

We can not just plunge into the future  
We must design it

# Beyond Imagination

The Creation of **New Value** in Business

by Alexander Manu

the world expert in Foresight, Strategic Innovation and Business Design

Warsaw 30.09.2015

Teatr Studio im. Stanisława Ignacego Witkiewicza - pl. Defilad 1 PKiN

CONSTANT  
IN AN EMERGENT AND DYNAMIC ENVIRONMENT  
TRANSFORMATION IS THE CONSTANT  
AND YOUR BUSINESS IS THE VARIABLE  
VARIABLE

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# Beyond Imagination

## The Creation of **New Value** in Business

Part 1 - 9:00am - 1.00pm

8:30am - 9:00 - Registration & coffee

9:00am - 10:00am - Start with Why, get into the Flow, embrace Tribal Leadership, practice Happiness as a Business Model, develop the New Mindset - become the Leader of XXI century  
Introductions by Joanna Kalkstein, Anna Gabryjelska-Basiuk & Jakub Korczak

10:00am - 1:00pm - keynote: Alexander Manu

- What is Emerging Present: How is the landscape changing?
- New Sources of Value
- New Distinctive Competencies
- New Business Models
- Value Creation and the Behavior Economy
- Change vs Transformation
- Imagination vs Inspiration
- Inspired Leadership
- Strategic Opportunities in the Internet of Things

Please note: the sessions will be delivered in English with no translation.  
Participation is complementary, but registration is required.

**TECHNOLOGY CAN NOT BE MONETIZED.**

**ONLY BEHAVIOR CAN!**

# Creation of **New Value:** dynamic strategy & opportunity mapping workshop

Part 2 - 3:00pm - 9:00pm

In his client and research work, Alexander is involved in transforming organizations by exploring and defining new competitive spaces, the development of new strategic business competencies and creation of imaginative innovation methods.

The afternoon workshop is designed as a personal tutorial for a small group of Top Executives interested in developing their practical strategic foresight skills. This dynamic workshop will consist of two parts focusing on:

3:00pm - 6:00pm

## DYNAMIC STRATEGY & OPPORTUNITY MAPPING

- The Emerging Present: Behavior drivers for consumer motivation
- New Sources of Value; Distinctive Competencies; New Business Models
- The Internet as a Behavior: Massive Behavior Platforms and the Behavior Economy
- Redefining your Competition
- Redefining your Business Platform

## ESTABLISHING STRATEGIC INTENT

- The Future as a Choice
- Strategic Ambition – First, Best, Only
- Group participation session leading to New Strategic Questions
- Presencing as the method of developing business focus and strategic foresight skills

6:30pm - 9:00pm

Diner with Alexander Manu completes the session. Another opportunity to share ideas with the Strategic Innovation Guru in a relaxed atmosphere.

Cost of participating in the workshop:

1990 PLN + VAT per person (max 15 participants)

Please note that the am keynote is a compulsory preparation for the pm workshop.

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**Alexander Manu** is a strategic innovation practitioner, international lecturer and author.

He provides strategic counsel and future based advisory to executive teams in Fortune 500 companies in industries as diverse as consumer packaged goods, media, advertising, mobile communications and manufacturing. Alexander lectures around the world on innovation,

imagination, change agents and strategic foresight. He is a Senior Partner at InnoSpa International Partners, teaches "Innovation, Foresight and Business Design" at the Rotman School of Management, is a Professor at the OCAD University in Toronto and a visiting lecturer at the Wallace McCain Institute for Entrepreneurship.

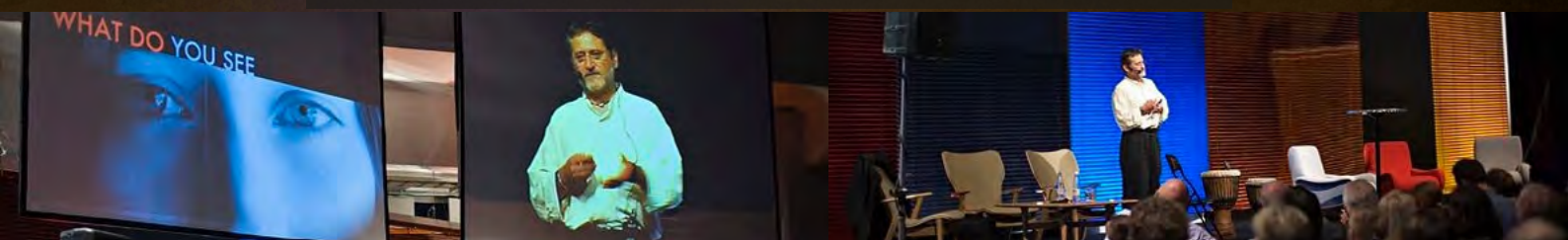
Alexander Manu believes that the exploration of possibility requires imagination as a prerequisite for strategic change and innovation. For over 25 years he has enabled global companies as diverse as Motorola, LEGO, Whirlpool, Nokia, Navteq and Unilever, to develop policies and strategies that address emerging issues through strategic foresight and pre-competitive business models.

Author of "Behavior Space: Play, Pleasure and Discovery as a Model for Business Value" 2012, "Disruptive Business: Desire, Innovation and the Re-Design of Business" 2010, "Everything 2.0: Redesign your Business Through Foresight and Brand Innovation" 2008, "The Imagination Challenge: Strategic Foresight and Innovation for the Global Economy" 2006, "The Big Idea of Design" 1999 and "ToolToys: Tools with an Element of Play" 1995, as well as of numerous articles published in national and international periodicals.

His most recent book is "Value Creation and the Internet of Things" was released by Gower Publishing in August 2015.

Alexander has an exceptional and sustained activity as an international lecturer, being invited to give over 500 keynote lectures in 25 countries.

more: <http://www.alexandermanu.com>





'Everything being connected' is forcing us to reconsider our limits, and most of all the limits of our imagination. In the Internet of Things, the rate and speed of possibility is far surpassing the rate and speed with which we can imagine it. We need to move beyond imagination, into a state of inspiration, triggered by the sheer possibility we can sense.

Looking beyond the visible to the possibilities inherent in an object is the talent required now, as we move from an industrial model to the behavior model in the economic system. We are surrounded by advanced technologies and we need to surround ourselves as well with new innovative ways of thinking, and with new practices.

Understanding the question to which one's products are the answer, places the organization on the center stage of someone's life, and also in their aspiration for a better life, as it is the aspiration for the quality of a thing that users value most.

The concept is the value. Take any technology or any tool that you encounter, and look at it as the answer to a question, because everything you see is a direct answer to a question. What is the question to which a plastic bottle is the answer?

Strategy is not about predicting the future, but about having foresight. Foresight seeks to discover the signals that create the patterns of emergence.

A five-star leader is motivated to build relationships between people and ideas to achieve a driving vision. Capable of capitalizing on markets that don't yet exist, by building a billion-dollar business from an ecosystem of ideas: products, services and people that shape a desired future.

Alexander Manu 2015

**FOR MORE INFORMATION**

Booking essential please contact: [katarzyna.kowalska@kalkstein.pl](mailto:katarzyna.kowalska@kalkstein.pl)  
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**AND BOOKING**

kalkstein.co

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