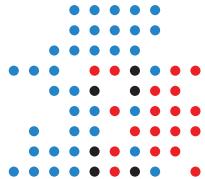




LinKS
LEADERSHIP in the
KNOWLEDGE SOCIETY



LinKS@Wharton - Dynamic Strategies

The Leadership Program about
Strategic Navigation

LinKS@Wharton - Dynamic Strategies

The Future is Co ...

Designing a forward-looking strategy may be a complex and uncertain process. Executives wishing to power strategy and execution require the ability to look beyond their own organisation and competencies in order to succeed on a professional level.

Therefore, trendsetting leaders must be able to:

- **co-create** in order to produce the best ideas, products, and business models.
- **co-operate** with external parties and alliance partners in order to develop the most competitive business networks.
- **co-lead** and empower in order to create passion and engagement among fellow management colleagues, followers, and employees.

In order to facilitate the success of front running leaders, LinKS has created the LinKS@Wharton - Dynamic Strategies program in collaboration with the Wharton School of Philadelphia and selected Scandinavian based, global organisations. The unique approach of the program challenges the future leaders on their strategic mindset and pushes them out of their comfort zone by introducing new ways to re-think company strategy and decision making.

The program is intended for successful executives with a global mindset and a wish to power strategy and execution.

Why join the LinKS@Wharton -Dynamic Strategies

The Dynamic Strategies program adds **three distinct elements** to participants' strategic skills:

1. New Mental Models

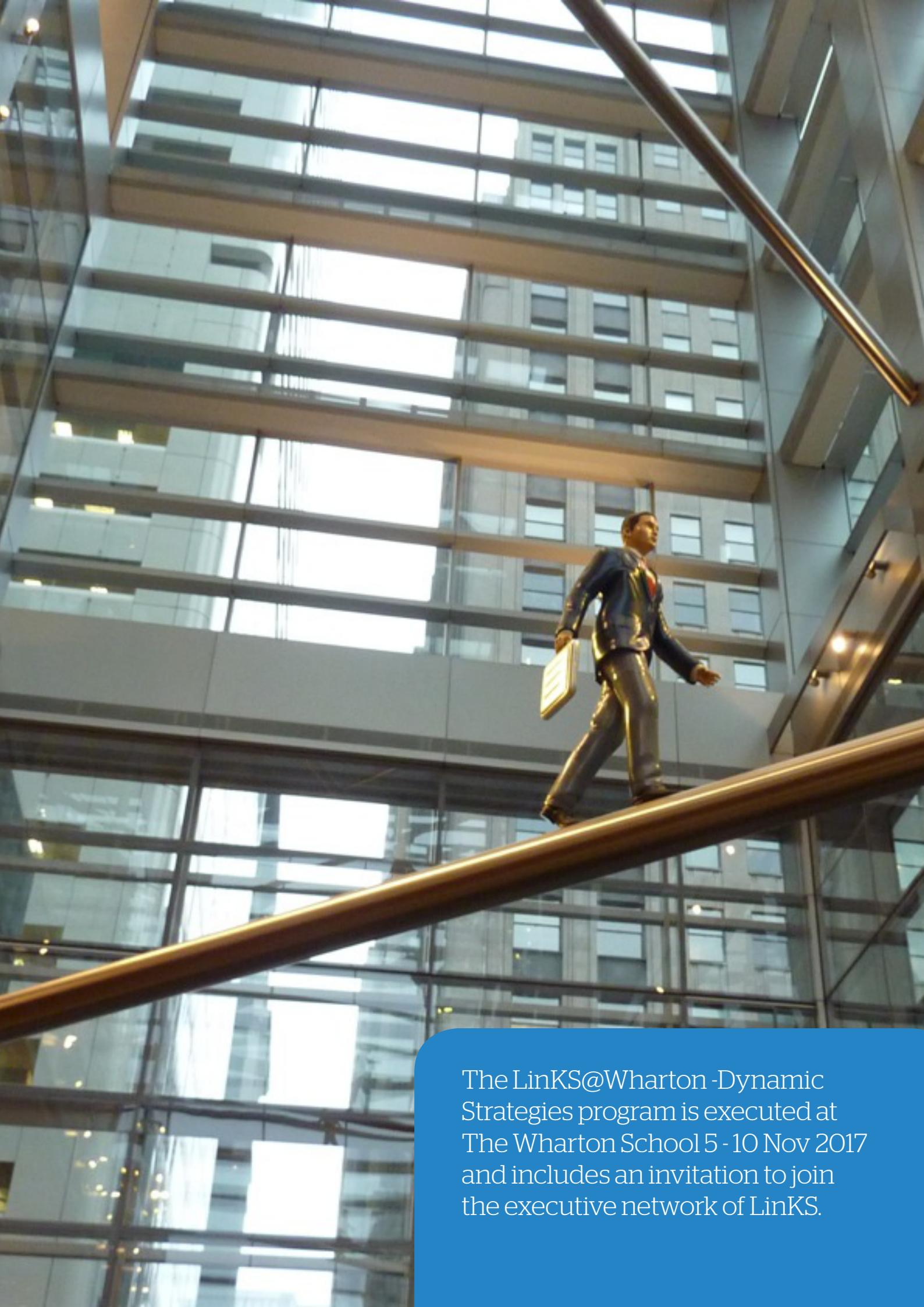
Participants will be challenged on their conventional strategic mindset to construct a new dynamic power base for their leadership.

