

**E.H.E. Europa Hochschule  
EurAka CH**  
(E.H.E. Private European University EurAka  
Switzerland)



# The High Performance Organisation

2-day  
Seminar-Conference  
Schloss Binningen  
Basel  
Switzerland

# The Europa Hochschule EurAka CH (E.H.E. Private European University EurAka Switzerland)

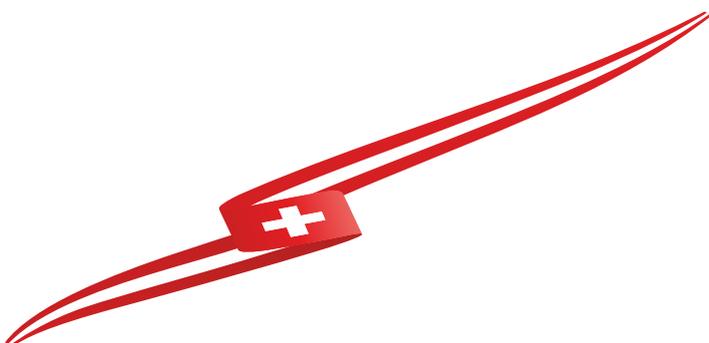


The E.H.E. Europa Hochschule EurAka CH, internationally known as the private European University EurAka Switzerland, is an independent and private University for integral medicine, technology, and economics. The E.H.E. EurAka is situated in Therwil (Switzerland) and legalised by the Swiss Federal Republic and the Canton Basel-Landschaft as private University. The E.H.E. EurAka is officially approved to award Swiss Bachelor, Master's, and doctoral degrees.

The E.H.E. EurAka was constituted in 1985. The University provides national and international research and programmes of studies in the fields of Integral Medicine, Technological Sciences, and Business Sciences. The E.H.E. EurAka research, especially in technology and engineering, owns highest international reputation and attracts significant research funding from governments and global corporations.

## The E.H.E. EurAka:

- Officially approved Swiss private University
- Campuses and specialist knowledge centres in Switzerland and Germany
- Official Degree and Research Degree Awarding Powers
- University Institutes comprising
  - Economy
  - Technological Sciences | Engineering
  - Integral Medicine
- Bachelor - Master's - Doctoral Studies (PhD and DBA)
- Advanced Member and Signatory of the United Nation's PRME Framework
- Institutional Member of the European Council of Business Education (ECBE)
- Additional offer of the personal ISO 17024 Certification embedded into programmes of studies
- Multinational faculty of internationally acknowledged Professors
- First tier research activities having attracted substantial research funds from governments and industry
- Permanent consultancy for global corporations





# HIGH PERFORMANCE CULTURE

Switzerland is globally famous for precision. Precision means high performance. So, what then is the secret of those corporations, whose high performance has created such global reputation? Answers to this question are at the core of this two-day seminar-conference taking place in Basel, which is a Swiss industrial hotspot for the E.H.E. EurAka's profession-oriented programmes: important industry, and also outstanding culture inspire and motivate participants.

Participants are thoroughly introduced to the topic of the High Performance Organisation, which is much, much more than a term of simplistic application. Facilitators of international reputation provide participants with knowledge and key tools to be immediately and directly applied in their own organisational context.

Different cultural settings and expectations are part of the seminar-conference. Therefore, it is not about attending lectures, but about action-based learning. I.e., participants are actively contributing their own experiences to be discussed and are forming a major part of the four sessions of the programme. This will result in very interesting knowledge

supporting the wish for own high performance and that of the organisation each participant works with.

