

CAEvolution

Computer Aided Engineering · Business Consulting · Training · Coaching



Strategy - The art of creating power.

Marketing - Crystallizing public recognition.

Continuous improvement process - (CIP)

Customer specific Training Manual

Benefit from an excellent education by
booking a customer specific training for
strategy, marketing and CIP.

June 26, 2015

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Part I. - Introduction and overview

Strategy - The art of creating power.

SELECTED KEY ASPECTS:

Introduction

- Welcome session
- Presentation of seminar content and structure
- Setting the objectives based on your individual interest

Actual challenges and new demands on companies in the field strategy and marketing

- Discussion of the market situation
 - Market behaviour
 - Market development
 - Strategies of competitors
- Product definition and description
- Digression: Strategies and their modes of action
 - Origins of Strategy
 - Evolution
 - Ancient strategies
 - Sun Tzu and Machiavelli
 - Strategy of force
 - Clausewitz
 - Annihilation and exhaustion strategy
 - The indirect approach
 - The rationality and irrationality
- Strategy from below
- Strategy from above (Management strategies)
- Theories of strategy (Rational choice)

SEMINAR LOGISTICS:

- 1,5 full-day-seminars (1/1), hold in Russia, starting at 9 AM including break
- Seminar fee for Part I. incl. printed handout for reference 6.250 €* and as hands-on-workshop 4.650 €*
- Travel costs for the lecturers, costs for training room with video projector, flip chart, food and drinks, accommodation expenses be borne by customer
- All CAEvolution seminars are available as in house training

* plus value added tax possibly thereby incurred, costs for seminar preparation are access-the-board included in the daily seminar fee and will depend on the concrete professional level of the participants.

Part II. - The marketing strategy, marketing and communication mix, media analysis

SELECTED KEY ASPECTS:

Marketing Strategy

- Selection of the marketing strategy
 - Skimming strategy
 - Penetration strategy
 - Special pricing policy

Marketing and communication mix

- Definition of the marketing mix
 - Product Policy
 - Pricing policy
 - Distribution policy and
 - Communications mix
- Definition of the communication mix
 - "Classic" advertising
 - Sales Promotion
 - Direct marketing
 - Public relations
 - Trade fairs
 - Sponsoring and concepts of sponsoring
 - Event Marketing
 - Product placement and
 - E-Commerce (New Media, Social media etc.)
- Definition of Media Analysis

SEMINAR LOGISTICS:

- 1,5 full-day-seminars (1/1), hold in Russia, starting at 9 AM including break
- Seminar fee for Part II. incl. printed handout for reference 6.250 €* and as hands-on-workshop 4.650 €*
- Travel costs for the lecturers, costs for training room with video projector, flip chart, food and drinks, accommodation expenses be borne by customer
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Part III. – Continuous improvement process (CIP)

SELECTED KEY ASPECTS:

Why does a "Continuous Improvement Process" (CIP) help every company in its development?

- In each process whether productive or administrative nature stuck about 80% wastage.
- The aim of CIP is to increase continuously a company's value and the reduction of wasteful consumption under the inclusion of the departments which should be reorganised.
- The special feature of CIP is that the potential of improvement will be made accessible by solving a great number of singular problems.
- These singular problems haven't been mentioned before, because they have been too small to be recognized or they have been excepted for too long as problem.

Which 'waste traps' can be eliminated by a "CIP"?

In the investment field will be among others:

- Downtime
- Work in process (WIP)
- Waiting times
- Inflexible processes
- Overproduction
- Motions
- Errors, scrap, rework and the
- Uneven utilization of employees

reduced.