2. Outside-In Strategy

Participants' strategic focus will be turned to scenario planning, network orchestration, and relation-based collaboration with the purpose of applying the tools within a company specific strategy setting.

3. Learning and Reflecting from a Cross-Sector Participant Team

Participants will be challenged by a diverse range of views on strategy and execution by learning, giving, and discussing with fellow program participants who represent a combination of private, public, and political sectors.



The LinKS@Wharton -Dynamic Strategies program is executed at The Wharton School 5 - 10 Nov 2017 and includes an invitation to join the executive network of LinKS.

The Program Content

Prelude 4 Oct 2017

Go Co! - Leading the Co-Creation Mindset

The BLOXHUB
Copenhagen, Denmark

LinKS@Wharton
5-10 Nov 2017

Dynamic Strategies - New Mindsets

The Wharton School
Philadelphia, USA

During the Prelude on 4 October 2017 participants will be introduced to “The Future is Co” as a new mental model of strategy, and we take a deep dive into the concept of ‘creative intelligence’ as a core competence of the future.

Key points of the prelude, building up to The Wharton School, are:

- Leading and Doing Co-Creation
- Creative intelligence as the leadership mindset of the future
- Open innovation strategies
- Systems as a whole

Program Kick off, New York, 5-6 Nov 2016

Focus is on entrepreneurial mindsets. We are on site visits applying principles from the program in action.

- Innovation Strategies
- Courageous Leadership
- Learning from real life Entrepreneurship
- Alliance Strategies to build new value chains

During The Wharton part of the program, participants will work with strategy at The Wharton School and learn from some of the world's most esteemed strategy professors.

Key points of this program are:

- Mental Models of Leadership
- Global Business and Growth
- Peripheral Vision
- Scenario Planning
- Network Orchestration
- Managing Uncertainty
- Designing Successful Strategies
- Effective Leadership
- Managing and Governing Strategy Roll-Out

Dynamic Strategy

Theme of Co-creating Strategy

The future is CO! We live and breathe the challenge of leading dynamic strategies during the LinKS @Wharton program. CO is network and network is alliances; The future competition will be network against network.

The concept of the comprehensive learning organisation also includes the executive strategic work processes. It is about reaching out with a external and inquisitive focus that will enable you to pick up weak signals from the periphery and plan for your organisation's best possible future. A great strategic plan will not do the job let alone shaping the mental model needed for success. Agility in leadership and strategy is key for a winning game.

The only constant is change. Organisations that plan for future scenarios stand good chances of being frontrunners and benefiting from turning change into real opportunities.

Being in front to change the strategic mindset is an obligation to make the organisation reflect and gain curiously about the future potential.

Co-creating Strategy in Action

To optimise your outcome, we have partially integrated your Wharton experience of the LinKS@Wharton - Dynamic Strategies program with the participants from the LinKS@Wharton Governance Program. The two programs are integrated, after differentiated starting points out of New York and Washington (Governance).

The integration of the programs creates an optimal opportunity for participants to focus and at the same time reach out to an extended network of participants. Exactly like your strategy is supposed to be played out in your organisation: Outside-in.

Creating Value

Creating value for the Organisation and the individual

The LinKS@Wharton - Dynamic Strategies program creates individual leadership learning results and concrete business value combining both individual and collaborative means reaching out and working in co-creational contexts with co-participants.

The Individual

The program increases the individual's capacity by:

- Developing a set of core competencies that orchestrates networks and creates business opportunities through new partnerships and alliances.
- Challenging the present strategic mindset of the corporation.



