

Pre-Conference Seminar
Aligning Money & Organizational Strategy:
Recovery & Opportunity

June 4, 2014
8:00am - 12:30pm

The Westin Seattle
1900 Fifth Avenue, Seattle, Washington, 98101

This seminar takes the theory of capitalization planning into the trenches. We revisit our fictional Downtown Symphony Orchestra to test their strategies in the context of changed realities and a new opportunity. Are they making a big bet that holds the promise of a big payoff? Can they afford to take on this challenge? Can they afford not to? You decide, and then we will deconstruct it together. Leave the rose colored glasses at home!

Susan Nelson, principal, Technical Development Corporation

Wednesday, June 4, 2014

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| 8:00-8:10am | Introduction: About TDC, Goals for the Session |
| 8:10-9:15am | Applying Capitalization Strategy in the Real World <ul style="list-style-type: none">• Recent thinking on capitalization & strategy• Overview of the exercise, background on the example |
| 9:15-9:30am | <i>Break</i> |
| 9:30-11:00am | Case Study Analysis <ul style="list-style-type: none">• General discussion and clarifying questions• Analyze case in small groups |
| 11:00am-12:15pm | Discussion of Risk Analysis of the Case <ul style="list-style-type: none">• Report out from groups• Implications and response |
| 12:15-12:30pm | Debrief |
| 12:30pm | Adjourn |

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