



Outthink the competition[®]

unlocking creative solutions

The key to gaining a competitive advantage is to find a “winning move”

Contrary to commonly held assumptions, size and resources play minor roles in the business game. The Global 1000 list is dominated by once small companies who relatively recently overcame larger adversaries. The corporations that have created the greatest value over the last decade did so by making creative strategic choices their larger adversaries viewed as illogical. In other words, companies beat their competition by outthinking them, not by outspending them.

The key to gaining a competitive advantage is to find a “winning move” your competitor will not respond to. This ability to conceive “winning moves” is what distinguishes history’s

greatest military strategists – from Sun Tzu to Napoleon Bonaparte – from their peers. It is similarly the skill that defines the modern era’s most successful business strategists.

Is there a “winning move” you have not considered?

Drawing on an ancient set of Chinese warfare metaphors (The 36 Stratagems), this two-day program will train you with a methodology and set of tools to rapidly and consistently create “winning moves” that take your competition by surprise. It unites creative and logical methods to enable you to break through creative barriers, step beyond familiar answers, and see innovative options you had not considered before. You will learn to see “winning moves” others ignore.

■ *Course 1*

Monday / Tuesday, Sept. 10 – 11 '07

■ *Course 2*

Wednesday / Thursday, Sept. 12 – 13 '07

■ *Course language: english / deutsch*

■ *Location*

Landgasthof Ramersberg, Dörfli 5, 6060 Ramersberg, Switzerland

Not open to the public. It is a training center. All rooms are equipped with internet access.

Topics covered

- Creativity as a competitive advantage
- The seven critical barriers to creativity and innovation
- The 36 fundamental patterns to competition
- Finding the path of least effort
- Defining the right problem
- Generating out-of-the-box options
- Prioritizing / focusing your efforts
- Moving from idea into execution



Comments from participants:

„Das Seminar hat mir sehr gut gefallen. Die Kreativität kommt voll zum Zug. Kompliment auch zur Infrastruktur und Kursleitung. Habe schon verschiedene Strategie Workshops besucht, bei keinem anderen Kurs ist soviel rausgekommen wie bei diesem!“

Andreas Grob, Geschäftsführer Buchzentrum AG, Hägendorf

„Das Seminar hat mir sehr viel gebracht. Dutzende von Ideen konnte ich zu einer Strategie bündeln. Ich bin sehr zufrieden. Am Besten gefiel mir zu sehen, wie einfach die richtige Strategie ist, wenn man die richtigen Tools hat und diese kennt.“

Juan Franco, Geschäftsführer, Eichenberger AG, Reinach

*More comments from Swiss participants see:
www.strategeme.com/KursKK/feedback.htm*

« The Art of the Advantage offers a timeless strategic playbook. »

Paul Winslow, Director of Strategy, Toys „R“ Us

« The program helped us reveal creative new strategies for overcoming a business challenge we had been facing for some time. »

Joanna Popper, Director, DHL

« The Art of the Advantage will become your strategic compass. »

Colleen Brown, EVP Business Development, Belo Corp.

« In today's ever-changing environment at Delta, your refreshing approach to business strategy is welcomed. »

Jane Hubbard, Director of Human Resources, Delta Airlines

« [The session] has had a profound & positive impact on our top management »

Mariana Castro, Business Operations Director, Microsoft

The knowledge of the 36 strategies (San Shi Liu Ji) provides great advantage for Westerners in a time when the Chinese are re-emerging as one of the most influential cultures in the world. I am convinced it will lead to a better understanding of their way of thinking and, in this context, business practices.

Listen to this interview to find out more about it: <http://strategeme.podspot.de/post/jangxu070430/>

Ruedi Müller

To learn more about the 36 strategies please contact me at ruedim@matracon.ch or phone: +41 41 666 30 40

The „Thirty-Six Strategies“ are well known to the Chinese and are frequently applied in business practice. Though widely known and applied by the Chinese this „Thirty-six Strategies“ are less familiar to others.

Wee Chow Hou, Lan Luh Luh

The stratagems teach us how to win the biggest victory at the lowest cost.

Dr. Tony Fang

Chinese culture possesses the richest and most systematic knowledge of stratagems. It easily functions as the best mirror for the behaviour of all people on earth.

Chio Chien

About your presenter

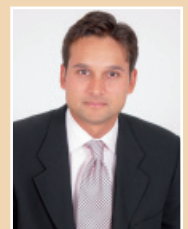
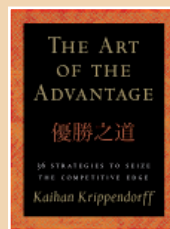
Kaihan Krippendorff

Kaihan Krippendorff has been studying corporate conflict for over a decade. His work shows that there are thirty-six fundamental patterns to competition, catalogued in the ancient Chinese text, The 36 Stratagems, which great military strategists and breakthrough companies - from Whole Foods to Nokia - use to overcome adversaries.

A former consultant with McKinsey & Co, Kaihan is the President of The Strategy Learning Center and the author of “The Art of the Advantage,” on which this program is based. Kaihan works regularly with ambitious large and medium-sized corporations including Microsoft, Pfizer, DHL, and Fidelity Investments. He delivers key-note speeches across the U.S., Europe, and Latin America. Satisfied clients include Motorola, Fortune Magazine, Harvard Business School, and Wharton Business School.

He earned

- his MBA from Columbia Business School and London Business School
- his BSE in Finance from the University of Pennsylvania’s Wharton School
- his BSE in Engineering from the University of Pennsylvania’s School of Engineering.



Kaihan Krippendorff

Fees

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Training 2 days	2'500.–
<i>10% discount for members of SCCC</i>	
Catering	170.–
Accommodation	195.–
<i>dinner and breakfast included</i>	

- Registration (online: www.strategeme.com/KursKK/anmeldung)
 - Course 1:* Monday / Tuesday, September 10 and 11, 2007
 - Course 2:* Wednesday / Thursday, September 12 and 13, 2007
- Information (please contact me)

First Name / Surname:

Company:

Function:

Department:

POB:

Postal Code:

City:

Phone:

Mail:@.....



Matracon AG

seminars and more

Ruedi Müller

Dörfli 5

6060 Ramersberg, Switzerland

Tel +41 41 666 30 40

ruedim@matracon.ch, www.strategeme.com

Podcast: <http://strategeme.podspot.de/>

Ramersberg,

the place to be for San Shi Liu Ji