

Date:
April 24, 2007

Location:
Athens Hilton,
Athens, Greece

Tuition Fee:
€ 450

ATHENS BUSINESS FORUM, STANFORD CLUB OF GREECE:



LEADING GROWTH

The Stanford Club of Greece in cooperation with the Office of Executive Education of the Stanford Graduate School of Business will organize the Athens Business Forum on April 24, 2007. The theme of the Forum is Leading Growth. Two outstanding Stanford faculty, Professor **Robert Burgelman** and Professor **Hayagreeva Rao**, will lead the Forum.

Leading Growth will explore innovative strategies for driving business expansion given the current economic and political environment. Special focus will be on navigating corporations and organizations through the entrepreneurship challenges that established companies face in order to grow.

Program participants will connect with a wide range of business leaders. US Ambassador **Charles P. Ries** will open the Forum. **Theodore Papalexopoulos**, former President of the Federation of Greek Industries (SEB), will be the guest speaker at dinner time. The Forum will also include a panel discussion and dinner.



SCHEDULE

1:30 pm	Registration
2:00	Opening address by U.S. Ambassador Charles P. Ries
2:20	Prof. R. Burgelman , "Managing Strategic Growth Challenges in Established Firms: An Evolutionary Framework of the Strategy-Making Process"
3:40	Coffee Break
3:55	Prof. H. Rao , "Sustaining Organic Growth Through Market Focused Organizations"
5:15	Coffee Break
5:30	Panel Discussion
7:00	Cocktail Reception
8:00	Keynote Speaker Mr. Theodore Papalexopoulos , Galaxy room
8:45	Dinner

CONTENT OVERVIEW

Global business leaders are frequently faced with the challenge of growing their businesses in spite of low economic growth and a slowing global economy. While acquisitions and geographic expansion are part of the solution, growth and innovation based on existing capabilities and market changes is often imperative.

This program equips executives to meet the challenges of this demanding environment and position their companies and business units for 'organic' growth and innovation. With the help of world-renowned faculty from Stanford University's Graduate School of Business, participants will learn how to develop powerful growth strategies for their businesses and how to set up their organizations and themselves for the successful execution of this vision.

WHY STANFORD?

The Executive Education programs at the Stanford Graduate School of Business propel individual careers and deliver lasting value to organizations that sponsor participants. Stanford continues to transform today's executives into tomorrow's innovative global business leaders.

WHO SHOULD ATTEND

This program is designed for executives and managers interested in positioning their companies and business units for growth and innovation in a wide array of industries and size.

KEY TAKEAWAYS

- Comprehensive frameworks for growth-based strategic thinking and action
- Leadership skills and expertise to effect growth
- Strategies for building customer-focused organizations
- Approaches for creating and sustaining a climate of open-source innovation

PANELISTS

Eythimios Bouloutas, CEO Laiki Bank (Hellas)
Yannis Daskalantonakis, Executive Director Grecotel
George Gerardos, President and CEO Plaisio
Titos Komninos, Executive Vice President Shelman
Apostolos Tamvakakis, Chairman and CEO Lamda Development
Spyros Theodoropoulos, CEO Vivartia

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FACULTY



Robert A. Burgelman

Edmund W. Littlefield Professor of Management, Stanford Graduate School of Business; Director of the Executing Strategic Change Executive Program; Director of the Stanford Executive Program

Professor Robert Burgelman is an internationally recognized expert in the areas of corporate entrepreneurship, strategic business exit, and the role of strategy in firm evolution. He also serves on the boards of several major companies

Robert Burgelman carries out longitudinal field-based research on the role of strategy in firm evolution. He has examined how companies enter into new businesses (through corporate entrepreneurship and internal corporate venturing as well as through acquisition) and leave others (through strategic business exit), and how success may lead to co-evolutionary lock-in with the environment. His research has focused on organizations where strategic action is distributed among multiple levels of management. He has written some 100 case studies of companies in many different technology-based industries. He currently focuses on the challenges posed by nonlinear strategic dynamics.



Hayagreeva Rao

Atholl McBean Professor of Organizational Behavior and Human Resources, Stanford Graduate School of Business; Director of the Human Resources for Strategic Advantage Program; Director of the Customer-Focused Innovation Program;

Professor Rao has published widely in the fields of management and sociology and studies the social and cultural causes of organizational change. In his research, he studies three sub-processes of organizational change: a) creation of new social structures, b) the transformation of existing social structures, and c) the dissolution of existing social structures. His recent work investigates the role of social movements as motors of organizational change in professional and organizational fields.

GUEST SPEAKER

Theodore Papalexopoulos

Former President of the Federation of Greek Industries (SEB); Former Deputy Chairman of the Board and Managing Director of TITAN Corp.

Theodore Papalexopoulos has led Titan's growth and transformation to a global player, but he is also well known for his commitment to corporate governance and social responsibility. He has served on the European Round Table of Industrialists and on the Board of Directors of the Association for the Monetary Union of Europe. He is the Honorary Chairman of the Foundation for Economic and Industrial Research, the Chairman of the Citizens' Movement for an Open Society, and the first Chairman of the Council of Greek-Turkish Business Cooperation.

PROGRAM CURRICULUM

Managing Strategic Growth Challenges in Established Firms (I): An Evolutionary Framework of the Strategy-Making Process

Faculty Leader: Robert Burgelman

This session presents a conceptual framework that helps explain how top management can achieve and maintain alignment between strategy and action and the evolving external environment in order to exploit growth opportunities. It also helps understand the rational sources of resistance to strategic change, as well as the role of strategic growth initiatives that originate at the periphery and often do not immediately seem to fit with the existing corporate strategy.

In addition to a broad perspective on strategic leadership, frameworks or tools for examining the role of strategy making in corporate evolution will be discussed. Tool I: Forces Driving Firm Evolution focuses on the big picture. It helps leaders with analyzing the external and internal sources of change that create "strategic dissonance" within companies, and explains how to capitalize on it.

Sustaining Organic Growth Through Market-Focused Organizations

Faculty Leader: Hayagreeva Rao

Organic growth implies growth through existing customers and existing markets. In turn, organic growth is possible only when organizations achieve advantage in understanding, attracting, and retaining valuable customers. How do the best organizations develop insight in understanding customers? How do the best organizations in the world build this customer focus deep into their organization's DNA? What are the differences between customer compelled organizations and market focused organizations? This session focuses on six levers to build market focused organizations: recruitment and retention, talent development, job design, top manager modeling, information sharing and empowerment, and measurement and reward systems.

CONTACT

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Lavrion Cultural Technological Park

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