



Business Visualization Seminar

November 12th and 13th 2010, ETH Zurich

mcm institute

Universität St.Gallen
Hochschule für Wirtschafts-, Rechts-
und Sozialwissenschaften (HSG)



Information Visualization Methods for Strategy & Innovation

Achieving Clarity, Insight, and Breakthrough Creativity in Management through Mapping Tools

In this two day intensive seminar, you will learn hands-on about cutting-edge, proven visualization tools for use in strategic management, strategy consulting, and innovation management. You will gain an overview on existing graphic methods for strategizing and business innovation and you will apply several high-value mapping methods, and use them to tackle strategy or innovation challenges in your organization.

Information Visualization can radically improve the quality of strategy and innovation processes, as it makes complex patterns clear, facilitates comparison and coordination, eases problem solving, and makes communication

more engaging and focused. Emerging business trends such as design thinking in management, recent book bestsellers (such as Back of the Napkin) on the topic, as well as numerous corporate success stories illustrate the high relevance of visual approaches to solving business problems and enabling innovation. How can you profit from these experiences?

The seminar makes these insights actionable for managers and consultants who do not have a lot of time on their hands and do not have design skills or know-how, but want to profit from visualization in their daily work.

Seminar Contents

Methods that will be covered in the seminar include:

- Strategy Charting
- Strategy Maps and Strategy Canvas
- Synergy Map
- Business Model Innovation Canvases
- Visual creativity methods
- Visual evaluation and scoring tools
- Graphic facilitation tools
- Business Sketching
- Ad-hoc graphic problem solving approaches

Application case studies include financial services companies, health care providers, consumer goods companies, car manufacturers, consultancies, and non-profit organizations. Participants will be able to learn from the experiences of companies like BMW, UBS, Gartner, CNN, or IDEO.

"The business examples and the associated dialogue at the seminar led me to renew my efforts in re-thinking and elaborating the communication strategies in the projects we are currently managing."

*Richard James,
Management Consultant, Zurich*

"The seminar made it possible to transfer the learned insights into everyday practices."

*Daniel Freuler,
Roche / F. Hoffmann-La Roche AG,
Basel*

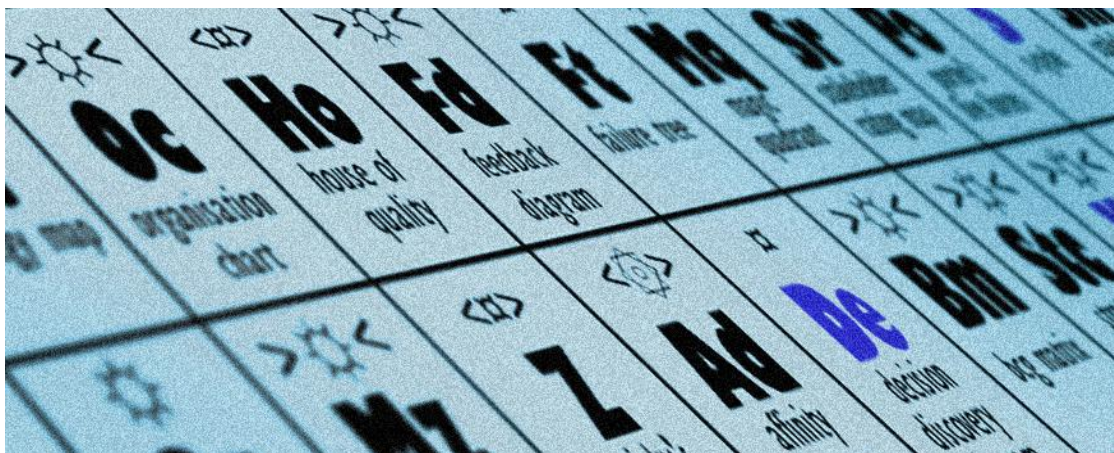
Seminar Program

FRIDAY, NOVEMBER 12TH 2010

09.30-10.30	Introduction and Overview over 100 visual strategy and innovation methods
10.30-11.00	Visual Strategizing Exercise
11.00-11.15	Break
11.15-12.00	Visual Strategizing Corporate Case Studies
12.00	Lunch
13.30-15.00	Business Innovation through Canvases: Application Workshop
15.00-15.20	Break
15.20-17.00	Optimizing Business Visualizations: Cognitive, Communicative and Design Fundamentals (incl. Exercises)

SATURDAY, NOVEMBER 13TH 2010

09.30-10.30	Creative Visualization for Strategy and Innovation
10.30-10.50	Break
10.50-12.00	Visual Strategy Communication: Cases, Tools, Exercises
13.30-14.30	Business Sketching Basics & Application Exercise
14.30-15.15	Working with Visualizations in Strategy or Innovation Workshops
15.15-15.30	Break
15.30-16.00	Presentation of Tools on USB-Stick, Interactive Summary and Wrap-up



Seminar Details

The interactive seminar takes place from November 12-13 at ETH Zurich (5 minutes from the main station of Zurich). Starting time on the first day is 9.30, ending time 17.00 hours. Starting time at the second day is 9 o' clock. Finishing time is 16.00 hours.

The cost of the seminar is 1'900 Swiss Franks and includes two lunches, coffee breaks, as well as a full paper documentation and a USB-Stick with a complete digital documentation and a tool and templates selection. Additional participants from the same organization receive a 20 percent discount on the seminar price.

Participants receive a signed University of St. Gallen participation certificate. The seminar will be taught in English by Professor Martin J. Eppler, Chair of Communications Management and Director of the mcm institute at the University of St. Gallen (HSG), and by his team members Roland Pfister (formerly with Credit Suisse) and Friederike Hoffmann (a former entrepreneurship coach).



Registration Fax

to +41 (0)71 224 27 71

Yes, I would like to register for the Visualization for Strategy & Innovation seminar on November 12-13 .

given and family name

organization/company

additional participants of same organization

billing address

Cancellation policy: Cancellation is possible without any cost up to one month before the seminar. Cancellations after this date are no longer possible because of room and meal reservations. Participant substitution is possible.

date and signature