

**LEADING BUSINESS SCHOOL
IN SWITZERLAND**



**SWISS SCHOOL OF
BUSINESS AND MANAGEMENT**

Journey to Business Transformation

OCTOBER 06-08, 2022

www.ssbm.ch

JOURNEY TO BUSINESS TRANSFORMATION

The world is changing at unprecedented and unpredictable ways. Digital transformation, Artificial Intelligence, Blockchain, are just some of the paradigms that challenge current managerial thinking and ask CxOs, leaders, managers, decision makers to **think in a new, different and unique ways!**

How to make sense of big data, explore and understand the trends by discovering patterns that will **fuel your decision making processes** is at the core of the 'Journey to Business Transformation'.

SSBM through the lenses of CERN, the European Organization for Nuclear Research, which is one of the world's largest and most respected centres for scientific research, invites you to this **transformative journey.**

KEY TAKE-AWAYS

- Learn the CERN way of experimenting and deciding under uncertainties.
- Adopt new risk management philosophies
- Discover how to think in a non-linear and counter-intuitive way
- Challenge your assumptions about your business
- Deep-dive into new frameworks and technologies
- Understand in which ways all industries are being disrupted



Learning Approach

Decision making has never been more difficult

In the context of growing uncertainties, explosion of data surrounding business environment and ever changing consumer behavior in the digital era, taking decisions purely on intuition, conventional wisdom, experience or extrapolations has never been more difficult.

Journey to business transformation

Discovering new way of how decisions can be made in a more controlled, smarter and efficient way can bring you a strategic advantage and show you a different angle of how decision making can be driven by a more scientific and controlled process.

Methodology

The program is based on three key activities:

Knowledge Sessions

- 3 days of intensive knowledge sessions focusing on:
- how to experiment and manage risks
 - collaborate without boundaries
 - think in a non-linear way
 - embrace the culture of experimenting

Visit to CERN

- You will visit one of the largest and most respected scientific centers in the world and discover:
- how science can help during the decision making- process
 - scientific way of thinking
 - how to apply scientific methods to your business realities

Experiments

- Experimenting is one of the key scientific methods when making significant scientific progress. Discover how to:
- think in a non-linear and counter-intuitive way
 - challenge your assumptions about your business
 - learn how to use scientific approach in your workplace

The program is open to any:

- Manager / Leader
- VPs / Owners of family businesses
- HR / talent management

All these profiles will find the program particularly inspiring.

Program Details

Why CERN?

About CERN?

The European Organization for Nuclear Research, better known as CERN, is one of the world's largest and most respected centres for scientific research that was founded with the aim of fostering scientific innovation. Some of CERN's most notable discoveries is the **World Wide Web**, which initially enabled scientist around the world to share data as well as the discovery of **Higgs Boson**. The true importance of CERN must be seen through the eyes of everyone, due to the significant role that CERN plays in our everyday life.

By visiting CERN, you will be able to experience the **culture of one of the most unique organisations in the world**. You will discover how CERN investigates and embraces the apparently unreachable world and learn how to quickly apply **CERN's thinking to your workplace**. Keep in mind that **science is a vital part of the decision-making process** due to its universal nature of basing decisions solely on objective facts and scientific evidence rather than opinions. CERN will teach you that authority should be created from intellectual contributions, rather than hierarchy. Most importantly, science highlights the importance of unifying, because it has no boundaries and the passion for learning is shared by all, which emphasizes the diversity and the determination to connect people together. This way, CERN will motivate you to indulge into their **scientific way of thinking** and to **apply** this to your **business and improve the decision-making processes** within your company.

What are the benefits of visiting CERN?

- Learn the CERN way of experimenting and deciding under uncertainties
- Adopt new risk management philosophies for your workplace
- Discover how to think in a non-linear and counter-intuitive way
- Challenge your assumptions about your business
- Deep dive into new frameworks and technologies that you can implement in your work
- Understand in which ways are industries being disrupted
- Learn how to compete in a collaborative manner and to cooperate without boundaries
- CERN will encourage you to set your mind on the future

