

BUSINESS DEVELOP MENT

EIBE MGMT

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PREPARING AND IMPLEMENTING GROWTH OPPORTUNITIES

PURPOSE

The course provides participants theoretical knowledge and practical tools for business development - to prepare, analyze and support the implementation of growth opportunities as well as assess the quality of the company's business developers.

IT IS THEREFORE CRITICAL THAT LEADERS AND MANAGERS IN OF ALL TYPES OF BUSINESSES KNOW:

- what business development is (not)
- the characteristics of structured and effective business development
- what the business developer does
- what a good business developer is characterized by

BUSINESS DEVELOPMENT

Company growth is often hampered by decision-makers' lack of resources to take informed decisions, the decoupling the preparation and the implementation of growth opportunities, and lastly coordinating and integrating the company's many specialist functions.

In leading international companies, the business development function is an emerging solution to the coordination and integration challenges of global competition.

Business development refers briefly to the company's tasks and processes dealing with the analytical preparation and planning for growth opportunities, and support and supervision of implementation of the growth potential similarities, but does not address the decisions about growth prospects or strategy nor the actual implementation of growth opportunities.

FOCUS

The course outlines business development and the business developer's tasks and processes and distinguishes them from conventional approaches, such as, strategic management and organization, sales, marketing and entrepreneurship, in order to enable the participant able to conceive, bring about and support the implementation of a superior business plan for a growth opportunity.

AUDIENCE

The course is designed for executives and managers who want to organize and streamline their business development and recruitment of business developers. The course is also relevant for business developers who want further insight into leading international businesses' solutions to business development tasks and processes. There will be limited preparation for the course. Most of the literature is in easily readable English.

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PROGRAM

THE COURSE IS BUILT AROUND THREE MODULES THAT FOCUS ON:

1. business development and the business developer's mindset (**Day 1**)
2. the business developer's toolbox (**Day 2**)
3. preparing and implementing a growth opportunity's business plan (**Day 3**)

The course is based on a 2 +1 model and is executed so that the first two modules form the basis for the first two days. Then there will be a one-month break in which participants prepare a business plan for a real growth opportunity in their company. Based on this work the participants will be equipped to refine their business plan on the basis of the insights from the course's third module.

Within two weeks before the beginning of the course the participants should submit a description of an growth opportunity (max 200 words) that their company faces. The growth opportunity is confidential and between the lecturer and participant. Hereby, the participant may influence the course's organization and content with actual challenges. The opportunity also forms the basis for the participant's own case, which develops during the course.

LECTURES

The lectures point of departure is an application-oriented, rather than theoretical, approach to business development and related topics. On this basis, the course will vary between theory, discussions and workshops and reflections based on the challenges of the individual participant com-

panies. Instruction is based on the structure and outlook from the book "Business Development: a market-oriented perspective", which contains a number of operational tools that are brought to practical use during the course.

ABOUT THE LECTURER

Hans Eibe Sørensen, PhD, is hybrid of business development (consulting, professional training, and front research), biotech entrepreneur, board and advisory board member, and nuts about growth. Hans is author of "Business Development: a market-oriented perspective", John Wiley & Sons, have several publications on Business Development, and is part time researcher at Copenhagen Business School. He has a past as a sergeant in the Royal Danish Military Police as well as Doctoral Fellow at The Wharton School, USA.

OPINION ON THE COURSE BOOK:

"I immediately notice and like the balance between academic models and real business life terms"

*Yoel Asseraf (former Pharma CEO),
Researcher at Ruppin Academic Center, Israel*

"...an excellent book that comprehensively and knowledgeably articulates key elements related to a business developer's mindset, toolbox and execution of the business plan ... one of the foremost texts on business development."

*Jonathan M. Scott,
Teesside University Business School, UK*