



Value Proposition (re)design, groeistrategie, New Business Development...

Je bent een succesvol ondernemer. Je kent je klanten, je product en je hebt een fantastisch team om je heen. Je bent winstgevend en groeit met 20% per jaar.

Maar ook: je hebt nauwelijks tijd om bij te leren en stil te staan bij de toekomst van je bedrijf.

Tijd, rust en focus voor strategische bijsturing van gecontroleerde groei van je bedrijf of organisatie sneeuwen telkens weer onder in de waan van de dag. Meerdaagse 'heidesessies' bieden soms uitkomst, maar niet altijd het gewenste resultaat omdat vaak meerdere onderwerpen op de agenda staan en gerichte inhoudelijke feedback en reflectie ontbreken.

International Business Development Academy (IBDA) heeft modellen ontwikkeld om jou met je Management Team via totale focus te begeleiden naar een implementatieplan voor een nieuwe of aangepaste groeistrategie.

- Hoe zorg ik dat mijn bedrijf het verschil blijft of gaat maken, alle waardeproposities zijn immers eindig...
- Hoe succesvol nieuwe markten of PMC's te selecteren en aan te boren...
- Maar ook; Hoe zorg ik dat ik ook aan mijn privéleven kan bouwen en hoe kunnen mijn bedrijf en ikzelf een bijdrage leveren aan het oplossen van maatschappelijke thema's als climate change, armoede en immigratie?

De business accelerators van IBDA hebben heel veel expertise en ervaring op deze gebieden, en daar kun jij gebruik van maken. In 24 uur - lunch-to-lunch - of tijdens een meerdaagse sessie op onze locaties in Noordwijk, Lermoois of Javea nemen we jou en je management team bij de hand hoe echt het verschil te (blijven) maken.

Ongeacht de duur hebben alle sessies dezelfde opbouw:

Fase 1 Divergeren:

Scherpstellen probleem- en doelstelling(en); inventarisatie huidige situatie; internationale trends & ontwikkelingen; producten/services portfolio; klantensegmentatie (criteria) en marktanalyse; vaststellen huidige Value Proposition en verdedigbaar concurrentievoordeel; analyse kernprocessen en outlet mapping (meten/monitoring).

Fase 2 Brainstormen:

Out of the box brainstorming, imagineering, branding, strategische visies op de toekomst.

Fase 3 Convergeren:

Analyseren van strategische opties op basis van informatie en ideeën tot dusverre vergaard; vaststellen strategisch en tactisch plan; omzetten van strategische keuzes in overzichten en werkplannen; implementatieplan met verantwoordelijkheden per MT lid; actielijst en monitoring plan.

Fase 4 Dipstick-meeting:

Na ca. 6 weken treffen we elkaar opnieuw om de voortgang van de gemaakte plannen te evalueren.

IBDA - Business Accelerating Modules

- **Module 24 uur:** Van lunch t/m lunch (alleen in Noordwijk beschikbaar)
- **Meerdaagse sessie op locatie:** Diner dag 1 t/m ontbijt dag 3/4/5 (inclusief enkele dagdelen voor teambuildingactiviteiten naar keuze)
- **Business Accelerator week:** 5 dagen, al dan niet aaneengesloten, intensieve begeleiding door meerdere IBDA-experts, ieder vanuit hun eigen specifieke competenties.

IBDA - Business Accelerators

Alle modules worden begeleid door tenminste twee ervaren IBDA Business Accelerators naar keuze (profielen elders in dit document).

Daarnaast werkt IBDA nauw samen met vakexperts uit diverse business expertises, politiek, sport, cultuur en persoonlijke ontwikkeling, die desgewenst aan het programma kunnen worden toegevoegd.

IBDA - Locaties

Om de strategische sessies te kunnen afwisselen met brainstorming en teambuilding in een 'andere' omgeving bieden wij keuze uit de volgende IBDA-locaties:

- Noordwijk aan Zee, Nederland
- Lermoos, Oostenrijk
- Javea, Spanje

Liever in Lech, Ibiza of London...?. via ons internationale netwerk vinden we ook daar een geschikte locatie

Investering

Op basis van de doelstelling, duur, locatie, gewenst vrijetijdsbestedingen en het aantal deelnemende MT-leden wordt een offerte op maat gemaakt.

Prijsindicatie: € 7.500 - € 25.000, waarin begrepen de begeleiding door IBDA Business Accelerators, overnachting en alle maaltijden voor 4-6 personen. Reiskosten zijn niet inbegrepen, wel de garantie dat de investering in tijd en geld meervoudig zal worden terugverdiend.

Neem voor een vrijblijvende offerte contact met ons op via info@ibda.eu



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IBDA - Business Accelerators

Prof.Dr. Dewanand Mahadew is a versatile and multi-skilled professional with a broad background. He has master degrees in process engineering, industrial management and business management and a DBA degree in strategic management.

He is a business developer and visionair on strategy development with high quality skills in building project proposals, designing value propositions, constructing strategic alliances, capacity development, management of sales processes, convincing stakeholders, working out financial scenarios, risks scenarios etc.

He is a global executive, versatile networker and has business experience on six continents and more than 40 countries across industries. He has worked for 20 years in technology development, project development and international contracting engineering. He is the inventor of five patents in the area of chemical engineering.

Mahadew has a multi-cultural background, strong presentation and persuasiveness skills and is a speaker on different international podia. He is a visiting professor at different universities around the world.



Dewanand Mahadew



Rob van Nes



Rob van Nes MBA is an international oriented strategist specialised in value proposition (re)design, market entry strategies and route-to-market-strategies.