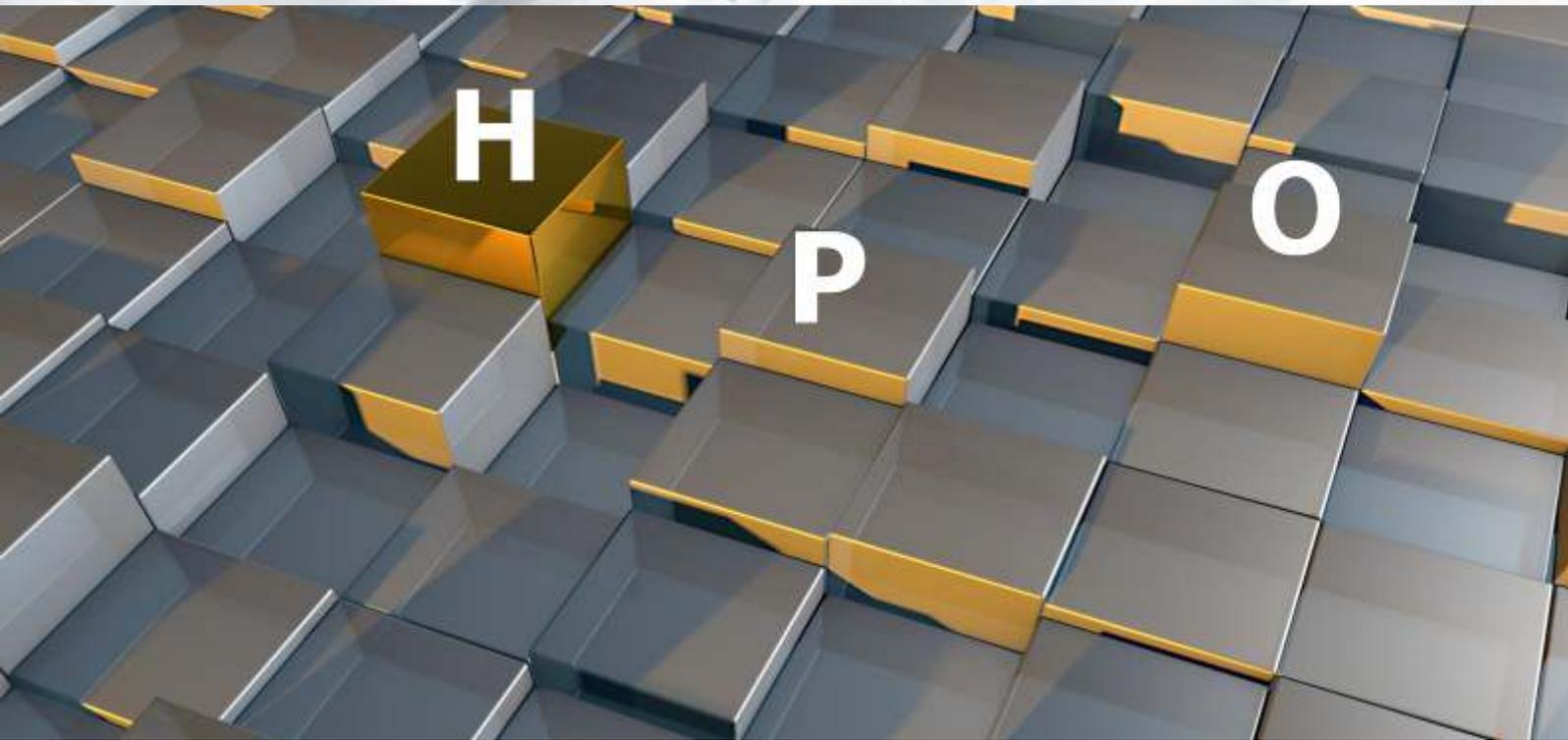
This starts with an anonymous questionnaire, which participants will fill in before the seminar and whose data is a core part of it. I.e., the seminar deeply refers to the questionnaires' data for discussion and deep insights.



For this outstanding seminar, the E.H.E. EurAka teams with the Dutch High Performance Centre, which consults with many first-tier organisations and owns an outstanding international reputation. It is the particular synergy of global professional experiences with international academic contributions, which are based on the research on organisations delivering excellent value of learning and reflection.

Discussions and workshops are at the core of the seminar-conference in participatory atmosphere. The seminar-conference offers each participant deep insights into High Performance Organisations and what they do to be one.

