

Dear Program Participant:

Welcome to Strategy for Executives. We are looking forward to working with you during your two days here at NYU Stern School of Business, September 27-28, 2018.

The program is designed for leaders who already possess an understanding of strategy, but are looking for new ways to think about their organization's strategy and the strategic challenges that face them. We will focus on three specific and interrelated concepts to explore strategy: (a) the core idea of value creation and value capture, (b) a specific representation of business models designed to focus on the interdependencies between choices, and (c) a thinking approach known as first principles that entails decomposing a strategy or a question into relevant, workable parts. To explore and apply these concepts, we will use a variety of learning methods, including interactive discussions, case analysis, and small group work.

While we will apply these concepts to your organization, to facilitate collective learning and engagement, we will also use a few case examples. To this end, I ask that you read the following two cases before the program:

- Day One: Performance Indicator
- Day Two: Ducati

If you have any questions about the materials or about the program, do not hesitate to contact me.

Regards,

Best wishes,



J.P. Eggers
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