He has experience as Marketing Director for a worldwide leading British multinational and Managing Director of a global operating Dutch product developing company.

Rob is involved in developing market entries for various business operations, advises Dutch and foreign multinationals in their international business development strategy and performs as interim MD at foreign branches of Dutch multinationals.

Rob examines MBA students graduating with an international oriented thesis and is author of Market Entry Strategy (2010), Kunst en Vliegwerk (2014), Doing Business in India (2016) and The wheel of value (2018).

He has the Q-plus status of Business School Nederland International / The International Management Centres Association due to outstanding contribution to the development of the Action Learning concept for management education. He has guided managers and entrepreneurs in their action learning process.



Johan Koning



Niek Jansen van Rosendaal

Johan Koning MSC has a wide experience in helping companies to grow, to be more profitable, to be more market oriented or to change the management culture. He has been working as project manager, sales/marketing manager and CEO for companies in all sizes and stages of development, for both consumer products as well as in business to business; for multinationals like Océ and Canon, for big family owned companies like Rodi Petfoods and Royal Auping, but also for several IT start ups and scale ups.

“All companies I have been working were selling an outstanding product with a unique value proposition, but were lacking appropriate distribution strategies, missing some essentials skills in their management or were simply not aware of their growth potential”. Their product or services, nor their product development capability were the limiting factor; marketing, sales and management culture are often the limiting factor, preventing to realize the full growth potential of the company.

Niek Jansen van Rosendaal MSc MBA has a very broad experience in redefining company strategies and implementing new strategies. He has been involved in these processes as CEO or CFO, as well as in the role of external consultant. This way he has been responsible for turning loss making companies into profitable companies (Turnaround).

Niek also has a 3 years' experience in teaching economics and finance. He is very well able to explain issues, bringing complicated matters back to their essentials.

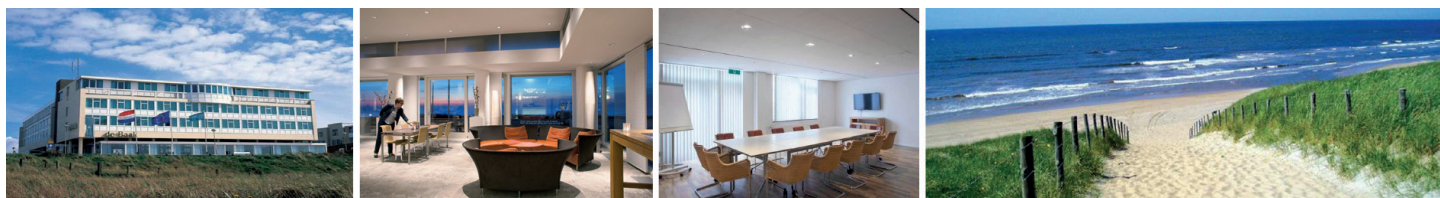
He worked in all sort of companies, from multinationals like Heineken and Wavin, to small-sized start-ups and family enterprises. He was (is) in the board of companies experiencing exceptional growth as well as in companies which needed being saved from bankruptcy. Niek has a vast international experience. He lived and worked in the Netherlands, Germany, Italy, Spain, Norway and Greece and is fluent in Dutch, English, German and Spanish and speaks very well French and Italian.



IBDA-locations

Noordwijk aan Zee, the Netherlands

Reflection with a Seaview. An inspiring location to work, learn and discuss, right at the beach. The location offers a fantastic learning environment. 27 well equipped meeting rooms and 100 bedrooms. Next door there are three 5* hotels and several smaller hotels and B&B for every budget. Noordwijk is a high profile beach resort and one of the key conference locations in Western Europe. Amsterdam Airport is less than 30 minutes' drive away and although close to major cities as Amsterdam, The Hague and Rotterdam you experience the relaxed and inspiring seaside atmosphere every minute of your stay



Lermoos, Austria

Our location Lermoos is the ultimate 'place to be' for management teams willing to combine strategy sessions with brainstorming and teambuilding. Next to the IBDA led sessions you can choose from a range of outdoor activities. In Winter you enjoy the Zugspitze Area of 144 km slopes (55 lifts between 1.004 and 2.962), cross country skiing (110 km) or snow hiking (150 routes). No snow, test the beautiful 9 holes par 72 (CR 71,8, SL 123) golf course or ask our hostess to book you on hiking, rafting, mountain biking or other mountain adventures. Lermoos is easy accessible by car, plane (Munich or Innsbruck) or train (station 5 minutes walking from our location). Our IBDA-home is an old Tirol-style house with modern meeting rooms and 5 bedrooms. Breakfast will be prepared by our local host. Lunch and dinner take place in one of the excellent restaurants of Lermoos.



Javea, Spain

Our location Javea offers a combination of fun, relaxation and inspiration, the perfect ambiance for successful strategy sessions, brainstorming and teambuilding. The cosy living room and the outside covered dining area with a beautiful view on Montgo, "the Elephant", are perfectly fit for meetings as well as for having an ice-cold beer or a glass of Spanish wine. It has one of the biggest private pools in Spain, a pool-table in the living and an outside table tennis. Our neighbour is the Javea Club de Golf (18 holes, par 72), having its entrance on a 400 meters walk (or drive) only. Six bedrooms are at your disposal (one with bunk beds, for your most junior manager), 5 bathrooms, a huge kitchen and an outdoor Summer kitchen with BBQ. In the vicinity (less than 2 km away) you'll find the Michelin-rated restaurant Bon Amb and numerous other fine restaurants. The beach and boulevard, with again a large variety of nice restaurants, are a five minutes' drive away. Valencia and Alicante airport can be reached in less than 1,5 hours by car.

