

Are we able to go back - - back to normal?

Shaping the New World - How?



September 23rd - Invitation to ISS Virtual Spaces

Can Globalisation be saved? How?

Prof. Dr. Thomas Pogge, Leitner Professor of Philosophy and International Affairs, Yale University, New Haven

Digitalisation – Take Care of focus and monetisation

Herbert Bockers, Chief Global Shared Service Center Officer, NTT

Business Models for Services – Co-creation vs. transaction

Hans Walter Fuchs, ISS Business School

How managing the Corona Crisis and supporting Service Partners

Hans Werner Albrecht, Managing Director, Rational Technical Services GmbH

When Corona opens the door

Wiebke Gericke, BabySignal.de

Implementation Workshops

ISS Virtual Spaces



Welcome to the TWS

ISS TrendWorkshop Service 2020

2020 – now we have learned – the world is more VUCA than we believed it could ever be!
The Pandemic has dug deeper – a new focus is coming up – now the human being is more important. We take care of personal distance, shut down businesses, respect others and their needs, change our working mode and ... still hope this is just a short period of a few months, because we have to go back to our familiar way of living and working, to the economy, turnover and profit.... perhaps with some more profit if people at home are working more productively as well.

Are we able to go back? Do we have to go back?

Step back - far away like an Astronaut on the moon - have a look at our world - see and watch carefully what is going on – and decide what should happen, what you will go for! Take the insights from Yale Prof. Dr. Thomas Pogge and his speaker colleagues discuss them with family and friends and decide on your contribution to the New World.

Shouldn't we change our behaviour, our thinking, our value focus from a personal perspective to ... a stronger focus on benefits for the human being – for us, for the people?

On the other hand, we are living in a highly competitive world with APAC and Americas, with wars for resources and beliefs, but as well with responsibility for the next generations.

So – let's think about "The New World" and how we can contribute to design our planet in the future. No doubt: Services, knowing how to help others to achieve individual benefits or common goals will be a core topic! ... in every business!

Let's learn, talk, discuss and find out what are the strategic guidelines for the "New World" and how we can contribute personally and as a corporation.

Michael René Weber

PS: Welcome to the ISS TWS – this time in the ISS Virtual Spaces as an Avatar – we will train ourselves for a virtual future collaboration!

Let's learn how to shape our VUCA world
(in business – privately – politically– you name it)



Volatile

Uncertain

Complex

Ambiguous



TrendWorkshop Service 2020 Virtual Agenda

PART I

8.30h

ISS - virtual platform is open
(collaborate in 3D as an Avatar // Software TriCAT)

- Meet colleagues – you can make appointments in advance
- Guided Tours in the 3D as an Avatar at 8.45h and 9.00h



9.15h

Welcome, intro to the topics and schedule
Michael René Weber, ISS Business School

<https://www.iss-hamburg.de/en/iss-trendworkshop-service#weber>

9.30h

Can Globalisation be saved? How?
Prof. Dr. Thomas Pogge, Leitner Professor of Philosophy and
International Affairs, Yale University, New Haven

- Differentiation of private and public roles with impartiality requirement on the latter
- Impartially fair international „rules of the game“ that can be accepted by all
- Example: fair rules for the promotion and diffusion of innovations

<https://www.iss-hamburg.de/en/iss-trendworkshop-service#pogge>



10.30h

Digitalisation – Take Care of focus and monetisation
Herbert Bockers, Chief Global Shared Service Center Officer, NTT

- Reality check > What is different in Asia, America, EMEA?
- Covid Impact & Change > Why is Client Segmentation now a stronger focus point than ever? > How to deliver Services smarter?
- Leadership Challenges > Culture, Trust and how to adapt to a change?

