

GROW GLOBAL FROM ROMANIA

Apply lessons from the unicorns for business success in 2022

- November 16, 2021-

➤ 2020/21: Challenging Years for Business Leaders

The cost and complexity of building and growing a business internationally during the pandemic has increased for many business leaders. According to The Board of Innovation, there were clear winners during the pandemic. These were typically companies able to switch the Low Touch Economy. In most cases, tech companies benefited from low reliance on the physical world and with their scalable, digital- based business models.



➤ Lessons from the Unicorns

A unicorn is a privately-owned startup with a valuation exceeding \$US1 billion. A study of 100 unicorns was conducted to determine the common attributes behind their business success. The study resulted in Salim Ismail's book, 'Exponential Organisations: Why new organizations are ten times better, faster, and cheaper than yours (and what to do about it)'.

In recent years, the Exponential Organization (ExO) framework has provided existing companies, ranging from Fortune 500 firms and SMEs, as well as entrepreneurs with a business idea, a roadmap to emulate the success of the world's fastest growing companies.



Applying the Lessons for Business Success in 2020

Wallachia eHub is holding a one off online event to enable business leaders prepare for business success in 2022. The 90 minute interactive event will be facilitated by **Sophie Krantz** (see below bio).



Date: November 16, 2021 via GoToMeeting



Time: 10am - 11:30am EEST

Cost:

FREE

In this online event, participants will:

- ✓ Explore the success factors behind the world's fastest growing companies; the unicorns.
- ✓ Discover how to apply these success factors using a low-cost, low-risk, and low-tech approach.
- ✓ Learn how to unlock global growth implementing quick wins in early 2022.



At the conclusion of the event, each participant will receive a downloadable diagnostic tool to support the identification of priorities for implementation in 2022.

Register here <https://forms.gle/ssEw8q12BAHLMrb89> 



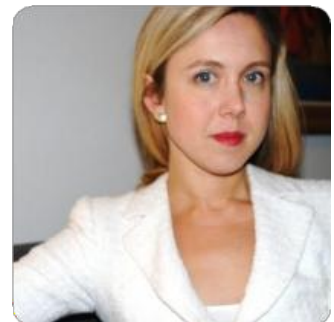
About Sophie Krantz

Sophie Krantz is a coach, advisor and author on internationalisation, global strategic expansion, and international leadership development. In over 20 countries, Sophie has worked with private public sector leaders, on international business strategies.

In the past, Sophie worked at the International Trade Centre in Geneva (the joint agency of the United Nations and World Trade Organisation). Here, Sophie facilitated the design and implementation of National and Sectoral Export Strategies in developing countries and emerging markets. This included the Romania National Export Strategy.

At Global Fortune 500 reinsurer, Swiss Re, in Zurich, Sophie supported the Group CEO to expand the company's market-share, board representation, talent pool, and shareholder base in emerging markets, including from creating advisory boards in markets including India, Brazil and Colombia. Sophie is a practitioner in the Exponential Organisation framework and has worked on projects to create new scalable business models with companies including Bayer(pharmaceuticals) and Santos (oil and gas).

Sophie writes about international business leadership on OpenExO Insights. She is also the author of 'Stuck Here, Everywhere To Go: How to do business out in the world without international travel'; a short book written to support business leaders to maintain professional and personal success while living with restrictions from the global pandemic.



- To confirm your participation, click on the [Registration Form](#)
- The event will take place online, on GoToMeeting platform on November 16 th 2021, 10.00 EEST (the access link <https://global.gotomeeting.com/join/632198525>)
- For more information contact us at email office@ushprobusiness.ro