

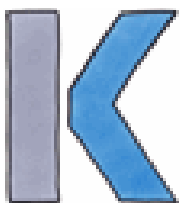


EUROPEAN CHANGE FORUM

FRIDAY JUNE 21ST, 2013, IAE AIX GRADUATE SCHOOL OF MANAGEMENT

EUROPEAN CHANGE FORUM

With the full sponsorship of Kraus & Partner,
international consulting firm



DR. KRAUS & PARTNER
Die Change Berater.

IAE AIX GRADUATE SCHOOL OF MANAGEMENT
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» LAZYNESS: THE BIGGEST CHALLENGE FOR ORGANISATIONS IN EUROPE « HOW TO STAY HUNGRY?

8:30 – 9:00 am	Welcome coffee and registration
9:00 – 9:15 am	Opening and Introduction Prof. Carolina Serrano Archimi, Academic Director of the MBA Change & Innovation & Rémi Denoix, International Executive Consultant and Managing Director K&P France Conseil
9:15 – 9:45 am	« The mindset of innovation in change management: a major way to combat organizational lazyness » by Prof. Carolina SERRANO ARCHIMI, IAE Aix Graduate School of Management
9:45 – 10:15 am	« Incremental Pushiness – Lean Management as a method to overcome stagnation » by Raphael ZACCARDI, Caterpillar, Member of the executive board, France
10:15 – 10:45 am	<i>Refreshment Break</i>
10:45 – 11:15 am	« Deep paths in the humain brain – how flexible are we? » by Dr. Georg KRAUS, Founder, Kraus & Partner, Germany
11:15 – 11:45 am	« Success in future – the hungry versus the saturated » by Josep Maria GOMES, International Department of the Chamber of Commerce, Barcelona, Spain
11:45 - 12:00 am	<i>Podium Discussion</i>
12:00 – 1:30 pm	<i>Lunch</i>
1:30 – 3:00 pm	Parallel workshops facilitated by the four speakers, to deepen the topics presented
3:00 – 3:15 pm	<i>Coffee break</i>
3:15 – 4:00 pm	Roundtable around... , Carolina Serrano Archimi, Josep Maria Gomes, Georg Kraus, Raphaël V.Zaccardi.... facilitated by Rémi Denoix, open to the public
4:00 – 4:15 pm	Conclusion and Wrap up

Registration is mandatory @ huguetteduca@iae-aix.com - Agenda subject to modification

DR. GEORG KRAUS

Graduate industrial engineer, gained his doctorate at the technical university of Karlsruhe, Germany, with regard to the subject project management. He has successfully completed diverse additional trainings, for example, in change management and organisation development. Since 1987 he has been working as an organization consultant and coach. Since 1994 he has been acting as lecturer at the University Karlsruhe.



CAROLINA SERRANO ARCHIMI

MA in Philosophy, MBA, PhD in Management from Aix-Marseille University, is professor of Organizational Behavior at IAE Aix Graduate School of Management. She's the MBA Change & Innovation director. She's also member of the Academic Council of the Euro*MBA. She has worked for 12 years in several companies internationally before joining academia over 10 years ago. Her major teaching domains are change management, leadership, process consulting practice, and coaching.

JOSEP MARÍA GOMES

Responsible of Emerging Markets for the Barcelona Chamber of Commerce. Josep Maria has a remarkable global experience, having lived and worked in Ireland, Germany, Brazil, India, Russia, United States and Mexico. He has Degrees in both Business Administration and Mechanical Engineering. In addition he holds a Master Degree in International Trade for the International Trade of Ireland (Dublin) and Mechanical Engineering and Industrial Equipment for the Universidad Politécnica de Catalunya (Barcelona). He has been working for more than 10 years working for multinational companies such as Zeiss, Siemens, Hertz and HypoVereinsbank.



RAPHAEL V. ZACCARDI

Technical Services Manager for Caterpillar France site, Grenoble. He has responsibility for manufacturing support processes, manufacturing and building engineering and process maintenance. Since joining Caterpillar in 1987, Zaccardi has held a variety of positions with increasing responsibility in Grenoble, in the areas of manufacturing, new product introduction, business strategies and manufacturing engineering. Since 1997, Zaccardi has held various facility management leadership positions in USA and in Europe. R. Zaccardi earned a degree in manufacturing engineering from Ecole des Arts et Métiers in Paris. He is Certified Change Management Master since 2012.

REGISTRATION IS MANDATORY
HUGUETTE.DUCA@IAE-AIX.COM
please register before June 14th



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