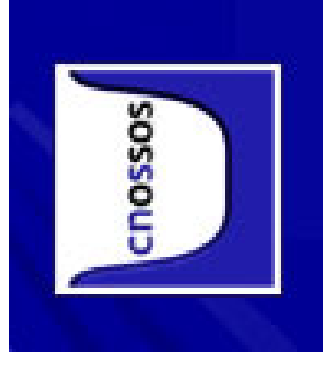




GED by crossos:

**GLOBAL
EXECUTIVE
DEVELOPMENT**



What we can do for you...



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cnossos: a powerful Platform

cnossos

A global specialist network
with profound expertise in...

Business
Solutions

Consulting

Training

GED: GLOBAL EXECUTIVE DEVELOPMENT



cnossos Approach

Learning from mature markets

Accounting for cultural and national specialities

A pooled team of international experts

Providing high value at a competitive price

Find out more under www.cnossos.com !



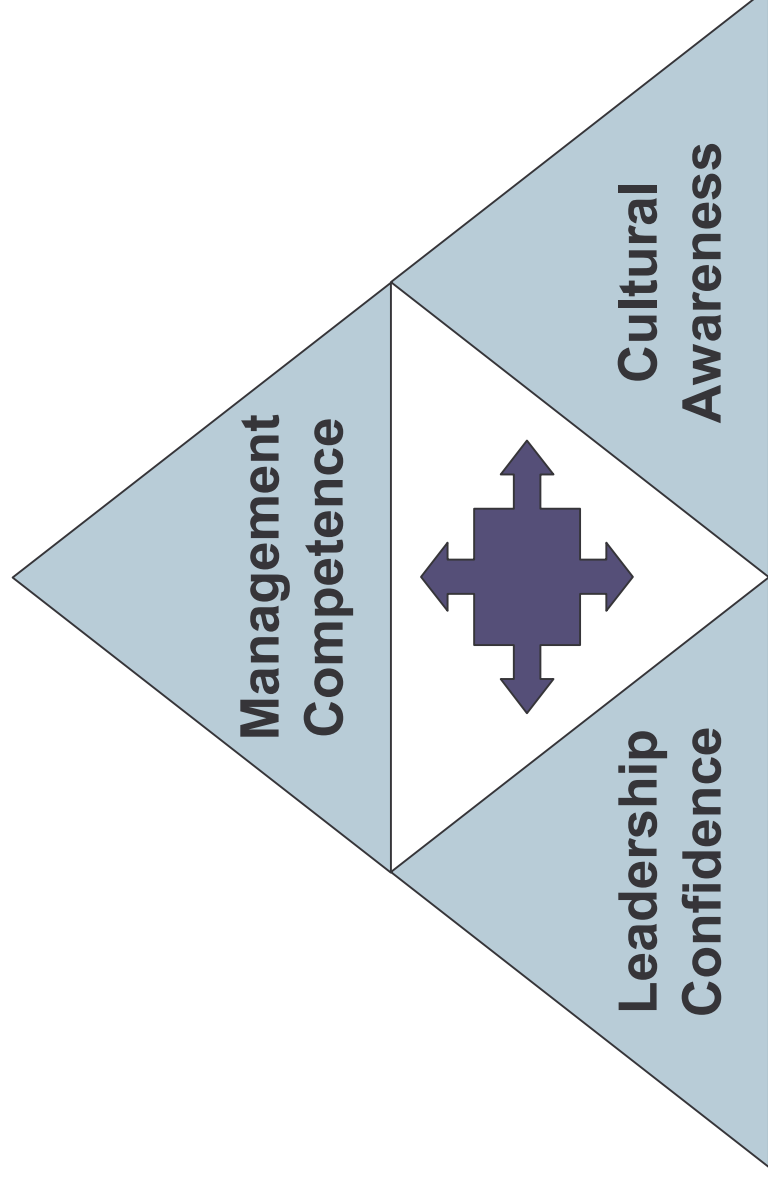
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GED - global content, cross-cultural delivery

Succeed in rapidly developing,
internationally connected markets!





GED Core Training Aspects

Management Competence

Enhancing management competence by providing theoretical background, modern concepts, and powerful tools for key management issues.

Leadership Confidence

Supporting social skills required to build, motivate and guide professional teams – from small task forces to large organisations.

Cultural Awareness

Establishing an understanding of cross-cultural issues and perceived differences as a basis for a sound international business practise.



Heads of GED



Kai Ropers

M.A. (RWTH AACHEN) in Psychology – focus on Organisational Psychology.

Guest Lecturer at universities and Business Schools.

Vast experience in international **executive development** and **training** activities.

Managing Director of crossos Co.

Member of several **professional associations**.

