

Post Graduate Diploma in Management  
Programm January 2009  
Hotel & Naturhaus Bellevue: CH – 6377 Seelisberg

**SEMINAR: Challenges and Leadership in the Service Industry  
Europe, Switzerland; Focus on Banking and Insurance**

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<p><b>January 19<sup>th</sup>, 2009</b></p> <p><b>8:30</b> Welcome; Introduction by Tatjana Schmied-Woerle</p> <p><b>9:00</b> WORKSHOP - MODULE 1</p> <ul style="list-style-type: none"> <li>• Development of sensitivity for the challenges in services</li> <li>• Services as complex combination of virtual and real human interaction</li> <li>• Services can be products and relationships</li> <li>• Discussion, Questions, Integration of the Indian view</li> </ul> <p><b>10:00</b> COFFEE BREAK</p> <p><b>10:15</b> DVD: The Making of the Mahabharata; Peter Brook CDs: European and Indian Music pieces will be presented for comparison</p> <p>Explanation and distribution of tasks: Mini Working Ateliers – Groups; Individual work Start working on the Mini Ateliers</p> <p><b>12:30</b> LUNCH</p> <p><b>13:30</b> WORKSHOP - MODULE 2</p> <ul style="list-style-type: none"> <li>• Switzerland as Leader in Services: Causes, Potential and Risks The European View and Context</li> <li>• Work in Mini Ateliers continues</li> </ul> <p><b>15:30</b> COFFEE BREAK</p> <p><b>16:00</b> Presentation, Discussion of work by Mini Ateliers</p> <p><b>17:30</b> Closing ceremony; further development discussion Thanks to EDUCATIS and participants; Surprise</p> <p><b>18:00</b> END OF SEMINAR</p>	<p><b>WORKING STYLES</b></p> <p>Presentation Group Ateliers Individual, Interdisciplinary Multilanguage: English (few, but some German)</p> <p>Tatjana Schmied-Woerles presentation slides will be used like a playscreen script, with subject to changes in order, volume of work and work intensity, to harmonize with spontaneous needs</p> <p><b>WORKING TOOLS</b></p> <p>1 internet access 1 mobile phone A fine choice of creative, intellectual, emotional tasks</p> <p><b>DESIRED RESULTS</b></p> <ul style="list-style-type: none"> <li>• Increased sensitivity for services</li> <li>• Acquisition of creative concepts for service design</li> <li>• Awareness of the impact of “Webgeners” on services and democracy</li> <li>• Find a VISION for services in 50 years</li> </ul>
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