

# TRANSFORM YOUR THINKING

**For magazine media executives in  
senior leadership positions who want to:**

- Lead through disruptive change
- Foster innovation
- Create and align strategies
- Transform and future-proof the organisation
- Manage growth



Delivered by:



# INTRODUCTION

In 2014, FIPP with the University of Oxford's Saïd Business School created a professional development programme to help those in leadership roles find new ways to lead and develop their business during this technological transition. Regardless of geographic location, it is clear we are experiencing common problems. So much is changing around us, it is all happening so quickly and there are no clear benchmarks yet on meeting new challenges and exploiting new opportunities. It's hard keeping up, let alone being ahead. This unique programme, designed specifically for the global magazine media industry, will give you the tools you need to adapt to change. Case studies, insights and toolkits from other industries will encourage you to think differently so you can apply the lessons learned directly to your business. The benefits of this residential programme are numerous. It allows you to step away from the 'day job' giving you the space to think about the changes to our industry and the impact this has on your business. It offers you a forum to discuss industry challenges with like-minded peers. The Executive Programme for Innovation and Change (EPIC) will enable you, with other global leaders, to creatively discover strategies that will help you to foster innovation and lead your company forward.

***A very good programme with a perfect structure and rhythm over the days. Very prominent and impressive teachers, with a lot of outcomes and takeaways.***

Dr Hans H. Hammer, Managing Director Auto, Computer and Sports Magazines, Axel Springer AG, Germany

***The programme was terrific and certainly met my initial objectives. I left the programme excited and looking forward to implementing the ideas that were discussed.***

Nina Winter, Director Marketing & Operations, BurdaLife, Germany



## **Who is it for?**

For experienced executive leaders to develop sustainable strategies to lead their organisation through a period of unprecedented change. Those with the responsibility to set the direction and strategy for a division, or the entire business, or anyone who is expected to foster innovation within their team, should consider attending the course.

## **Who will teach the programme?**

The faculty comprises of contributors from across the wider University, external guest speakers and magazine media experts. There will also be exposure to innovative companies outside of our industry who will showcase their learning and experience.

## **How do I sign up?**

Register today at [www.fipp.com/epic](http://www.fipp.com/epic)

# PROGRAMME OUTLINE

## Understanding the influences changing the landscape

It's very easy in our day-to-day roles to get caught up in the changes that are happening solely within the magazine media industry. How often do you lift your head to see what else is going on in the world around you? What new technology is being released that will change the way we live our lives? What other 21st Century challenges will affect your business? The programme will begin by providing new insights into the key trends, from changes in demography, urbanisation, economic development and technology, to the increasing fragility of the financial system.

***Very good overview about major trends. High-level helicopter view, excellent.***

Dr Hans H. Hammer, Managing Director Auto, Computer and Sports Magazines, Axel Springer AG, Germany

## Fostering innovation

Every company needs to innovate in order to retain talent and customers. Every business unit has the responsibility to innovate, and it often isn't a 'light bulb moment' but instead requires process, analysis, talent and knowledge. An idea can only be considered an innovation when it is able to make money...until then; it is simply a good idea. On EPIC you will learn ways to create profit from innovation. You will learn that innovation often isn't a big idea that happens overnight but a series of small ideas that make a bit more profit and that all the little ideas combined have the opportunity to make a difference. The role of senior management and leaders, when fostering innovation, is to give the vision, supervise and be adaptive, not control and command. Strategies on how to do this will be revealed in the programme.

***One of the highlights. Brought 'innovation' down-to-earth, clear toolset, working in teams brought additional value.***

Alexander Sorg, Regional Director for Russia, Ukraine and Kazakhstan, Burda Ukraine, Ukraine

## Strategic thinking – a new way

Current thinking believes that companies that are ambidextrous - those that have what may normally be considered incompatible strategies - are more successful. In order to understand how this works, participants will look at case studies of companies that have changed the status quo of their industry, where they applied dual strategies, and have turned their fortunes around to become market leaders. Ambidextrous leadership is not led by one person, but instead with a team that incorporates different strengths. Find out how you can make your business succeed with the right strategy.