Business experience includes **consultancy projects** in PR China, India, Singapore, Malaysia, Namibia, Nigeria, Kuwait, Russia, Ukraine, Czech Republic, Cyprus, France, Spain, the Netherlands, Germany.



Barnim G. Jeschke

M.B.A. (New York / USA), **Ph.D.** (Berlin / Germany), both in Business Administration.

Professor at the International University of Monaco. Internationally experienced **lecturer** and **trainer**.

Managing Director of Environmental engineering start-up (Germany).

Head of several **Supervisory Boards** of public shareholding companies.

Past business experience includes **consultancy** and positions as **International Marketing Director** in Germany, Switzerland, Monaco.

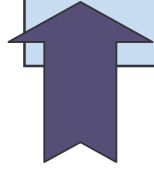


GED Expert Pool

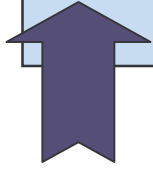
Our **pool of lecturers and trainers** includes academic researchers, senior managers and entrepreneurs.



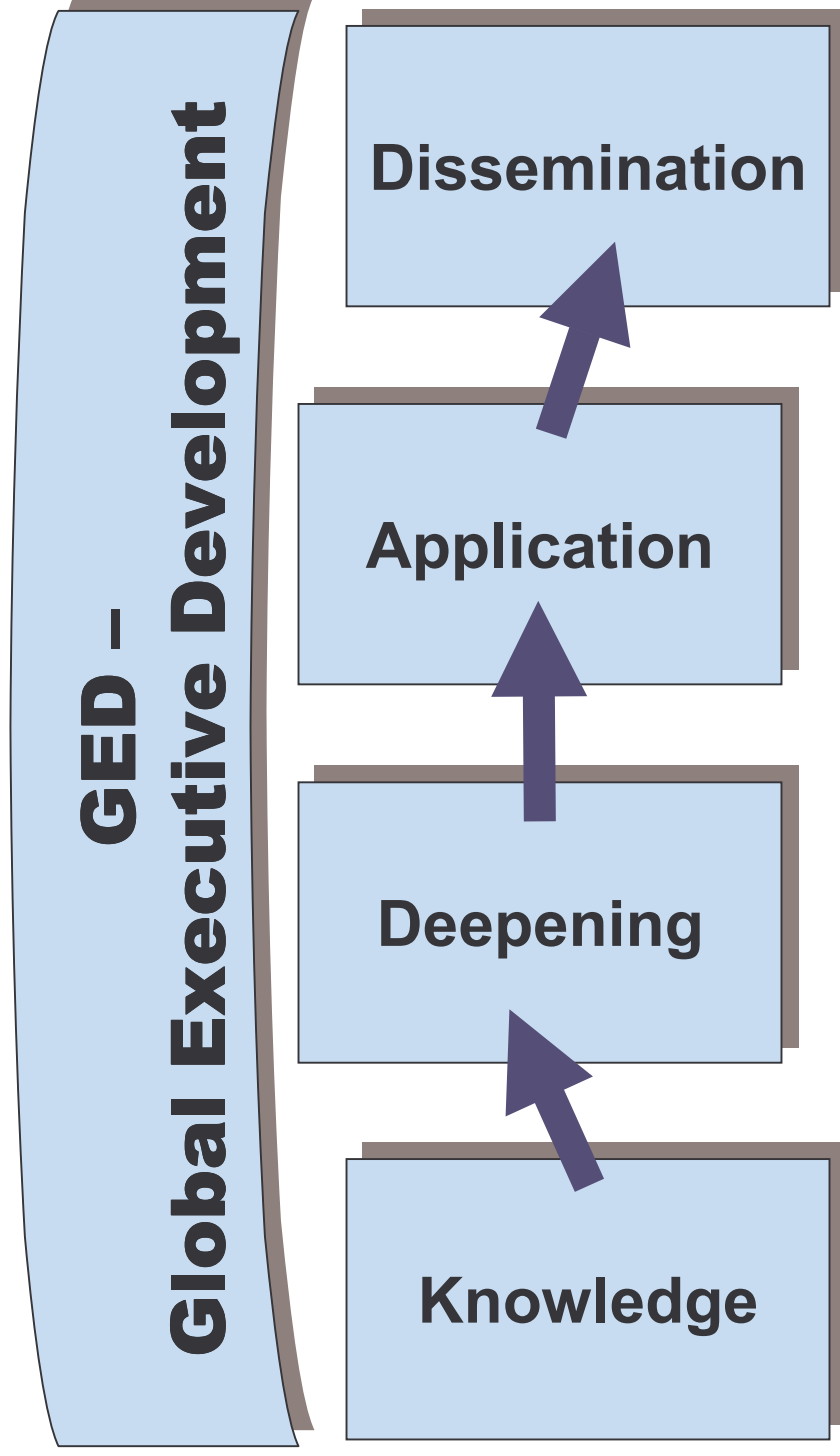
Equipped with solid international business and lecturing experience



Profound expertise in selected fields of the business environment.