Program Details

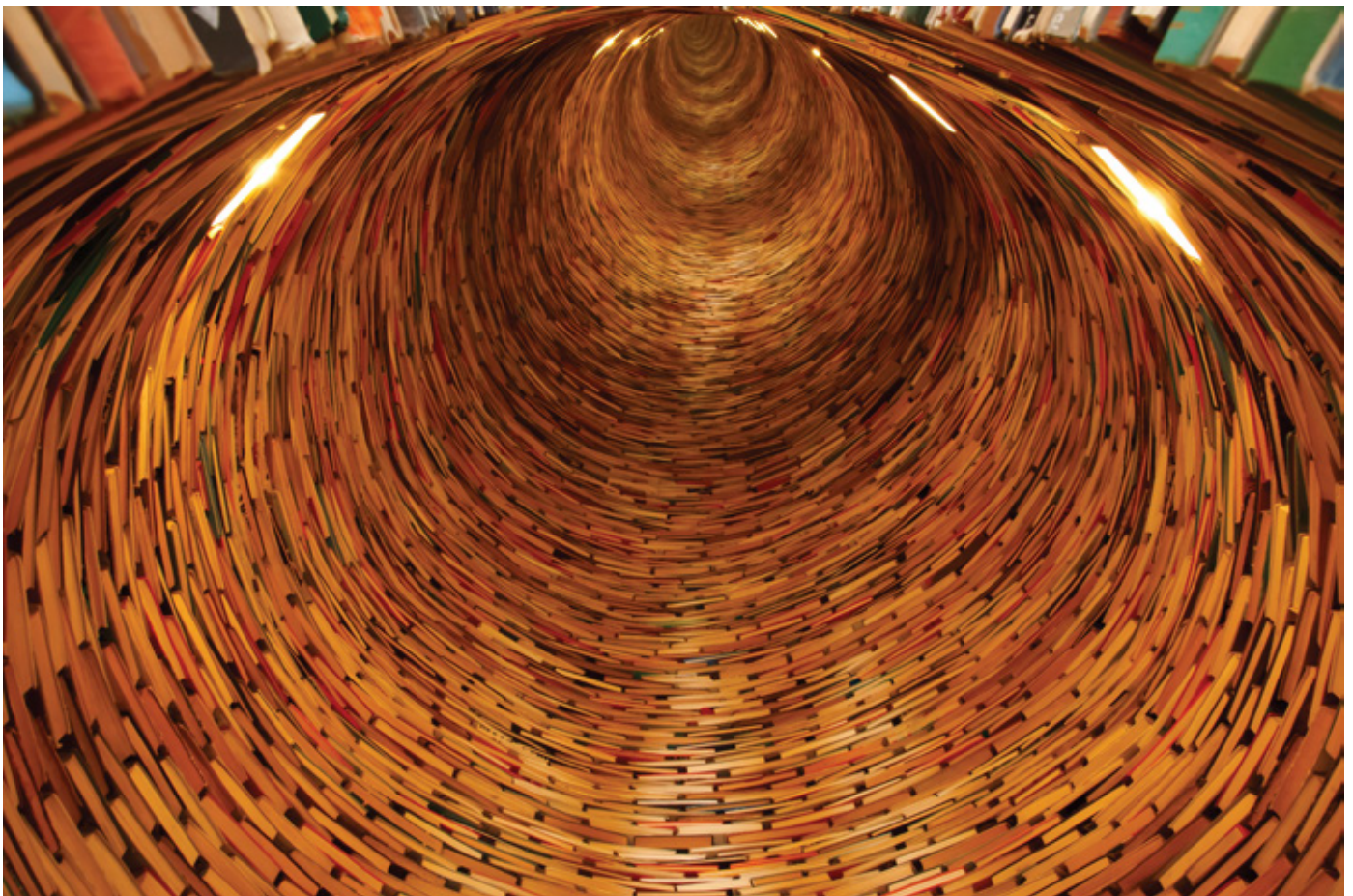
Key Information

Price: 1.900 EUR

- price includes on-site transport, CERN visit, course delivery + 1 day of tourist visit to France and/or Switzerland
- price does not include flight tickets and taxi arrangements

Venue: Avenue des Morgines 12, Geneva, Switzerland

When: October 06 - 08, 2022



The Vibrant City of Geneva



The Vibrant City of Geneva

Swiss School of Business and Management sits right at the heart of business in the vibrant city of Geneva, Switzerland.

Situated along the banks of Lake Geneva at the foot of the Alps, Geneva sparkles as one of Europe's most beautiful cities.

Geneva is a global city, a financial center, and a worldwide center for diplomacy due to the presence of numerous international organizations, including the headquarters of many companies and international agencies. The city has an important and long-established finance sector, which specializes in private banking, managing assets of about USD 1 trillion, and the financing of international trade.

CERN (the European Organization for Nuclear Research) is probably the best known of Geneva's educational and research facilities, most recently for the Large Hadron Collider. Founded in 1954, CERN was one of Europe's first joint ventures and has developed as the world's largest particle physics laboratory.

Geneva is the European headquarters of the United Nations, in the Palace of Nations building, which was also the headquarters of the former League of Nations. Several agencies are headquartered at Geneva, including the United Nations High Commissioner for Refugees, the UN Office of the High Commissioner for Human Rights, the World Health Organization, the International Labour Organization, International Telecommunication Union, the International Baccalaureate Organization and the World Intellectual Property Organization.

SSBM is proud to be located in the vibrant city of Geneva!



Lake Geneva is a lake on the north side of the Alps, shared between Switzerland and France.



The largest city on the shores of Lake Geneva is Geneva. It is the second most populous city in Switzerland and is the most populous city of Romandy, the Frenchspeaking part of Switzerland.



The strait of Promenthoux, or Nernier, separates the lake into two well-marked divisions, the Grand Lac (east) and the Petit Lac, the special Genevese portion.



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