The Organisation

Throughout the LinKS@Wharton program we deal with the strategic challenges in the organisation by:

- Potentially identifying strategic challenges to be worked on upon return to the organisation.
- Challenging the corporate strategy based on input from a diverse group of frontrunning executives.
- Creating collaborative solutions to strategic business opportunities.
- Inspire the organisation on strategic tools to optimise work going forward.



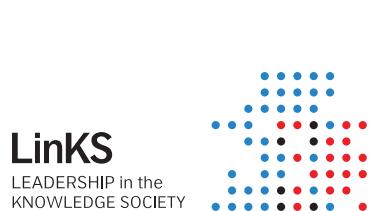
The Wharton School



The Wharton School

With one of the most published faculties and one of the largest and most influential alumni networks of any business school, Wharton is a US engine of positive, dynamic change that advances economic and social welfare around the world.

Wharton reaches millions of students and professionals each year in every field of business or entrepreneurial enterprise, corporate social responsibility, multiculturalism, professional upright, and value production.



Rendering by OMA and BLOX

LinkS

LinkS - Leadership in the Knowledge Society - creates unique arenas for insight in order to inspire, challenge and redefine the top executives' strategic agenda and share the knowledge on a global scale. We were founded in 1999 and work across private, public, and political sectors.

One of the world's leading business schools, thought leaders, and knowledge providers are LinkS' sparring in the design process and the execution of the programs. LinkS is the only Scandinavian partner to The Wharton School, University of Pennsylvania, U.S.

More than 1,500 top executives have attended our certified academic programs. These top executives together with our connection to more than 100 global thought leaders and visionaries represent the LinkS community.

The Wharton Faculty



Mauro Guillen

Professor of International Management, Wharton

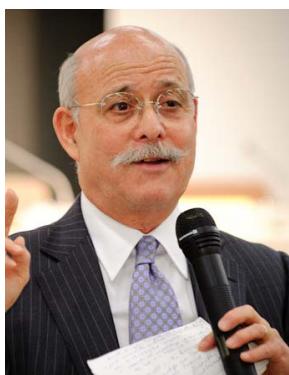
Professor Mauro Guillen creates the global analytical overview for any top leader to play out her/his business model and meeting changes in the world. Fact based opportunities are discussed on a global level as a journey of being a global executive with a significant insight on the world as it is developing into yet unseen patterns.



Jerry Wind

Lauder Professor, Professor of Marketing, Wharton

Introducing the power behind the globally networked organisation and the huge potential in transforming the business model and value chain. Vital decisions lie within this field for NED and executives on redesign decisions. Professor Jerry Wind is internationally known for pioneering research on new business structures and for developing innovative, global strategies. He consults with major firms around the world, and has lectured in over 50 universities worldwide. A true global citizen and serial academic entrepreneur and key responsible for developing the curriculum for the MBA that lead The Wharton School to be the number one business school in the world.



Jeremy Rifkin

Senior Lecturer, Wharton

Professor Rifkin is a strategist and global advisor to heads of state as well as corporate top leaders. Rifkin perspectives paradigm shifts in societal and corporate frameworks at a global scale. Rifkin is one of the world's most sought after speakers and influencers on the outlook on our behavior and future as individuals and professionals. Rifkin covers business opportunities within themes ranging from energy, technology, science, and welfare.

The Wharton Faculty



Paul Schoemaker

**Research Director of the Mack Center for Technological Innovation
Wharton**

Paul J.H. Schoemaker is an internationally renowned thought leader in the fields of strategy and decision making. He has worked extensively with LinKS and our alumni on leading scenario planning in organisations across Scandinavia and on a global scale.



David Bell

Professor of Digital Marketing Management, Wharton

The effect of the Internet and related technologies on business and social institutions is more profound than that of any prior invention, including the printing press and the internal combustion engine. Furthermore, marketing is critical to the success of organisations that will shape the consumption-led economies that are fueled by these technologies. Provides a research-based and framework-driven approach to succeeding in this environment, through a rigorous approach to understanding digital marketing and electronic commerce.



Mette Laursen

Program Director, LinKS

Mette Laursen is educated at numerous business schools and has professional experience from public and private sectors. She has global experience with strategy, governance and business innovation as professional chairperson, board member and advisor.

