



HCA LEADERSHIP PROGRAM 2010

HCA Leadership Program 2010
“Strategy for Changing Times”
Sunday 8th to Friday 13th August at the
Novotel Sydney Manly Pacific Hotel NSW.

ABOUT THE LEADERSHIP PROGRAMS

The HCA Leadership Program is an annual five day residential executive education program for senior managers presented by Harvard Business School Professors using the HBS case study method. It is conducted by the Harvard Club of Australia.

The Program focuses on leadership and general management. It is designed to turn today's managers into tomorrow's leaders by changing the way they think. Since its introduction in 1998 more than 800 executives from Australia and New Zealand have participated in HCA Leadership Programs.

Leadership Program 2010 “Strategy for Changing Times”, presented by Professors David Yoffie and Felix Oberholzer Gee, will be the thirteenth in the series.



Fee: A\$9,000+GST for Manly view rooms includes dinner on Sunday, networking drinks on Tuesday evening, the conference dinner on Thursday night with special guest speaker, instruction material, breakfasts and lunches each day.

Return transport to the hotel, parking, dinner Monday, Tuesday and Wednesday, telephone/ email and other room services are not included.

There are only 84 places

For information about the program or becoming a Sponsor, contact Clive Gard:
Telephone 02 8021 8583 or email:
hca@harvard.org.au

The Program is run in a specially constructed three tier U-shaped lecture room similar to lecture rooms at Harvard Business School.



David B. Yoffie is the Max and Doris Starr Professor of International Business Administration and Senior Associate Dean, Chair, Executive Education at Harvard Business School. He has been a member of the HBS Faculty since 1981. Professor Yoffie's research and consulting have focused on competitive strategy, technology, and international competition. He has lectured and consulted in more than 30 countries.

Over the last decade, Professor Yoffie served on the Board of Directors of Intel Corporation and on the boards of other companies, including Charles Schwab. From 1997-1999 he was a member of the U.S. Department of Justice's commission on international anti-trust



Felix Oberholzer-Gee is the Andreas Andresen Professor of Business Administration in the Strategy Unit at Harvard Business School. He currently teaches competitive strategy in executive education programs such as the Program for Leadership Development, the Senior Executive Program for China, and Effective Strategies for Media Companies. He has won numerous awards for excellence in teaching. His research and consulting are centered on competitive strategy, international competition, and non-market strategy which includes studies on how companies best work with government and non-governmental groups.

Recently, he studied how entertainment companies can successfully manage the digital transition. He has been a member of the HBS Faculty since 2003.

HCA Leadership Programs focus on Strategy, Leadership, Organisational Behavior, General Management, Marketing and Corporate Accountability.

LP2010 Instruction and Study Schedule

Sunday August 8	Afternoon	2:00-4:00	Registration & room allocation in pre-function area	
		4:30-4:45	Welcome/Introduction: President Harvard Club of Australia & Program Director	
		4:45-5:15	How the week will unfold and how to approach case studies, Professor David Yoffe.	
		5:30-7:30	Pre-dinner networking drinks and dinner immediately following	
		7:30-	Individual Preparation	
Monday August 9			Strategy Formulation [Core Concepts in Strategy; Value Creation & Capture]	
	8:00-9:00	Discussion Groups A		
	9:00-10:15	SESSION 1 - Case Apple Inv 2008	1:00-2:15	SESSION 3- Case P&G vs Colgate
	10:45-12:00	SESSION 2 - Lecture Core Concepts in Strategy	2:45-4:00	SESSION 4 - Lecture Value Net
Tuesday August 10			Competitive Positioning [Competitive Advantage; Global Competition]	
	8:00-9:00	Discussion Groups B		
	9:00-10:15	SESSION 5 - Case Gucci A & Gucci 2009	1:00-2:15	SESSION 7 - Case Haier's U.S. Refrigerator Strategy
	10:45-12:00	SESSION 6 - Lecture Sustaining competitive advantage	2:45-4:00	SESSION 8 - Lecture Global Advantage
			6:00-7.30	Networking drinks at hotel
Wednesday August 11			Competition & Cooperation [Value-based Strategy; Network Effects & Social Networks]	
	8:00-9:00	Discussion Groups C		
	9:00-10:15	SESSION 9 - Case Nutrasweet	1:00-2:15	SESSION 11 - Lecture Interactive discussion of network effects
	10:45-12:00	SESSION 10 - Case Nutrasweet	2:45-4:00	SESSION 12 - Case LinkedIn
Thursday August 12			Developing Strategic Options [Learning from Customers]	
	8:00-9:00	Discussion Groups D		
	9:00-10:15	SESSION 13 - Case Alibaba	1:00-2:15	SESSION 15 - Case Threadless
	10:45-12:00	SESSION 14 - Case Capital One	2:45-4:00	SESSION 16 - Lecture Information-based Strategy
			7:00-10.30	Conference dinner at nearby venue
Friday August 13			Integrating Strategy [Strategic Change; Judo Strategy]	
	8:00-9:00	Discussion Groups E		
	9:00-10:15	SESSION 17 - Case Whirlpool	1:00-2:15	SESSION 19 - Lecture General Discussion and Q&A
	10:45-12:00	SESSION 18 - Lecture Judo Strategy	2:15-2:45	SESSION 20 Summary and Wrap-up

Indicative schedule subject to change

Small & large companies which have sent senior executives to the Program include:

Australia Post	ANZ	Commonwealth Bank	KPMG *	QX Australia
Australian Unity *	Bakers Delight	Deloitte *	Maori Trust	Qantas *
ASIC	Bunnings *	Department of Defence *	NSW Health *	Singtel Optus
ATO	Cater Care Aust	Freedom Fuels Aust	NAB	Wesfarmers *
AMP	CHAMP Ventures	GHD Ltd	National Transport Ind.	Westpac *

* Previous Sponsors