

THE SILENT REVOLUTION:

HIDDEN CHAMPIONS RISING FROM PLANNED ECONOMIES TO INNOVATION LEADERS

Unlock the secrets of business success in post-transition economies

The course introduces participants to the specifics of business model innovation of companies from various industries in a post-transition economy of Poland, and focuses on what one can learn today from the unique experience of the Poland's economic transformation. The challenges that the country faced over the last several decades are translated into the modern managers' world.

See the last GNAM Week in Poland: https://www.youtube.com/watch?v=YvbhAt_70tc

The participants will:

- Discuss various aspects of a country's renaissance, from a planned economy to a growth champion with all its possibilities and consequences. We will focus on the importance of creativity, the ever-changing role of a leader, the challenges and pressures of playing in both domestic and international markets.
- Learn how entrepreneurial flair and mindset have contributed to the successes of companies and how foreign companies can benefit from the leading CEE market.
- Gain insight into the specific challenges of operating in both domestic and international market.

Additionally they will be able to discover the unique Polish economical and transformation experience, discuss it from the global perspective and join specially designed meetings with exceptional Polish companies.

The course features:

- case study discussions, workshops, guest speakers, a company visit and a cultural activity.
- Exploration of Poland's economic and cultural heritage as well as interactions with leading Polish companies

This multi-perspective learning will help participants to better understand the economic and cultural heritage of Poland, as a rising post-transformational economy and unique experiences of successful companies which have overcome the challenges of the unstable business environment.