Dedicated to add value for specific business situations.





GED and Knowledge

Highlighting relevant theory, providing state-of-the-art concepts and introducing powerful tools.



Well-rounded lecturers with a background combining academics and business practise.



Issue-focussed lecturing accounting for the student's respective background.



Illustrating concept implications by relating to best practise cases and tailor-made approaches.



GED and Deepening

Intensify gained insights through interactive sections in group work or in individual projects.

Interactive, varied learning methods, including face-to-face and remote communication channels.

Group case studies and group presentations to reflect on learning contents.

Individual assignments with in-depth feedback to reconfirm students' understanding.



GED and Application

Merging program contents with participant's business projects, supported by GED coaching sessions.



Linking course contents to the participant's specific business environments.



Applying the participant's business problems to the discussed problem solving approach.

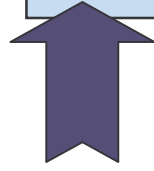


Coaching the student in analysing, problem solving, and implementing business actions.

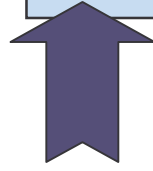


GED and Dissemination

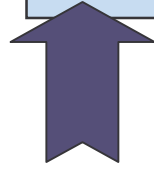
Train-the-trainer sessions with multipliers/leaders support the transfer of the GED experience and provide help for self-sufficiency.



Specifying a multiplication concept.



Instructing and coaching multipliers to attain the underlying training objectives.



Guiding and safeguarding the educational dissemination process.



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Who benefits from GED?

Management leaders and high-potentials...

...with a background in business, natural sciences, engineering, or administration...

...embedded in small teams as well as entire organisations...

...doing business in dynamic markets...

... with an international scope.



Approach towards the Target Group

✓ Stringent problem solving approach related to the specific business situation

✓ Combined expertise in academics, Management, and entrepreneurship

✓ Efficient knowledge dissemination through train-the-trainer activities (optional)

✓ Stimulating and supporting change processes as a coach (optional)



GED Benefits

✓ Getting ready for foreign export markets by learning about suitable market access strategies.

✓ Gaining domestic market share by learning from comparable business cases.

✓ Enhancing employee performance by optimising structures, motivation, and skills.

✓ Improving profitability by optimising product development and R&D capitalisation.

✓ Establishing new service products (e.g. as an educational, training or consulting company) by cooperating with GED.

✓ Understanding global and local business activities by developing strengths and creating opportunities.



Typical GED Engagements in the Past

✓ Executive development programs, e.g. for major players in the telecommunication industry.

✓ Course design, development, and training for engineers from professional associations and Business Schools.

✓ Executive training for medium sized companies, e.g. for logistic companies, Chambers of Commerce.

✓ Presentations for leaders in global business development in various countries in Europe and Asia



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GED Profile

GED Modules

The GED Program consists of course modules based on six areas of specialisation. For each area, we deliver modules on foundation and advanced level.

Customised Programs

We provide customised modules and solutions for specific business environments, e.g. for corporate task forces or particular country requirements.

Cost Efficiency

Our organisation is based on a business network facilitating professional services with low overheads: Delivery of premium educational quality at competitive prices.



GED Program Features

Course Delivery	Experienced lecturers deliver well-balanced, issue-focussing courses with a tailor-made approach.
Training Sessions	Various training forms: seminars, workshops, simulations, business games, train-the-trainer activities.
Coaching Offer	Specific coaching for executives and high potentials; cross-cultural coaching sessions.
Back-Up Services	Pre-/post-knowledge packages, detailed handouts, selected books & articles, e-learning modules (for internet & intranet).
Communication Flow	Face-to-face sessions, supported by several channels of communication (e-Mail, phone, video).
Language	English; tandem trainings with native (national/local) trainers for specific countries and mother-tongues possible.
Beyond GED	Consultancy and business solutions.



Areas of Specialisation

The GED **foundation** and **advanced** program modules cover the following areas of specialisation:

1. Marketing Management

2. Change Management

3. Leadership Management

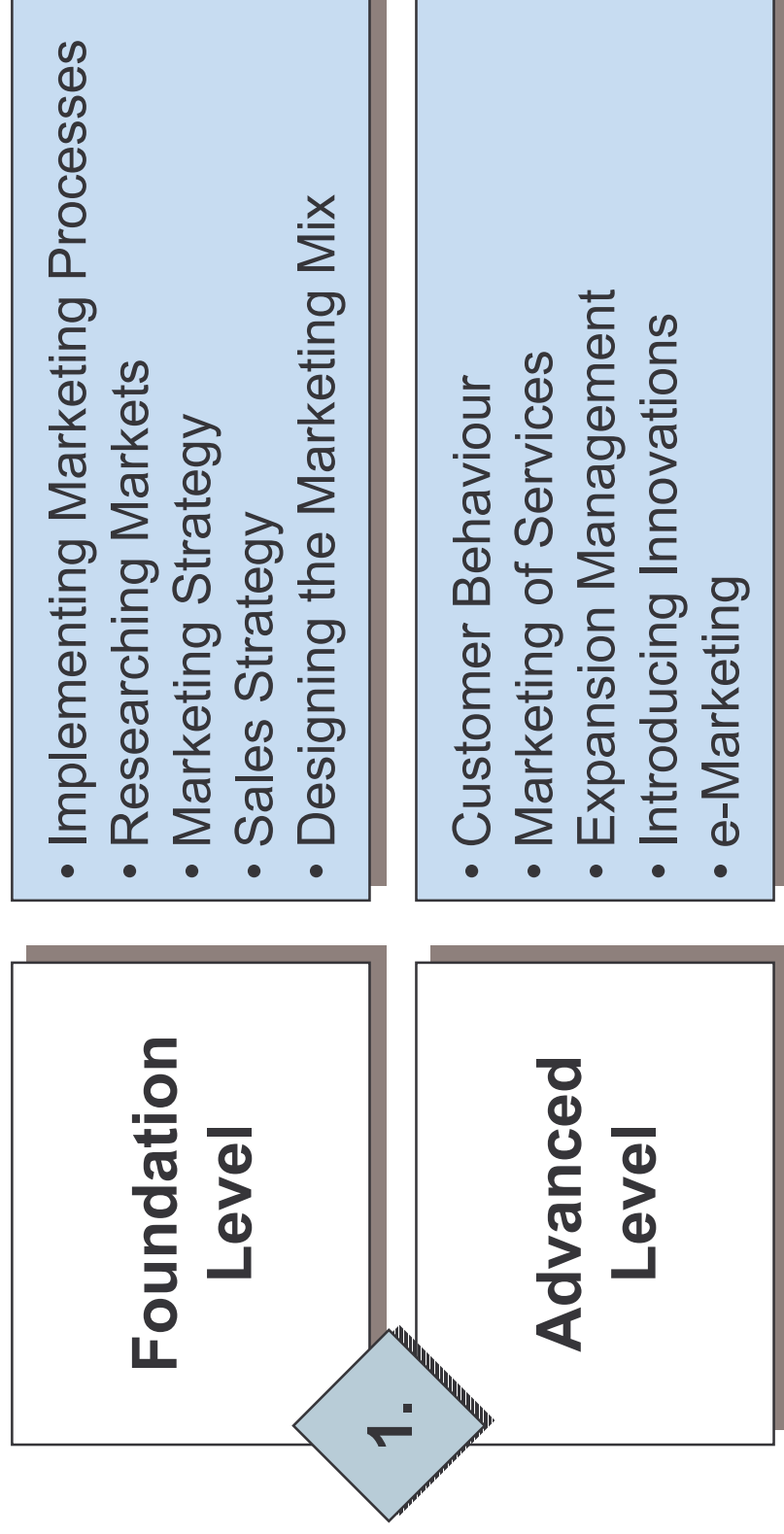
4. Technology Management

5. e-Business

6. Finance Management

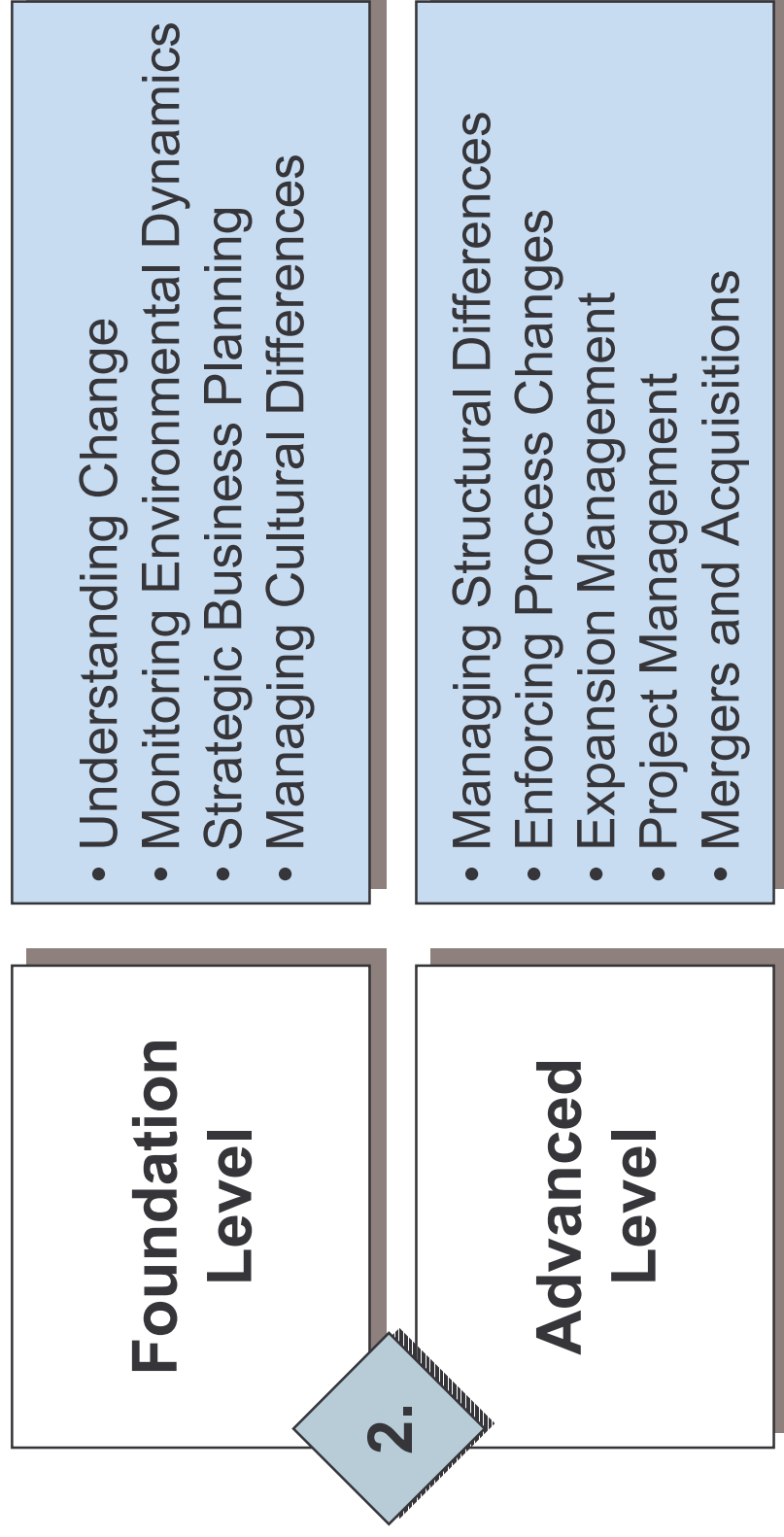


Specialisation in Marketing Management



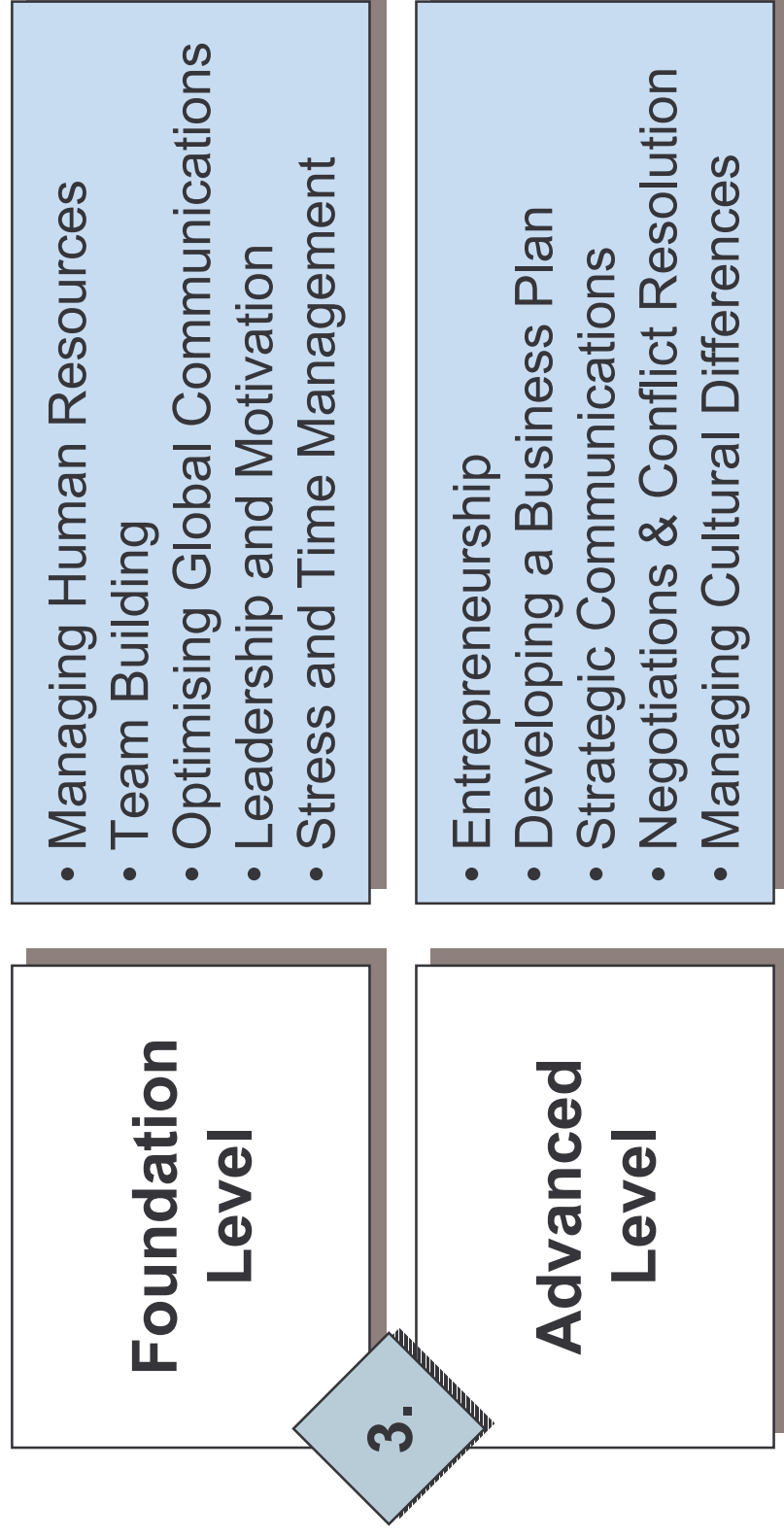


Specialisation in Change Management