<https://www.iss-hamburg.de/en/iss-trendworkshop-service#bockers>



11.30h

**Business Models for Services –
Co-creation vs. transaction**
Hans Walter Fuchs, ISS Business School

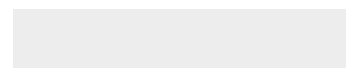
- How to develop market, sell and monetize data-driven services
- Process and Key Success Factors

<https://www.iss-hamburg.de/en/iss-trendworkshop-service#fuchs>





12.00h

Lunch / possible: talks with speakers



PART II

13.00h	<p>Rational Insights Hans Werner Albrecht, Managing Director, Rational Technical Services GmbH</p> <ul style="list-style-type: none"> • How a world market leader in the catering business is managing the Corona Crisis and supporting its Service Partners around the world <p>https://www.iss-hamburg.de/en/iss-trendworkshop-service#albrecht</p>	
13.30h	<p>When Corona opens the door Wiebke Gericke, BabySignal.de</p> <ul style="list-style-type: none"> • Online courses for parents on Babysigning • Corona-related changes: customer expectations, technology, organisation, content set-up and Business Model <p>https://www.iss-hamburg.de/en/iss-trendworkshop-service#gericke</p>	
14.00h	<p>pause/ change to break-out sessions</p>	
14.15h	<p>Implementation Workshops How to design our business in the New World</p> <ul style="list-style-type: none"> • Important changes • Major opportunities • Directions / ways recommended by colleagues <p>How to realize Service Business Models</p> <ul style="list-style-type: none"> • Opportunities, risks, road blocks • Co-creation, the new way of designing success • Milestones of successful implementation <p>White Space Workshop</p> <ul style="list-style-type: none"> • Topics chosen by the participants 	<p>Duration: 1:30h</p> <p>The outcome will be recorded and provided to the participants</p>
16.00h	<p>Closure</p>	

Meeting platform: ISS Virtual Spaces





Welcome to the ISS Virtual Spaces ...

In these challenging times – 2020 – the ISS is inviting you to its ISS Virtual Spaces, based on the 3 D Software of TriCAT. We are proud to run this TrendWorkshop Service in one of the most innovative digital formats.

ISS has been running course programs for more than 10 years in a blended learning format, that means presence and virtual or individual learning phases can be combined as required. Virtual in 3D, working in spaces together as Avatars has been part of our program since March 2020. It's somehow crazy and unbelievable, but coming back from the ISS Virtual Spaces you feel like you've met and worked with your colleagues – and that is what you really did and what you remember!. The speech quality and body language in the virtual space are impressive and the results are similar to real-life meetings.

You will be teleported to the ISS Spaces – and in a few years you will perhaps say: please beam me up! Therefore, we have to carefully prepare for the high speed through the Orbit, so that we will be able to return back to earth safely.

You need a PC, a mouse, a headset, and stable internet connectivity. The headset needs a micro! It's important to make sure that these technical items are in place – just be aware - in a virtual 3 D space you can hear voices and background noise like in reality, – as you increase your distance from others in the virtual space, you will less and less be able to hear what they are saying.

Meeting platform: ISS Virtual Spaces





TrendWorkshop Service: The speakers.



Prof. Dr. Thomas Pogge
Leitner Professor of Philosophy and
International Affairs, Yale University,
New Haven

Having received his PhD in philosophy from Harvard, Thomas Pogge is Leitner Professor of Philosophy and International Affairs and founding Director of the Global Justice Program at Yale. Prof. Pogge is a member of the Norwegian Academy of Science as well as co-founder of Academics Stand Against Poverty (ASAP), an international network aiming to enhance the impact of scholars, teachers and students on global poverty, and of Incentives for Global Health, a team effort toward developing a complement to the pharmaceutical patent regime that would improve access to advanced medicines for the poor worldwide (www.healthimpactfund.org). His latest German book is *Weltarmut und Menschenrechte* (deGruyter 2011). More information at <https://campuspress.yale.edu/thomaspogge/>

The keynote of Prof. Dr. Thomas Pogge on “Can Globalisation be saved – How?” will give us strategic guidelines for our future international business – how to run joint businesses cross boarder in a sustainable way. Prof. Pogge will give us insights on how to set up a business model which gains value for all parties involved with a fair and long-lasting relationship.



Herbert Bockers
Chief Global Shared Service
Center Officer, NTT

Herbert leads NTT’s Global Shared Service Center (GSSC) co-located in Kuala Lumpur and Bucharest and is driving the modernization of NTT business systems and processes by aligning NTT existing shared services to establish a defined scope of delivery through the GSSC.

Herbert managed the integration of several entities into one NTT Americas Inc. He has also held the positions of CEO for Dimension Data Germany and Chief Operating Officer for Dimension Data Asia Pacific.

