



СТОКГОЛЬМСКАЯ ШКОЛА
ЭКОНОМИКИ

WEBINAR

STRATEGIC REORIENTATION - LOOKING BEYOND THE PANDEMIC

by Stockholm School of Economics in Russia



MATTIAS AXELSON - A PROFESSOR AT THE SSE. HIS SCIENTIFIC AND PRACTICAL WORK IS AIMED AT HELPING ORGANIZATIONS IN THE TRANSITION TO INNOVATION.

DATE: NOVEMBER 26, 2020
TIME: 10.00-11:30 (MSC)
LANGUAGE: ENGLISH/RUSSIAN
FREE OF CHARGE

REGISTRATION >>>

Strategic Reorientation - Looking beyond the pandemic

SPEAKER: MATTIAS AXELSON (SWEDEN)

"In conditions when no one knows how it all will end, you have to be ready for everything. It's hard to know what to expect next," Matthias Axelson, an expert in business strategy and innovation, says. - "But it's possible to move forward by using approaches and methods we already know. The key to success is the balance between long term thinking and immediate operational action".

The crisis is remaining our reality, but the challenge for most companies is the same - how to maintain and, if possible, expand their presence in the market. Stormy weather leads to a narrowing of the operating horizon, planning loses its importance, as one has to literally take it one day at a time. But you have to still be thinking and talking about the future, Matthias believes.

The webinar focuses on the strategic approaches to change in the face of uncertainty. It aims to give you tools and inspiration for starting to look beyond the present constraints.

FOR MORE INFORMATION:

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