

# Doing Business

## **Agenda** **CEO Conference - Shaping the Future**

**08:30 AM - 09:00 AM**

**Registration & Welcome Coffee**

**09:00 AM - 10:30 AM**

### **Panel 1: Debates on the challenges for the STRATEGIC MANAGEMENT**

**The major trends and their impact on the largest companies:**

- Strategic solutions for Uncertainty, Volatility, Complexity and Ambiguity;
- Business transformation agenda;
- Strategic planning under a top-speed digital transformation;
- Leveraging organizational networks to connect strategy with execution;
- Local and global business environment key challenges;
- Key sectorial trends and how we adapt to them;
- Future of work

**10:30 AM - 11:00 AM**

**Coffee Break**

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**11:00 AM - 12:30 PM**

**Panel 2: The CEO's role in leading INNOVATION**

**Rethinking business models and reinventing the companies' competitive advantages:**

- Fostering change and the 4th industrial revolution;
  - The magic role of innovation in making money by creating new markets through disruptive innovation;
  - Responsible and responsive innovation leadership;
  - Innovation and competitiveness, how large companies can best adapt;
  - Shaping the company research and innovation path;
  - Machine learning, Big Data, IoT vs. the future of work;
  - Cybersecurity – the other side of the innovative transformation.
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**12:30 PM - 01:30 PM**

**Business Lunch**

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**01:30 PM - 02:30 PM**

**Session 3 - COACHING EXPERIENCE**

***Why good boards fail - Mihai Stanescu, Executive Coach, RoCoach***

At an executive level, the pressure of deadlines, people management and also the permanent business environment changes are issues that impact the board's performance. Learn everything about the 10 roots of failure and how to perform better as a board member.

- **Business context nowadays - Are we ignoring change?**
- **Risk management - How can we get better at it?**
- **Misuse of assets - Is the conflict of interests a cornerstone for board members?**