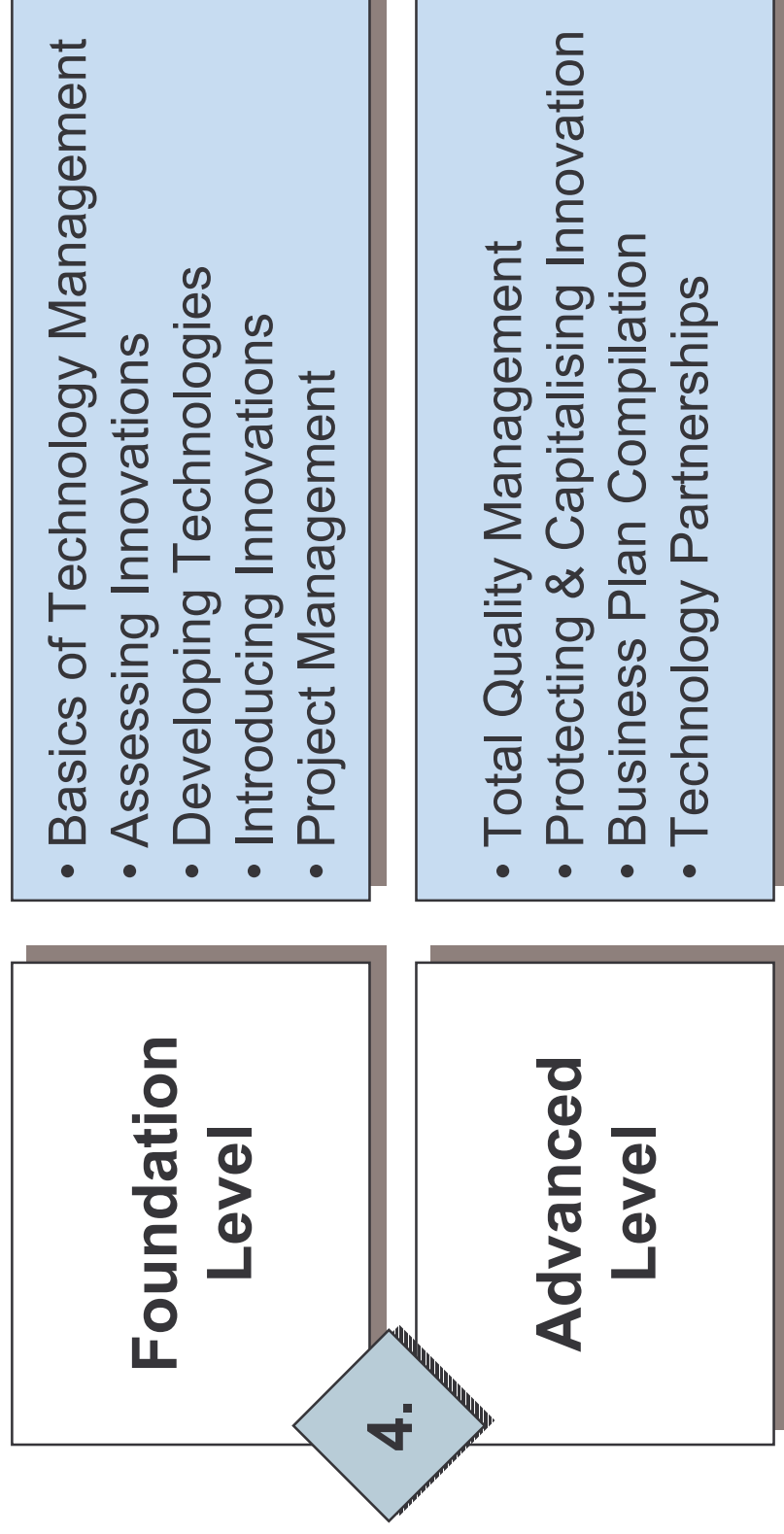


Specialisation in Leadership Management



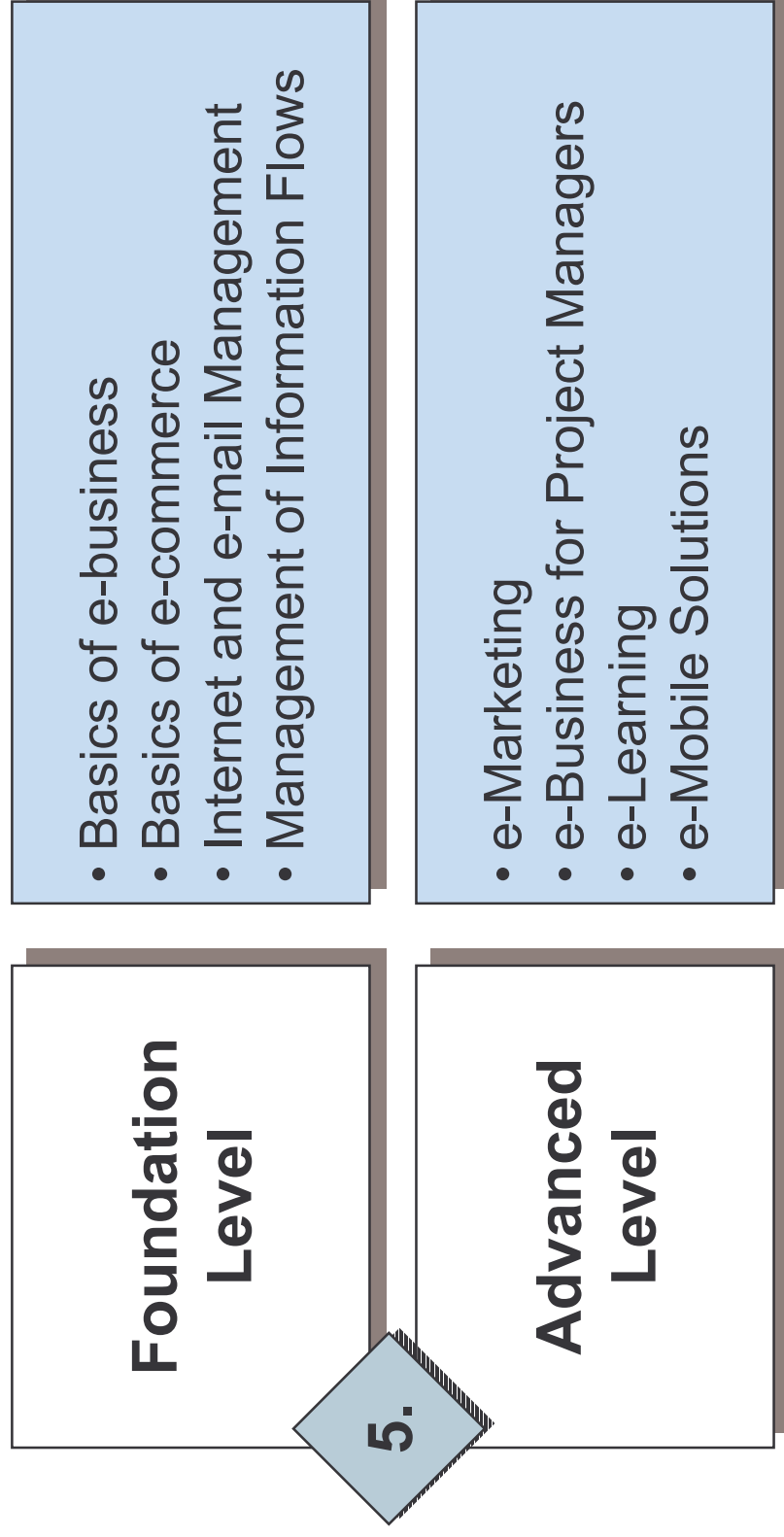


Specialisation in Technology Management



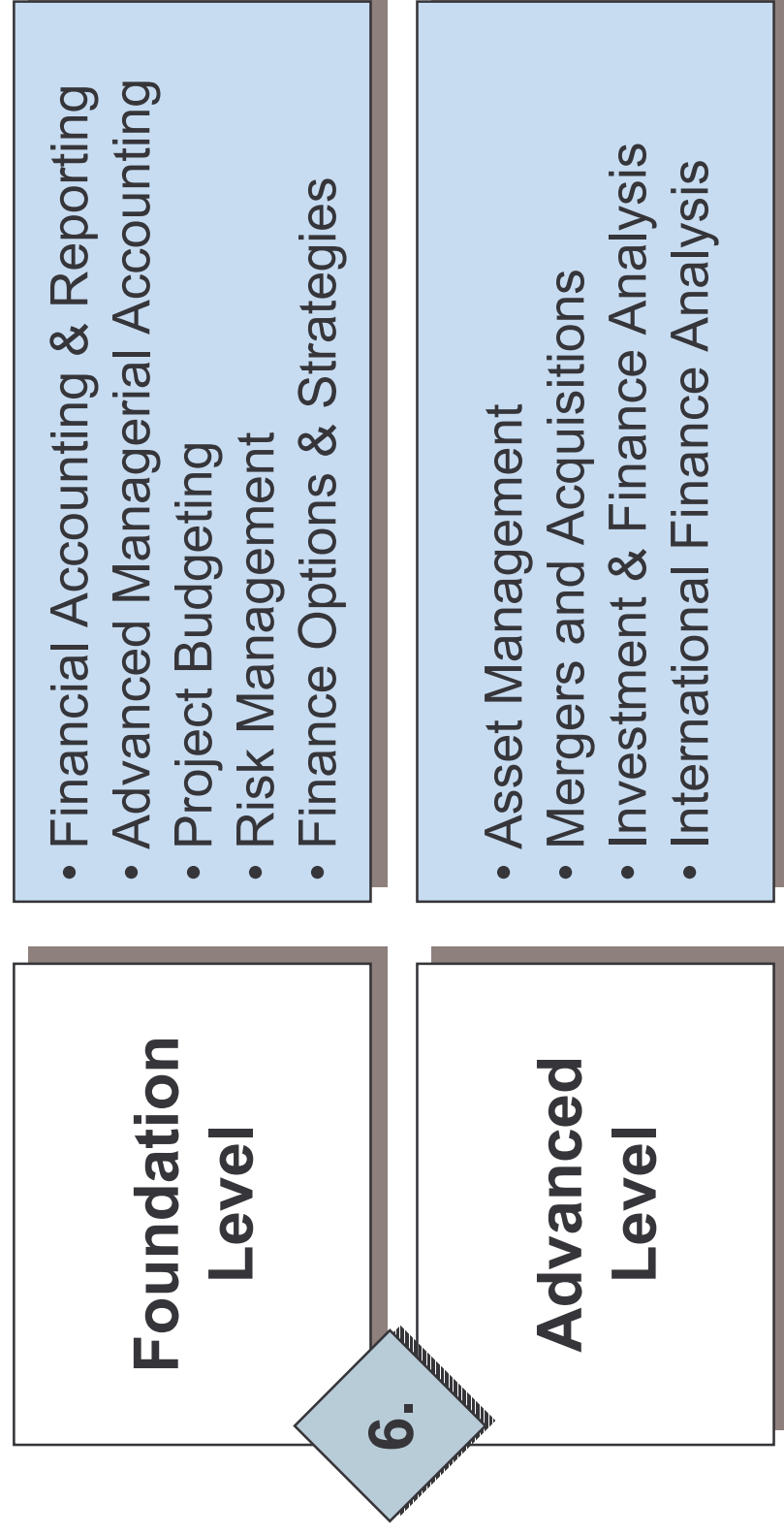


Specialisation in e-Business





Specialisation in Finance Management





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GED in Summary

✓ A competent, cost-efficient platform with a pool of well-rounded, internationally experienced experts.

✓ A clear focus on our target group's key business problems - and respective solutions.

✓ The flexibility to account for customer specialities, providing a tailor-made executive development.

✓ A combination of modern, powerful lecturing methods to promote learning efficiency - and fun.

✓ The dedication to help organisations being self-sufficient rather than relying on ongoing external support.



Ways to get started with GED

1.

Defining objectives and contents:
target group, backgrounds, learning contents.

2.

Defining specific program set-up:
specialisations, level, courses, methods.

3.

Defining time schedule
full-time, part-time, or customised.

4.

Defining location:
in-house, neutral venue, or even term abroad.



Contact

For further information, please contact:

Mr. Kai Ropers
cnossos Co.

++49 241 943 53 40 phone

++49 241 943 53 41 telefax

mail@cnossos.com

www.cnossos.com