

APRIL 21, 2015

REGENERATIVE MANAGING FOR A DIGITALIZING WORLD

Urban Mill



The **digitalizing world** requires constant focus on creative destruction and exploration – in other words, enterprise regeneration. The newly created **regenerative managing** framework enables organizations to seize this opportunity. On April 21st, Create Advantage Inc. (USA) and Urban Mill offer **an experimental workshop** for pioneering organizations interested in learning about becoming regenerative and self-sustaining themselves.



PRE-ASSIGNMENTS

Participants read The 7 Laws of Regenerative Enterprises and The Laws of Managing online and prepare with good questions beforehand.



ONE-DAY WORKSHOP: 21.4.2015

Location: Urban Mill (Espoo, Finland)

Participants immerse themselves in Regenerative Managing in seven acts, learn to utilize this new framework and co-create the model one step further.

This is the **first workshop of its kind** in the world.

Participants have simultaneously the opportunity to learn and develop the model one step further as **co-creators**.

TRAINER: KIM C. KORN

Kim C. Korn (Create Advantage Inc.) helps companies learn to thrive forever with 35 years of global management consulting background. Based in USA, he has written a book on regenerative managing called The Laws of Managing together with **B. Joseph Pine II**, the co-author of the modern classic The Experience Economy.

www.createadvantage.com

JOIN THE PIONEERS BY APRIL 13TH

This experimental workshop is the first of its kind in the world. All participants are also co-creators, not just learners.

Cost of participation: 800 EUR + VAT / person
(25% discount for Urban Mill partners)

To join workshop, contact Kari Mikkela: 050 500 4048, kari.mikkela@urbanmill.fi (sign up latest by April 13th!)

Cancellations must be made by April 15th. If you cancel your participation later, there will be no refund.

DOES YOUR ORGANIZATION INTEND TO THRIVE FOREVER?

BASED ON THE THE BOOK BY **KIM C. KORN & B. JOSEPH PINE II**, THE WORKSHOP WILL EXPLORE THE 7 LAWS OF REGENERATIVE MANAGING, HELPING YOU TO TACKLE DIGITALIZING WORLD.

Creativity

Managing must discover opportunities in its environment in order to mold ecosystems for value creation

Learning

Managing must generate knowledge from enterprise actions in order to develop capabilities for value creation

Meaning

Managing must effect alignment of communities in order to bring about organization for value creation

Humanity

Managing must create offerings for its customers in order to establish businesses that create value

Potential

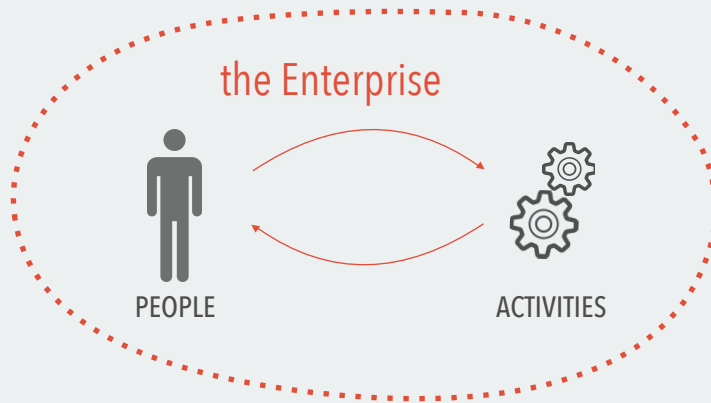
Managing must induce engagement of individuals in order to garner potential for value creation

Vitality

Managing must produce wealth from execution in order to conduct operation for ongoing value creation

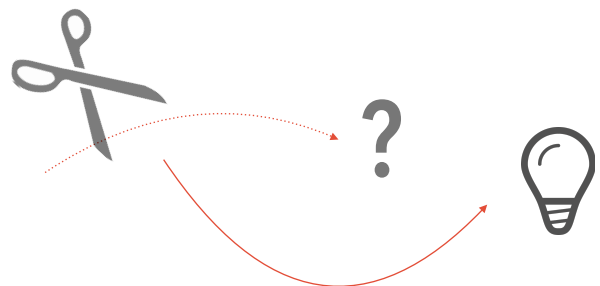
Coherence

Managing must integrate aspects of the enterprise to unify the whole for value creation



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To explore new opportunities in a digitalizing world, you need to **creatively destroy** something existing



BE PART OF **PIONEERS** THAT SEEK TO BREAK THE LIMITS OF CONVENTIONAL MANAGEMENT THAT HOLD BOTH MANAGEMENT AND EMPLOYEES IN RESTRICTIVE GRIP, FAILING TIME AND TIME AGAIN - JOIN US IN CO-CREATING A NEW MODEL FOR FINLAND AND WORLD