

## WINNING WITH ANALYTICS

Manage the future of your business with evidence-based decision-making

### General Description of the Program

This executive-format educational program is specifically targeted to those decision makers who realize the importance of planning, predicting and controlling the future of their organization.

This is a unique program taking a comprehensive view on analytics-powered management of the future of businesses by

- **Listening to the future** through conducting a thorough in-depth forecasting of your business and its environment
- **Envisioning the future** through developing a thought-out and credible strategy based on rigorous analysis
- **Controlling the future** by making the best use of the analytics-powered instruments of project management, risk management and your product portfolio diversification

### Who is this program for?

This program targets:

- Top management of Ukrainian and international companies CEOs, CFOs, COOs and alike
- Business-owners
- Strategists, advisors and other professionals shaping the future of businesses, non-profit organizations and communities

### What makes this program special?

- **Rigor:** the program applies rigorous analytical instruments to solve both the short-term and long-term problems businesses face ranging from project management to customer relations to strategy execution
- **A comprehensive approach:** this program is taught by teams of globally trained economic and business faculty and reputable professionals who make analytics-powered decisions in their work place.
- **Keynote Lecturers:** special guest lectures by **Mr. Jim Rogers** (a world-known investor, Chairman of Rogers Holding and co-founder of Quantum Fund with George Soros), **Mr. Adrian Slywotzky** (one of the six most influential management thinkers in the world, top-25 best consultants laureate in 2000 and 2008 and an author of numerous books on economics and management) and others.

### Course format

3 executive weekend sessions plus keynote lectures

Language of instruction – English

### Module 1: Listening to the future: forecasting and prediction

Keynote lecture	Jim Rogers (Rogers Holding)	3 hours
Crisis forecasting: from local to global	Pavlo Sheremeta (KSE) Kateryna Bornukova (BEROC\KSE) Guest: TBA	3 hours
Analysis-powered financial forecasting	Mykhailo Kolisnyk (KSE) Guest: Oksana Markarova (ITT Investments)	3 hours
Big-data analysis in business	Tom Coupe (KSE) Mykhaylo Salnykov (KSE) Guest: Sergii Bratusov (McDonald's Ukraine)	3 hours
Exploiting constraints of your business' future	Serhiy Gvozdiov (Necessary and Sufficient) Guest: Eugene Kulinich, Dmitry Turlov (Furshet)	3 hours

### Module 2: Envisioning the future

Keynote speaker	Adrian Slywotzky (Oliver Wyman)	3 hours
Structuralist vs reconstructionist approach to strategy. Strategy Canvas	Pavlo Sheremeta (KSE) Guest: Andriy Logvin (ModnaKasta)	3 hours
Six Path Framework to develop a new Value Proposition. Developing a new Profit Proposition	Pavlo Sheremeta (KSE) Mykhailo Kolisnyk (KSE) Guest: Oleksiy Kovtoniuk (Kraft)	3 hours
Strategy operationalization	Serhiy Gvozdiov (Necessary and Sufficient) Guest: City Council Representative (Lviv)	3 hours
Developing a new People Proposition to attract and retain the best talent	Tom Coupe (KSE) Guest: Oksana Semenyuk (Kraft Foods)	3 hours

### Module 3: Controlling the future

Keynote speaker	TBA	3 hours
Controlling sales through product portfolio management	Olesya Verchenko (KSE) Guest: Sviatoslav Sienchenko (Smart-Holding)	3 hours
Controlling in value-based management environment	Mykhailo Kolisnyk (KSE) Tom Coupe (KSE) Guest: Inna Mozharovskaja (Foxtrot) or Syngenta CFO (noname)	3 hours
Client-liquidity controlling and bankruptcy prediction	Tom Coupe (KSE) Guest: Rostislav Diuk (PUMB)	3 hours
Analysis-driven project management	Serhiy Gvozdiov (Necessary and Sufficient) Guest: Darius Radkevecius	3 hours

## Price

Entire course (3 modules and keynote lectures):	EUR 2,500
One module (includes keynote lecture):	EUR 950
Corporate offers:	
2 people from one company:	minus 5%
3 or more people from one company:	minus 7%
Early bird offer:	
If the amount is paid in full before Feb 28	minus 10%
Participation in Guest Lectures only	EUR 250 (per lecture)

## Modules description

### Module 1. Listening to the future: Forecasting

The art and science of making evidence-based decisions relies heavily on the ability to use the available information to recognize early signals of global and country-specific crises, changes in the outside environment and within the firm. The session on forecasting will expose participants to techniques and tools contemporary economics can offer to identify early signals of global and country-specific crises as well as the indicators and analytical approaches to foresee the health of your company's business processes, financial performance and external and the internal constraints your business faces.

