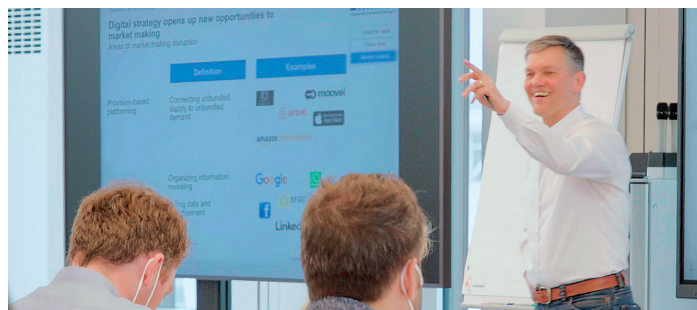


## STRATEGIZING IN TURBULENT ENVIRONMENTS (SITE)



Seminar (on campus):	3,290 €
Project work with personalized coaching extension (online):	500 €
<b>Complete Program:</b>	<b>3,490 €*</b>

\* Benefit from a discount of 300 € when booking the seminar and extension from the beginning.

### Content

Leaders, managers, and decision makers find themselves in a VUCA world. How can they still make great decisions, steer the right actions and reach successful results? The Certificate Program delivers a deep understanding of what it really means to decide and act in volatile environments. We discuss how firms get to decisions with which they compete and disrupt industry structures and entire industry definitions. In addition, we also investigate how firms struggling from competition can get to decisions on how to defend and respond to competitors from inside and outside their industry.

### Target Group

Those who take decisions in turbulent environments, e.g. founders, CFO team members, leaders of transformation processes or managers in the area of business development.

### Academic Director

Prof. Dr. Thomas Hutzschenreuter  
Chair of Strategic and International Management, TUM School of Management

### Why this program?

**Exactly the right time:** Digital disruption, climate change, pandemics, political instability, among others: Leaders are under pressure to find responses to cope with these challenges. Our program helps practitioners to find orientation in turbulent times.

**Individual coaching possible:** After the end of the formal program, participants get the chance to take part in a coaching session with Prof. Dr. Thomas Hutzschenreuter to work on a current personal or organizational challenge.

**Strong expertise:** Academic Director Prof. Dr. Hutzschenreuter is not only an expert in (international) strategic management but also in Executive Education. His research has been internationally awarded and he is a highly demanded partner for both the media and profit-oriented organizations.

### Requirements for entry

Participants should have at least 8 years of professional experience and at least 2 years of leadership experience (from team lead to executive positions), entrepreneurial thinking as well as the courage and conviction to take decisions.

### Contact and further information



SITE@ill.tum.de  
+49 (89) 289 28474

<http://go.tum.de/762157>



### About the TUM Institute for LifeLong Learning

The TUM Institute for LifeLong Learning supports international experts and leaders from science, business and society to meet the challenges of the 21st century.

Therefore, the institute offers innovative continuing education courses and thus facilitates scientifically-based and technology-supported professional and leadership development.