NTT Ltd. is a leading global technology services company. Working with organizations around the world, NTT Ltd. achieves business outcomes through intelligent technology solutions. Together with its customers NTT Ltd. enables the connected future.

Herbert Bockers international experience from APAC, America and EMEA and his view into different business sectors will give us an idea and hints of needed changes in our own mindset and where the business will come up again earlier or later. Herbert has been running business acceleration with Digitalisation since he started his career. The needed focus in Digitalisation to monetize the investments is his second topic.



Hans-Walter Fuchs
ISS Business School

Hans Walter Fuchs, MBA, is a Strategy Expert and Lecturer at the Hochschule für Oekonomie und Management, Frankfurt/Main (FOM). He holds a Master of Business Administration (MBA) from the Henley Business School, UK, and a Master in Applied Linguistics from the University of Heidelberg, Germany.

Hans Walter has been closely collaborating with ISS Business School in international projects including Service, Marketing and Sales since 2005.

As a member of the ISS team he has helped companies, e.g., to

- Optimize the performance of global customer care organizations
- Market and monetize aftersales services by moving from ‘Free-to-Fee’
- Introduce value-based Pricing and Selling for products and services
- Establish and optimize Key Account Management
- Design, monetize and sell data-driven services and business models

Hans Walter Fuchs will show ISS insights on Business Modelling for Services towards data driven Services with a value-based pricing approach. The change from transaction to co-creation and joint running businesses among customers, their suppliers and value adding partners is challenging – but not a miracle.



TrendWorkshop Service: The speakers.



Michael René Weber
ISS International Business School of
Service Management

Michael René Weber is a service Evangelist! To help companies grow their business with services, Michael supports organizations in their strategic orientation towards future markets.

He has been working as a consultant, project coach and program manager for corporations in all business sectors focusing "Service as main business driver for customer loyalty and business success". Michael understands services as an interaction between suppliers and customers aiming to generate additional value through co-creation for all the parties involved. Michael helps companies seize the opportunities of digitalization to develop and market data-driven services - smart services. This enables companies to establish an even greater focus on customers and their customers' business.

With such a business driven view of the entire organization, services create value, benefit and profit for your customers, your company and for society.



Hans Werner Albrecht
Managing Director at Rational Technical
Services GmbH
Landsberg am Lech, Bayern, Germany

Hans-Werner Albrecht is the Managing Director of RATIONAL Technical Service GmbH in Landsberg and in charge of the Global After Sales Service of the Rational AG in Landsberg Germany.

He has more than 20 years' experience in leading international Service organizations in various sectors.

His international career started at Pentax Medical Europe. He changed the Pentax Service organization into a strong business unit, providing outstanding financial results and later took over a Position to build up a Global business Unit.

In 2014 Hans was appointed by the RATIONAL AG in Landsberg to develop their Global After Sales Service business, where he now works on the transformation of the organization to make Service a major differentiating factor.

Hans Werner Albrecht will share „Rational Insights“— as a major company in the catering business the Corona Pandemic is a huge challenge for Rational, its customers and partners around the world. Hans will give us insights about Rationals and his personal experience on managing the Corona Pandemic and supporting partners – with the Rational DNA, a strong focus on customers success.



Wiebke Gericke

Gericke runs her own business called babysignal.de to open the door to early communication with babys and toddlers, well known as babysigning. Using single signs out of the national sign language she shows parents how to deepen the interaction to their own child before it can even talk.

She shares her successful business with 80 teachers on the base of a franchise system. As a group they follow Gericke's ideas and designed week to week-live-classes for parents and their children.

Within the first two weeks into the lockdown-corona-crisis in March 2020, Gericke reinvented her live-class into an online-class for parents in Germany. Parents want to learn and be inspired. Signs are easy to transport via an online-tool. As soon as this turned out to be a clear and simple way of teaching and talking, a wide door opened to Gericke and her new Online-Team and will from now on stay open.

Wiebke Gericke will show us what is possible if you are open minded for new opportunities – how to act agile and how to shift business to the next level! Wiebke has created her new business by thinking like a start-up although she is more than 15 years a well-known and acknowledged person in her business sector.