SEMINAR LOGISTICS:

- One full-day-seminar (1/1), hold in Russia, starting at 9 AM including break
- Seminar fee for Part III. incl. printed handout for reference 4.250 €* and as hands-on-workshop 3.150 €*
- Travel costs for the lecturers, costs for training room with video projector, flip chart, food and drinks, accommodation expenses be borne by customer
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Expertise in management and training

CLAUDIA SIPPEL

Claudia Sippel was born in Dresden, Germany. In 2003 she received a degree from Cambridge University in Business English. Besides working across the cities of Frankfurt am Main and Dresden as well as in Scandinavia she has settled in Munich since 2001. In her role as the CEO and Managing Director of CAEvolution GmbH (founded in March 2003) she focuses on sustainable business growth throughout the whole value chain always placing people first and centric. She is a specialist in international project management on an operative and strategic level spanning various classes of businesses and branches. Besides her profound expertise working for multinational enterprises as well as for Pan-European and Asian customers, she contributes to European funded projects and manages assignments, i.e. related to CAE-technology, general in-depth process optimization, market studies and business development, infrastructure and facility management. Her long-term experience makes her a valued advisor and trusted partner to top executives, stakeholders and decision makers.

In 2012, she published together with the authors Dr.-Ing. Hans Sippel and Dr.-Ing. Martin Kuessner the book "Predictive Lifecycle Assessment". Being a pioneer in this matter, she is spreading the message to apply a holistic approach on the value chain taking into consideration a product and process from its "cradle to the grave".

Her motivation is to drive innovation, getting inspired by diversity and change management as well as balancing and keeping the momentum of great achievements and lasting results.

She is contributing to honorary assignments for national and international institutions, fulfilling several memberships like VDI Germany, WEConnect International, national institutions and initiatives aiming at building up organizations and businesses today - for tomorrow.

Her philosophy "Nothing great in the world has ever been accomplished without passion." (G.F. Hegel) is being underlined by the awareness that the human capital is THE key differentiator for a business; skilled and motivated staff is most critical to turn an endeavor into a mutual success. Encouraging and growing people by professional education and customized coaching enables the individual, team and organization to deliver sustainable results.



Claudia Sippel
Managing Director CAEvolution GmbH

Expertise in management and training

ANDRE HENSCHKE

André Henschke was born in Goerlitz, Saxony, Germany and studied business administration, marketing and strategic management. For more than twelve years, he has been in his role as the CEO of „Henschke.ch Strategy Consulting“ and works as an expert and interim manager in product development, production and marketing management and strategic studies.

In 1999, he became the manager of strategic research & development projects in field of machine tool and software development, project management and training. He is a docent at

- the Dresden University of Technology (TU Dresden)
- the German TÜV Rheinland
- the DIU - Dresden International University
- the SME's University of Dresden University of Technology
- and the EIPOS eV (European Institute for Postgraduate Education at the TU Dresden eV).

His contributions on scientific studies and analyses for the Chemnitz University of Technology, Dresden University of Technology and the Fraunhofer Society spans his field of activity for more than 15 years. Since 2004, he established numerous international partnerships and projects, in UK (Oxford/London), Poland (Wroclaw), Spain (Madrid), Sweden (Stockholm / Uppsala / Gothenborg), USA (Los Angeles), Brazil (Sao Paulo), Chile (Santiago de Chile).

From 2009 to 2015, he represented interests of the external action services of Spain and Ecuador in Saxony and Thuringia.

He is one of the founders of the "Friends of the Green Vault association", which is the finest art collection of Saxony and treasure of the former Kingdom of Saxony, he is spokesman of the „Ifing White Strategy Circle“, a private, non-partisan network of decision-makers, the spokesman of the Award of Industry and economics, which is awarded annually in Leipzig at the Federal Administrative Court of Germany, he is member of OUSSG (Oxford University Strategic Study Group), and he is member of the friend's association of the officers school of the German Army in Dresden. In 2012, he was founding president of the Association Dresden Jazz Days.



André Henschke

Expert and interim manager for product development, production management and strategic studies

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CAEvolution

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CAEvolution - Competence in process management and training

CAEvolution develops, consults and educates decision makers and specialists sector neutral on international level. **CAEvolution** provides long-term experiences in attending small and middle sized companies and concerns.

Consulting

- > Structured process consultation & process optimization
- > Market analysis/ studies
- > Sales & Marketing of high-end CAE tools

Training/ Seminars

- > Computer Aided Engineering
- > Predictive Life Cycle Management
- > Strategy- and Decision-Management

Project Management

- > Capturing and implementing new technology trends
- > Applied research within publicly funded projects
- > Project Management Office (PMO)

Interim Management

- > Top Executive Consulting
- > Cross functional & cross industrial experience