# The Seminar Programme



## What is in it for you?

### Day 1:

- What is, what makes High Performance?
- The strategic organisation focused on sustainable High Performance
- Strategic tools and mechanisms for High Performance
  - Selecting the effective strategy
  - Formulating a strategy of effectiveness
  - Implementing a High Performance strategy
- Tactics for High Performance
  - What is strategy, what is tactics?
  - Orientation in the jungle of tactical choices
  - What makes the right tactical choice?
- Operations focused on sustainable High Performance
  - High Performance on demanding markets
  - Engaging stakeholders for the achievement of High Performance

### Day 2:

- Transform your organization into a High Performance Organisation (HPO) and achieve higher performance
- Use the HPO factors to become high performing
- Evaluate, where your organisation needs to improve to become an HPO
- Introduce the HPO Framework in your organisation
- Apply the lessons learned from other organisations which transformed to an HPO
- Achieve those financial and non-financial benefits that an HPO enjoys, such as:
  - Improved customer satisfaction and loyalty,
  - Increased employee engagement and satisfaction,
  - Less employee turnover,
  - More effective innovation
  - Greater openness and trust both within the organisation and with partners,
  - More efficiency through improved focus and discipline, higher profits and increased growth,
  - And in case of government/non-profit organisation: more and higher quality output with a lower budget



## Your Seminar Team



### **Dr André de Waal:**

“André de Waal has done a wonderful job in researching high performance scientifically and then turning his findings into tangible ideas that managers can use immediately.”

Peter Hartman, Former KLM Royal Dutch Airlines President and CEO

“The HPO methodology provided a perfect means of benchmarking where we were, telling us what good looked like, the things that we really needed to focus on, a target to aim for and the means to measure our progress – excellent”

Huw T. Owen – CEO ARK Data Centres

“This pioneering work of Dr de Waal is a must for people interested in this subject.”

Manfred F.R. Kets de Vries, Clinical Professor of Leadership and Organizational Change at INSEAD and The Raoul de Vitry d'Avaucourt Chaired Professor of Leadership Development

“Well done, André de Waal!”

Kenneth A. Merchant, Deloitte & Touche LLP Chair of Accountancy, Marshall School of Business, University of Southern California

**Prof Dr Dr habil Klaus Oestreicher** is the Pro Vice-Chancellor of the E.H.E. EurAka and Honorary Professor with the International University of Georgia.

His internationally acknowledged research is in the field of innovation and has been published by numerous academic and professional journals and in various books.

As Professor and keynote speaker around the globe, Professor Oestreicher has received numerous awards, such as the Fellowship with the British Higher Education Academy, Chartered Marketer and Fellow with the Chartered Institute of Marketing or as Member and Accredited Practitioner with the Chartered Institute of Public Relations.

Before his academic career Prof Oestreicher served as Director and Member of the Board of multinational German and US corporations for over 20 years, in which he gained global experiences in international business.





## Seminar-Conference Date: 25th to 26th October 2018



E.H.E. Europa Hochschule  
EurAka CH  
Erlenstrasse 31  
4106 Therwil | Switzerland  
[www.euraka.ch/en](http://www.euraka.ch/en)

### Seminar-Conference Venue:

**Schloss Binningen Conference Centre**  
**Schlossgasse 2, 4102 Binningen, Switzerland**

The charming seminar venue is directly at the border of the industrial hub of the City of Basel and also offers a limited number of high quality hotel rooms. State of the art conference rooms offer an inspiring atmosphere. In the evening, Basel and her amazing history invite. Monuments, historical buildings, and many further outstanding places provide impressions to be remembered for many years.

- 2-Day Seminar-Conference € 2.000.00
- 2 Day Seminar-Conference
- Light lunch and
- Coffee/tea breaks on the conference days



### Travel Advice:

- **Airport: Zurich Airport**
- **Then by train to Basel SBB (Swiss Station)**
- **By taxi to Schloss Binningen**
- **Schloss Binningen itself and various hotels of different price and class offer accommodation in the direct environment of the conference venue**

Please make sure that you are in possession of a valid visa, if needed.

