



PwC's Academy

From Strategy to Execution

Practical workshop specially designed for entrepreneurs by Dr. Constantine Kiritsis

Topics

- Where you want to go (vision)?
- How you intend to get there (preliminary mission & draft strategy)?
- Environment – local or global, pressures, legal + competition & forecasts.
- Who is your segment(s) – DEFINE it.
- What are your capabilities & resources to 'sell' to this segment?
- What are the Critical Success Factors of the Industry you are (or want to be in)?
- Can you match your capabilities to what is critical?
- Available Strategies based on the above sequence: 5 available (Generic, Bowman, combination...).
- Identifying your business model.
- Decision & next steps for growth based on Marketing & options.
- Practical exercises.

Details

Dates & Duration:

17-18 Oct 2018; 1.5 days (12 h.)

Price: 300 EUR (excl. VAT)
250 EUR (excl. VAT)
early bird registration

Venue: PwC's Academy Bulgaria,
9-11 Maria Louisa Blvd., 1000 Sofia

Language: English

Register until 05.10.2018 at:
mario.mihaylov@pwc.com



Dr. Constantine Kiritsis, Curriculum development expert and principle lecturer of PwC's mini MBA Programme

Dr. Constantine Kiritsis is Curriculum Development Expert for PwC's Academy, consultant & Professional Trainer for PwC in the CEE (for ACCA CIMA, CIA) as well as Part Time Lecturer for the American College of Greece (MBA). He is also the founder and Managing Director of StudySmart.gr®, a company offering Professional training and information on education, educational systems on a global scale, certifications, and founder and president of the non-organization named Teachers Without Borders Greece.

He has extensive experience in business start - ups, education and professional training & development. His knowledge areas span from general education to developing programmes, vocational education and training (VET), Professional qualifications (PQs) and teaching topics such as Corporate Strategy, Entrepreneurship, Business Planning and HR (for the University of Surrey (UK), University of Strathclyde MBA (UK), Henley Management School MBA (currently University of Reading UK), University of Nicosia (CY) and PwC Academies in Europe.

He has over 7,500 hours of professional training and consulting in the last 15 years in more than 15 countries in Europe, Asia and the Middle East mainly to corporate clients.

Let's continue the conversation for our training solutions...



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