



Peter
Drucker



INVITE THE IDEAS OF THE FOUNDER OF MODERN MANAGEMENT TO VISIT YOUR COMPANY

1. **Peter Drucker** is the **founder of modern management** and made **benchmark contributions** in multiple areas: *Zuckerberg*, when launching Facebook, spent the weekends reading Drucker; *Bill Gates* when asked in 2005 by the Economist what he read he answered immediately: “Drucker of course”, only to add after considerable time “and... and...”; the leader of the American congress made of a Drucker book of the 60s (*The Effective Manager*) required reading for all congress members; and *President Bush* gave to Drucker the highest American civil award: the medal of freedom.

2. Having Drucker left us in the previous decade, we still have the **relevance** and **power of his ideas** through a **Mini-MBA** coordinated by Professor Sá (Professor at Swiss Business School in Zurich and at AESE/IESE of Barcelona), former Drucker student who distinguished him with several recommendations to his books and academic career, Philip Kotler (the number one marketing Professor) also endorsed Professor Sá’s work. And both, together with Kahneman the Nobel prize winner, create a unique contribution.

3. The Mini-MBA is composed by the **ten topics**:

T E N T O P I C S	I	The eight environmental international trends and their implications		
	II	How battle-ready organizations adapt to these trends	Externally	Internationalization?
			Internally	Glocalization?
				Globalization?
				Vertical disintegration?
			Robotization?	
	Etc.			
	III	Corporate strategy : the strategy of multibusiness organizations		
	IV	Business strategy : the strategy of organizations in a single industry		
	V	Leadership (and the decision making process): there is no leadership; only effective management		
VI	Staffing : how to hire and put the right person in the right place			
VII	How to create a strong organizational culture (work ethics: responsibility, initiative spirit and solution oriented people)			
VIII	Focus and time management: the methods of Drucker and Eisenhower			
IX	Client management : The five fundamental focus			
X	Philip Kotler and the Nobel prize winner Kahneman on promotion , sales/negotiation and pricing			

4. These ten subjects of the Mini-MBA centered in the ideas of Peter Drucker, founder of modern management (together with those of Philip Kotler and the nobel prize winner Kahneman), will be shared among the **participants** by:

- 4.1. **Workshops** in the morning (which end up with the discussion of cases);
- 4.2. Individual **coaching** (optional) in the afternoon;
- 4.3. A special prepared document containing **powerpoint** slides; and
- 4.4. **Books** on each topic, which will be distributed among all participants.

5. The Mini-MBA can be **organized**:

- 5.1. One (fixed) day per week; or
- 5.2. Two contiguous days every two or three weeks; or
- 5.3. Every day during two weeks:
 - 5.3.1. on a row; or
 - 5.3.2. with an interval of two/three weeks.

6. **Participants** can be:

- 6.1. Between 10 and 20;
- 6.2. Middle or upper managers.

7. This is a **unique** Mini-MBA given:

- 7.1. The focus on the contributions of Peter Drucker, Philip Kotler and the Nobel prize winner Kahneman;
- 7.2. The cross-section and diversity of topics; and
- 7.3. It's very practical emphasis: workshops, cases and coaching.

