30	
Motives and attention	Workshop on attacking	Summary, reflection, and project work introduction	
Prof. Dr. Thomas Hutzschenreuter	Prof. Dr. Thomas Hutzschenreuter	Prof. Dr. Thomas Hutzschenreuter	
5:00 - 6:00	4:00 - 5:30	Departure	
Knowledge and imagination	tbd		
Prof. Dr. Thomas Hutzschenreuter	Guest Speaker		
6:30 - 8:00	6:30 - 8:00		
Social networking	Free time		
Galileo, Garching bei München	Galileo, Garching bei München	Galileo, Garching bei München	Zoom