### Module 2. Envisioning the future: Strategy

Strategy is the development and alignment of the three propositions (value, profit and people) to either exploit or reconstruct the industrial and economic environment in which an organization operates. Thus tomorrow's leading companies will succeed not by battling competitors, but rather by creating "blue oceans" of uncontested market space ripe for growth. Such strategic moves—termed "value innovations"—create powerful leaps in value for both the firm and its customer, rendering rivals obsolete and capturing new demand. Using the Six Path Framework, this module will help participants to develop such breakthrough strategic moves.

### Module 3. Controlling the future: Analytics-driven management

Rather than the courage to face future challenges, it is the ability to forecast potential threats and manage risks that defines the company's success. This module on analytics-driven management focuses on the frameworks and practices of analysis-powered project management, controlling in value-based management environment, client liquidity controlling and managing products risks through product portfolio management.

## Keynote speakers



**Jim Rogers**

**Jim Rogers** is the Chairman of Rogers Holdings and Beeland Interests, Inc., an author, financial commentator and successful international investor. After attending Yale and Oxford University, Jim Rogers co-founded the Quantum Fund, a global-investment partnership, jointly with George Soros. During the next 10 years, the portfolio gained 4200%, while the S&P 500 rose less than 50%. Rogers then decided to retire – at age 37.

He has been frequently featured in Time, The Washington Post, The New York Times, Barron's, Forbes, Fortune, The Wall Street Journal, The Financial Times, and most publications dealing with the economy or finance. His latest book "A Gift to My Children: A Father's Lessons for Life and Investing" was published in 2009.



**Adrian Slywotzky**

**Adrian Slywotzky** is a Partner of Oliver Wyman, a leading global management consulting firm. Since 1979 he has consulted to Fortune 500 companies from a broad cross-section of industries, working extensively at the CEO and senior executive level for major corporations on issues related to new business development and creating new areas of value growth. The Times of London has named Mr. Slywotzky one of the top 50 business thinkers and Industry Week has named him one of the six most influential management thinkers.

Mr. Slywotzky has been featured at The World Economic Forum in Davos, Switzerland, and has been a keynote speaker at a number of senior executive conferences, including the Microsoft CEO Summit, the Forbes, Fortune, and Business Week CEO Conferences, and CFO Magazine and Conference Board conferences.

Business Week named Mr. Slywotzky's The Profit Zone one of its Top 10 Business Books of 1998. The Upside was on the Financial Times list of Best Business Books of 2007.

## Faculty team



**Kateryna  
Bornukova, PhD  
(ABD)**

**Kateryna Bornukova** is a Visiting Professor at the Kyiv School of Economics and a Senior Researcher at the Belarusian Research and Outreach Center (BEROC).

Kateryna is a renowned expert on Macro- and Microeconomics issues, namely those related to state monetary policy and business cycles. Ms. Bornukova taught MBA courses on Macroeconomics at the IPM Business School, Minsk, and was a guest presenter at numerous world forums and conferences, such as Royal Economic Society Conference, London, and Warsaw International Economic Meeting, Warsaw.

Kateryna Bornukova is a PhD candidate in Economics, Universidad Carlos III de Madrid (expected spring 2013).



**Tom Coupe, PhD**

**Dr. Coupé** is the Vice President for Learning and Knowledge at the Kyiv School of Economics. Tom Coupé teaches Econometrics, Personnel Economics and Corporate Finance at KSE, has developed corporate courses for financial companies and has consulted international institutions (such as UNESCO, ILO, the World Bank). His popular writings have been published, amongst others, in Forbes, Investgazeta and Kyiv Post; his academic research has been published in leading international academic journals.

Dr. Coupé obtained his Ph.D. from the Free University of Brussels (ULB) in 2002.



**Serhiy Gvozdiy, PhD, MBA**

**Serhiy Gvozdiy** is a managing partner of "Necessary and Sufficient" Ltd., partner at "Inspira – Institute of Strategies", professor of Project and Operations Management at the Edinburgh Business School Eastern Europe (Kyiv), adjunct professor at St. Thomas University (Minneapolis, USA), Lviv School of Business (Lviv) and Institute of Privatization and Management (Minsk). From 2008 to 2010 Serhiy was head of Goldratt Schools of Ukraine.

