

- 8:00 **Breakfast at Ramersberg**
- 8:30
- **Welcome back and Overview of day and objectives**
- 9:00
- **Aspire (Anstreben)**
discussing and (sharing) aspirations and full problem statements
- 9:45
- **Orient (Orientieren)**
customizing the "challenge definition form" (e.g., sources of resistance)
- 10:00
- **Conceive 1 (Konzipieren)**
use stratagems to begin brainstorming possible solutions to your challenge **45 min**
use more stratagems to continue brainstorming possible solutions to your challenge **60 min**
- Break in between**
- 12:00 **Lunch**
- 13:30
- **Conceive 2 (Konzipieren)**
last set of brainstorming using stratagems chosen for each specific challenge statement
- 14:00
- **Consider (Überlegen)**
creating master plan of ideas **20 min**
rating ideas on matrix **30 min**
discussing (sharing) the compiled strategies **40 min**
- 15:30
- **Choose (Auswählen)**
introduction to the scientific method (McKinsey method) **45 min**
choice of one possible strategy and structuring a hypothesis tree **45 min**
sharing hypothesis trees, analyses required and steps you will take to complete validation **45 min**
- Break in between**
- 17:45 **Close (Schluss)**
- course evaluation
 - course certificate
 - bye-bye Drink at the Rami Bar