

- 8:30 **Welcome to Ramersberg**
- 9:00
- **Introduction**
 - **Overview (Übersicht)**
process
objectives
 - **Outthink the competition (Besser denken als die Konkurrenz)**
creativity as a source of competitive advantage
 - **The 36 Stratagems (Strategems)**
working with the book, which you receive in Advance of the course
"The Art of the Advantage 36 Strategies to seize the Competitive Edge"
 - **Case discussion 1**
overview / strategic orientation / aspiration
- 11:00 **Break**
- 11:15
- **Pattern-based problem-solving (Muster basierende Problemlösung)**
introduction
 - **Case discussion 2**
conception / brainstorming using stratagems
- 12:30 **Lunch**
- 13:30
- **Case discussion 3**
review master list and complete brainstorming
 - **Consideration as a barrier to creativity (Berücksichtigen als Kreativitäts Barriere)**
 - **Case discussion 4**
agree on basis for consideration 15 min
categorize ideas using impact / achievability matrix 30 min
- 15:15 **Break**
- 15:30
- **Case discussion 5**
review matrix, agree on hypothetical strategy
 - **Choose | Commit | Observe (Auswählen | Festlegen | Beobachten)**
reasons why companies fail and how to avoid them
 - **Prepare for personal cases (Vorbereitungen für die eigene Problemlösung)**
identify a strategic challenge to focus on
Orient / confronting reality
complete the "reality" and "likely future" of the strategic challenge
Orient / mapping the game
brainstorm all players in the game
Aspire
begin speculating what your aspiration will be
- 17:30 **Close first day of course**
Drink at the Rami bar
- Homework**
define an aspiration for your personal challenge
- 18:30 **Evening program**
for those who are registered
Trip in vintage cars to Paxmontana www.paxmontana.ch for Dinner