

# LEARNING BY DOING WORKSHOP: WEB BUSINESS IN FIVE HOURS

## Example Workshop

Vaibmu organized a workshop at ICMA's Business Operations Forum in Vienna, Austria (Nov 6, 2010).

There were three teams of 5-7 people. The team members were from different companies and countries. Naturally, none of them had been working together before.

These diverse teams were given a challenging task that they were expected to execute successfully:

*Develop, launch and market a real working classified advertising online site within five hours and, when finished, make a 10 minute investor pitch to sell your booming business!*

To earn full points at the end of the day, the teams had to have a valid and working

revenue model, at least 100 unique items in the database, and 100 unique visitors. Quite a challenge!

In this workshop, we had five underlying themes that we emphasized throughout the day. However, to put the focus on the important issues, we provided pre-reading material before the day, rather than simply start working together. On the day of the workshop, this meant that the amount of academic discussion was almost zero and we succeeded in spending the whole day learning by doing.

To let you know. The results were great!

## Takeaways

- Understand the mindset of start-up entrepreneurs – yes, they are the same guys who are planning to enter your markets!
- Success factors of an efficient team
- Roles in a team
- How to get the right things done
- Cross-cultural and cross-organizational team building

## Who Should Attend?

This workshop is ideal deal for Management teams, Marketing Managers, Strategy and Business Development Managers, Product Managers, and selected members of their teams.

It takes approximately 6 to 8 hours and the preferable amount of participants is 12-25 from your and your partners' organizations.



## Ask More!

Contact Vaibmu to ask more about the training and visit our website to see who we are.

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