Main area of work include training and consulting in flow management, based on Theory of Constraints (TOC) and Lean Thinking. Serhiy conducts corporate seminars and trainings in project and operations management, supply chain management. Among clients there are such companies as: Kraft Foods Ukraine, Nestle, Raiffeisen Aval, Luxoft, DTEK, Zaporozhe's Transformer Plant, IDS, Fast Food Systems (the largest restaurant chain in Ukraine), and others.



**Mykhailo Kolisnyk, PhD**

**Mykhailo Kolisnyk** is a Senior Fellow at the Kyiv School of Economics, managing partner FinArt Smart Solutions and a partner at Inspira strategy institute. Mr. Kolisnyk headed the School of Finance at Kiev-Mohyla Business School (KMBS) and currently teaches finance at the Lviv Business School of UCU. Mykhailo has developed many corporate and open executive development programs in Finance and has been involved in several corporate consulting projects. Mykhailo is the author of more than 100 articles on finance and strategic management.

Dr. Kolisnyk, Ph.D. in Economics, is a Certified dealer in securities. His past working experience includes internships with Wayne State University (Detroit, MI), Copenhagen Business school, Danish consulting firm Dansk Management Forum, IMTA, IEDC, Maastricht University (Maastricht, Holland).



**Mykhaylo Salnykov, PhD**

**Dr. Salnykov** holds the position of Business Development Director and Assistant Professor at the KSE, where he also teaches Investment valuation. Prior to joining KSE, Mykhaylo worked as Senior Economist in Sokrat Investment Group where his fields of expertise included macroeconomics, politics and fixed income.

He also has worked as the Academic Director of the Belarusian Economic Research and Outreach Center (BEROC) where he leads the Energy and Security research group. Dr. Salnykov served as a Visiting Scholar at the Central European University, a Lecturer at Simon Fraser University, and has consulted for private, state and international organizations (such as UN, UNEP, NATO, etc.) on Ukraine's macroeconomics, energy and security, environment WTO accession, oil and gas market and transportation.

Dr. Salnykov earned his Ph.D. in Economics at the Simon Fraser University (Canada) in 2008 supplemented by an MA in Economic Theory and an MSc in Environmental Sciences and Policy.



**Pavlo Sheremeta,**  
**MBA**

**Pavlo Sheremeta** is the President of the Kyiv School of Economics. Besides his position at KSE Mr. Sheremeta is the Vice Chair of the World Economic Forum's Global Agenda Council on Ukraine. He teaches Strategy and Leadership for the top business schools in many countries of Eastern Europe and Asia and is an advisor to the mayor of Lviv. Forbes recognized Pavlo as the best strategic management expert and "Companion" magazine listed him among the top 15 managers in Ukraine.

Mr. Sheremeta received his MBA from Emory University (Atlanta, USA) and completed Executive Development Programs at Harvard Business School, Insead Blue Ocean Strategy Institute, China Europe International Business School and John F. Welch Leadership Development Center at GE. He is currently pursuing a PhD at the IEDC-Bled School of Management (Slovenia).



**Olesia Verchenko,**  
**PhD**

**Olesia Verchenko** is an Assistant professor at the Kyiv School of Economics. Her expertise focuses on the valuation of options and other derivatives, and financial markets in general. She has done consultancy for SimCorp and Hock Training. Olesia has been awarded with numerous fellowships such as Kherson-Hoffmann Fellowship of University of Lausanne and State Graduate Fellowship of University of Virginia.

Dr. Verchenko received Ph.D. in Economics at the University of Virginia in November 2008, having previously obtained a Master's degree in Banking and Finance at University of Lausanne (Switzerland).

### Guest speakers (tentative)

<i>Sergii Bratusov</i>	Marketing Director, McDonald's Ukraine
<i>Rostislav Diuk</i>	MBF, Head of Retail Risk Management Division at PUMB
<i>Oleksiy Kovtoniuk</i>	CFO, Kraft Foods Ukraine
<i>Eugene Kulinich</i>	Chairman, Closed Joint Stock Company "Furshet"
<i>Andriy Logvin</i>	Co-owner, shopping club ModnaKasta
<i>Oksana Markarova</i>	President, ITT Investments Group
<i>Inna Mozharovskaja</i>	CFO, Foxtrot
<i>Darius Radkevicius</i>	Business consultant and management author (Lithuania)
<i>City Council Representative</i>	City of Lviv
<i>Oksana Semeniuk</i>	CHRO, Kraft Foods Ukraine
<i>Dmitry Turlo</i>	Director of Commercial Department, Closed Joint Stock Company "Furshet"
<i>Sviatislav Senchenko</i>	MBF, Financial Controller, Smart Holding
<i>And others</i>	