## The solution might be under your nose

When it comes to solving difficult problems it is often senior management that is tasked with finding the solution and delivering it in a top-down manner. Typically this will not have the desired affect and will achieve little. Participants will study examples of where the solution to the problem was right under their nose. It wasn't the 'experts' who were called in to study the problem that found the answers but instead, someone much more on the ground who is dealing with the issue every day. This is known as 'positive deviance'. For this to work companies need to let go of traditional ideas about authority and power and instead allow people to discover the answers for themselves. Learn how some of the world's toughest problems have been solved using this method.

## Developing your leadership skills

Towards the end of the week, time will be spent looking at the traits and skill-set that make good and effective leaders. Participants will be given time to understand the reports from the psychometric tests they completed before the week started. The afternoon will offer a unique and fun session looking at leadership in a different context to our everyday business - be prepared to lead!

The final session will include a motivational guest speaker who will share their experience and adventures, leaving you feeling inspired and enthused to tackle your challenges.



***FANTASTIC. Provided excellent ideas that will help me transmit change management in the company.***

Frances Evans, Director International Licensing & Advertising,  
Hubert Burda Media, Germany

***A very good way to end the week. An inspirational session that ties to leadership and navigating the unknown future that we all face in media*** ”

Jim Sullivan, President, IDG (International Data Group), USA

# THE DETAILS

Register today at  
[www.fipp.com/epic](http://www.fipp.com/epic)

## What are the 2015 course dates?

6 – 10 July 2015 (5 days)

### Please note that:

- You must hold a senior level management position
- Your place on the course is only guaranteed upon receipt of payment
- You will need to supply your current biography and high resolution photo
- All courses and coursework will be conducted in English
- All course content, leaders and running order is subject to adjustments
- Places are restricted and are available on a first-come, first-served basis, with priority to FIPP members, subject to approval by FIPP
- Registrations should be submitted to FIPP no later than 10 April 2015
- All participants are responsible for ensuring they have the correct visas to enter the UK

## How much does the course cost?

	FIPP member Early Bird rate*:	FIPP member standard rate:	Non-member Early Bird rate*:	Non-member standard rate:
Tuition Fees	£8,895	£9,895	£11,895	£13,195
Mandatory accommodation and catering fees	£1,100	£1,100	£1,100	£1,100
<b>TOTAL</b>	<b>£9,995</b>	<b>£10,995</b>	<b>£12,995</b>	<b>£14,295</b>

\*Early bird rate deadline – 30 January 2015

Payment must be paid in GBP only, with exchange rates and any bank charges being paid by the participant. VAT may be applicable. Please contact your local tax office for details to reclaim.

## What do the fees cover?

The full fee includes:

- All course tuition and learning materials
- Residential accommodation at Egrove Park from Sunday night until Thursday night inclusive
- All meals from Monday's breakfast until Friday's lunch, as provided by FIPP/Saïd Business School
- Networking opportunities via the executives extranet during the programme, and post programme via the Oxford Business Alumni

The fee does not include:

- Flights and travel to/from the course location in Oxford

## What are the cancellation terms?

Please note that:

- Payment terms are strictly 30 days from invoice and/or no later than 30 April 2015
- Cancellations can only be accepted in writing
- No refunds will be made after, 30 April 2015, however, a substitute participant is acceptable



Since its formation in 1925, FIPP has built an enviable reputation as the most trusted, authoritative voice of the global magazine media industry. Our mission is clear: FIPP exists so that its members develop better strategies and build better media businesses, by identifying and communicating emerging trends, sharing knowledge, and improving skills worldwide.

FIPP – the worldwide magazine media association represents companies and individuals involved in the creation, publishing, or distribution of quality content, in whatever form, by whatever channel, and in the most appropriate frequency, to defined audiences of interest.

[www.fipp.com](http://www.fipp.com)  
[@FIPPWorld](https://twitter.com/FIPPWorld)

Register and find out more information  
at [www.fipp.com/epic](http://www.fipp.com/epic)

Or if you have questions contact:

Programme queries:  
Christine Huntingford - [christine@fipp.com](mailto:christine@fipp.com)

Registration and general information:  
Jenny Stubbs - [jenny@fipp.com](mailto:jenny@fipp.com)

***“I am very much satisfied; my expectations were met and exceeded, especially in the lectures of innovation, ambidextrous leadership and leading adaptive change.***

Jorge Canahuati Larach, President & CEO, Grupo OPSA, Honduras

***EPIC will challenge you in compelling ways enabling you to create a more dynamic and prosperous future for your business.”***

Christine Huntingford, Vice President, FIPP