



旅遊學院
INSTITUTO DE FORMAÇÃO TURÍSTICA
Institute for Tourism Studies



Executive Development Programme Strategic Resilience

「策略抗逆力」高級管理課程

23 - 24 August 2016

Put one of the most prestigious hospitality education institutions in your resume!

Institute for Tourism Studies (IFT) and Lausanne Hospitality Consulting, an Ecole hôtelière de Lausanne (EHL, the world's first hotel school in Switzerland) and Swiss Hotel Association Company, are offering an EDP on "Strategic Resilience". This window of opportunity will make Switzerland just minutes away.

Facilitator	Prof. André Mack Director Lausanne Hospitality Consulting An Ecole hôtelière de Lausanne & Swiss Hotel Association Company
Language	English
Venue	Institute for Tourism Studies (IFT), Macao
Programme Fee	Macao ID-holders: MOP5,000 Non-Macao ID-holders: MOP6,500
Registration Period	13 June – 15 July 2016 (on first-come-first-served basis)
Registration Form & Website	http://www.ift.edu.mo/EN/ExecutiveProgrammes/Home/Index/284
Enquiry	Tel: (853) 8598 1250 Fax: (853) 8598 1283 Email: edp@ift.edu.mo



Approved by the Continuous Improvement
and Development Programme of DSEJ.



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PROGRAMME DESCRIPTION

In this turbulent world change is the only thing that's constant. Corporate earnings are increasingly volatile and companies more prone to failures. So what is the key to sustainable business success?

Participants of this module will learn to identify and overcome the challenges of the world today by developing their strategic leadership skills. They will be able to anticipate strategy decay and successfully plan for resilience by employing business process reengineering and innovation.

METHODOLOGY

Balance of lectures and discussions with participant presentations, debates and case studies.

PARTICIPANTS

This course has been designed for hospitality industry executives, managers, owners and operators who aim to enhance their strategic leadership skills.

THE ORGANISERS

Lausanne Hospitality Consulting,
An Ecole hôtelière de Lausanne & Swiss Hotel Association Company
www.lhcconsulting.com/
www.lee.ehl.edu

Institute for Tourism Studies, Macao
www.ift.edu.mo



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LEARNING OBJECTIVES

By the end of the Module, participants will be able to:

Knowledge

- Understand the key aspects of reinventing the business model
- Identify elements of a successful business model
- Differentiate between growth and value creation
- Get tips for successfully implementing strategic resilience in small- and medium-sized enterprises

Competencies

- Anticipate and overcome the challenges of becoming resilient
- Anticipate time strategy decay
- Plan for resilience
- Successfully reengineering the business model
- Plan for innovation and balance of innovation strategies

Mindset

- Notice and anticipate change
- Lead the company through change by successfully employing key resources

DISCLAIMER

We reserve the right to postpone or cancel the course. In the case of cancellation, participants will NOT be subject to any charge or compensation.



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THE FACILITATOR

Prof. André Mack has extensive experience in the in-flight catering industry and management consulting. He has specialised in the areas of strategic marketing, customer service and business process reengineering.

He is a Director at Lausanne Hospitality Consulting, an Ecole hôtelière de Lausanne and Swiss Hotel Association Company, and a faculty member for EHL Executive Education, lecturing on project management and consulting.

André has facilitated seminars on product development, activity based costing, marketing and customer service strategies. The consulting mandates in operational and quality auditing of hospitality business units, reengineering of management and operational processes, strategic business analysis, as well as the development of hospitality learning centers, have allowed him to touch base in New York, Sydney and many countries between these two destinations.

André is an alumnus of HSG (University of St. Gallen), Ecole hôtelière de Lausanne and holds an EMBA from HULT International Business School. He speaks French, German and English, mixing it up sometimes with the various Swiss German dialects.