Rating Dynamic Strategies

Overall Rating 2016

The LinKS@Wharton - Dynamic Strategies program 2016 was a tremendous success both on challenging the participant's mental models of dynamic strategy and their participation in many splendid discussions. Based **on a 1 to 5 scale**, the overall rating of the 2016 program was **4.88**.

The Participants

The LinKS@Wharton participants on this exclusive program are a diverse Scandinavian and global delegation carefully put together as a mix across private, public, and political sectors.

Former participants' testimonials about LinKS@Wharton

H-C Mathiesen, Chief of the Danish Army, The Danish Defence Command: "What makes this program special is for example the combination of the shared experience and responsibilities across sectors - The LinKS program puts you in contact with many other executives with similar and shared responsibilities from whom you may learn. The great inspiration came from professors as well as the network of participants. The ability to feed on the network from participation and onwards stands out as something truly unique".

Bente Hyldahl Fogh, CEO of the Danish Medical Association: "I have taken home some key learnings and knowledge from Wharton that is useful when planning forward going strategy. The LinKS@Wharton program stood out with a high level of experts, very skilled professors, and a good combination of participants to challenge prior assumptions and bring new knowledge and challenges back to daily work".

Sune Hjerrild, Founder & CEO of Truelinked: "Personally, I have indeed learned to be true to my idea and vision - Getting the bigger picture of mega trends and being with extremely knowledgeable professors at Wharton was very reassuring. Uniqueness of the group of participants being very diversified, representing a combination of experienced top executives and entrepreneurs, made the week and network gained a life experience".

Source: Above quotes are extracts of LinKS video interviews made at the LinKS@WV@Audi Reunion 5 Dec 2016.

LinKS

The LinKS Reunions

When attending a LinKS executive program, you are offered the opportunity to become a member of the LinKS Alumni network - a link into hundreds of leading executives across Scandinavia, Europe, and the Middle East.

We frequently invite all LinKS Alumni to reunions where we push different radical real-time strategic agendas within business development.

A reunion is an opportunity to meet the whole LinKS Alumni network, around specific themes on global, political and business related shifts. Together with specially invited guests from across the world, we work with our collaborative intelligence. The atmosphere is intimate; the number of participants limited; and no participant leaves the reunion without being challenged on his or her mental model or strategic thinking.

There are two types of Alumni Reunions:

- **Local Reunions:** Co-creation of new ambitious agendas
- **Global Reunions:** Global capacities emphasizing different agendas

Included in the LinKS@Wharton Program is the coming Reunion where 2017 participants are cordially invited:

4 May 2017, 14.30-18.00 at Kommandantgården:

Insight, Intelligence and Cyber Security, hosted by LinKS Alumn and CEO of the Danish Defence Intelligence Service, Lars Findsen.

Wharton Fellows

All LinKS Alumni are preapproved for membership of the Wharton Fellows network that offers programs around the world. Led by legendary professor Jerry Wind.

Wharton Fellows is a lifelong network of thought leaders – senior executives, Wharton faculty and leading experts. The network provides critical knowledge and unparalleled decision support to proactively meet the business challenges of nonlinear, disruptive change. The Wharton Fellows Program's unique format includes short, intense onsite sessions and a continuously linked community of experts, which helps members to constantly challenge their assumptions, develop and test new ideas, and stay ahead of the competition.

www.executiveeducation.wharton.upenn.edu/fellows

Info

Participant criteria

The program targets the ambitious executives who are seeking new insight to strategise, execute, and capitalise within new agendas for business creation.

The criteria for admittance on the program are:

- A global mindset, experience, and outlook of the individual.
- Mental, intellectual, and physical capacity to lead a quantum leap program for the business, i.e. new market, product design, strategic change program.
- Considerable executive experience and performance track record or entrepreneurial success.
- A learning approach to leadership.

Fee

The program fee is € 9,300 / DKK 69,500 exclusive of VAT, travel expenses, accommodation and meals.

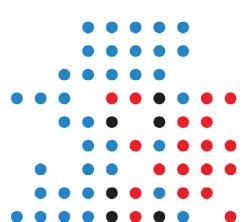
Price includes:

- Prelude 4 Oct 2017, BLOXHUB, Copenhagen
- New York and The Wharton School 5-10 Nov 2017
- Access to network of leaders across sectors
- Access to LinKS' reunions beginning 4 May 2017 about Cyber Security
- Certification, LinKS@Wharton - Dynamic Strategies

For more information please contact LinKS' head office on info@linkslabs.com

Read more about LinKS and our programs on: www.linkslabs.com

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