

# CEMS Skill Seminar: Value Based Creation: Achieving Profitability Targets by Incorporating Customer Experience

Semester: Spring term (CEMS MIM Term 2)  
Seminar Coordinators: Dr. Jan Engel, Director Strategy & Projects and Program Manager of Product Margin Enhancement; Johannes Bettecken, CEMS & CBS Alumnus, Assistant Program Manager at Adidas  
Date: March 7, 2018  
Time: 11:30 - 15:30  
ECTS: 0.25 (1/2 day)  
Location: CBS, Solberg Plads 3, room s03  
Language: English

## 1. SEMINAR DESCRIPTION



### PERSPECTIVE

From its beginnings in 1924 as a shoe workshop, Adidas gradually evolved into one of the world's leading sports & fashion brands, employing 60,000 people all over the globe. Since 2000, adidas raised their sales from €5.8 bn to €22 bn in 2017. With our strategy "Creating the New," we are committed to continue this path by putting our consumers at the center of our attention. At the same time, we strive to improve our profitability by enhancing our operating margin.

We want to go beyond the classic approach of simple cost cutting & explore ways on how to enhance the margin of our products whilst at the same maintaining and enlarging our loyal customers.

The CEMS students will join us on this explorative journey, gaining insights into strategic approaches on how we tackle this challenge so far and contributing with their own ideas and impulses.

### CONTENT

This is an interactive workshop. We will provide you with an impulse on how to balance profitability targets with consumer satisfaction, sustainability & brand identity. You will have the opportunity to develop & present your own approach on the topic of value-based creation with an emphasis on leveraging digital tools and platforms. We will also discuss your personal questions about pursuing an international career at Adidas in general and GOPS Strategy & Projects in particular.

### SKILLS PROVIDED

The students will explore a range of different skill sets

- Thinking new ways of increasing profitability beyond simple cost cutting
- Strategize and synthesize the input received with their own experience with a consumer
- Hone presentational skills and defending own business approach

## 2. SEMINAR TEACHERS/LECTURERS

Dr. Jan Engel, Sr. Director GOPS Strategy & Projects at Adidas and Manager of the Product Margin Enhancement Program + Johannes Bettecken, Assistant Project Manager GOPS S&P and CEMS MIM & CBS Alumnus

## 3. PREPARATION & REQUIREMENTS

No preparation needed

## 4. SEMINAR OUTLINE

11:30 – 12:15 Introduction Adidas and GOPS Strategy & Projects Team

12:45 – 13:30 Introduction into the concept of Value Based-Creation

- Classic Approaches to increase profitability
- A new approach: Value-Based Creation
- Leveraging digital culture & data

13:30 – 14:30 Students work on case study, receiving guidance & feedback from Adidas staff

14:30 – 15:30 Case Presentations, Q&A

## 5. REGISTRATION AND CANCELLATION RULES

Deadline to register: March 5, 2018, 12 noon, via email to [johannes.bettecken@adidas.com](mailto:johannes.bettecken@adidas.com).

The number of places for this seminar is limited to 30 students. We follow the first-come / first-served principle.

All CEMS students are required to adhere to the following policy:

- Students have 5 working days of advance notice to de-register from a Skill Seminar without explanation.
- Closer to the start date a student will have to provide a medical certificate (please note that doctors in Denmark may charge a fee for this service) or present a serious personal reason.

If none of the above applies and a student does NOT appear, the following sanctions apply:

- 1st & 2nd seminar missed - student is NOT allowed to register for Skill Seminars for the current and following term. In addition, s/he is put on the last place list of preference for Skill Seminars, Business Projects, and Block Seminars.
- 3rd seminar missed - the student is removed from the MIM programme.

## 6. ADMINISTRATIVE SUPPORT

Rene Barseghian / Wafa El Moumi Nielsen

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