



TINYBOX

3DEXCITE MCM 2020

MEETING AGENDA

3DEXCITE CEO: Tom Acland

3DEXCITE Lead: Manuela Benzin

TinyBox Lead: Raj Hayer (Moderator)

Date: November 16-20, 2020

Time: Monday 14:00-16:30 / Tuesday-Friday 14:00-16:00 daily CET

MONDAY 16. NOV. 2020 | **KICK-OFF EVENT** (approx. 2.5 hours)

14:00 **Welcome to the 3DEXCITE MCM** - Raj Hayer, TinyBox Moderator

14:05 **CEO Welcome**

What is the vision for 3DEXCITE? What is the goal for the MCM?

14:30 **Introduction to the event**

What is Social Leadership? Why does Global Cohesion matter?

14:50 **Leadership with Christoph Burkhardt**

Social leadership and embedding innovation in teams

- Why do connected teams achieve breakthrough success?
- How does social leadership facilitate extraordinary results?
- How will collaboration across boundaries trigger transformative action in diverse teams?
- Global connectivity and what works to make it innovative?

15:20 **Interactive Q&A**

16:00 **Overview and kick-off**

16:20 **Wrap up and next steps**



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TUESDAY 17. NOV. 2020 | **WORKSHOP** (approx. 2 hours)

14:00 **Welcome**

14:15 **Branding with Laura Schulte**

Personal and business branding to embody social leadership

- What is your global cohesive brand and the narrative of innovation?
- How do individual and company (3DS & 3DEXCITE) brand concepts align?
- How can you craft a strategic personal narrative that wins trust, credibility and integrity?

14:35 **Interactive Session**

- Define global brand and align personal narrative
- Describe personal social leadership narrative
- How to utilize storytelling to lead change and cross-collaboration

15:25 **Interactive Q&A**

15:45 **Wrap up and next steps**

WEDNESDAY 18. NOV. 2020 | **WORKSHOP** (approx. 2 hours)

14:00 **Welcome**

14:15 **3DS Brand & LinkedIn with Giulia Guicciardini & Jean-Stéphane Bou**

Focus on utilizing LinkedIn to position yourself as a leader

- Why are they moving to LinkedIn?
- What is the relevance, especially this year?
- How can the MCM leadership use it effectively for quick wins?

15:15 **Interactive Q&A**

15:45 **Wrap up and next steps**



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THURSDAY 19. NOV. 2020 | **WORKSHOP** (approx. 2 hours)

14:00 **Welcome**

14:15 **Uncertainty Mapping with Laura Schulte**

Uncertainty mapping; risk, opportunity and urgency to change

- What is uncertainty mapping?
- How can identifying uncertainty help us see opportunities to innovate and win buy-in?

14:35 **Interactive Session**

- Complete PESTLE and identify critical market and technology factors
- Map to Matrix to identify your big opportunity

15:25 **Interactive Q&A**

15:45 **Wrap up and next steps**

FRIDAY 20. NOV. 2020 | **CLOSING EVENT** (approx. 2 hours)

14:00 **Welcome to final session**

14:15 **Outcomes** - Discuss takeaways, outcomes and learnings

14:45 **Inspiration with Christoph Burkhardt**

Inspiring and motivating action with a customer focus

- What is human-centred AI?
- What is effective storytelling for the ultimate end customer?
- How can we get buy-in to the digital marketing narrative?
- How can we influence buyer behaviour & build community?
- What are the current industry innovations?

15:15 **Wrap up**

15:30 **Thank you & Farewell**