

# SBWL “Strategy and Organization”



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Institute for Organization Design  
Department of Strategy & Innovation

MAY 2022



# Who we are



## Institute for Organization Design

## Project Management



**Institute  
Director**  
Univ. Prof. Dr.  
habil. Patricia  
Klarner



**Prae Doc**  
Maximilian  
Weis



**Prae Doc**  
Dieter Gutschi



**Prae Doc**  
Philipp  
Benedikt  
Becker



**Secretary**  
Hanna Schlipf



**Head of Group**  
ao. Univ. Prof.  
Dr. Martina  
Huemann

# Why do Strategy & Organization Design matter?



*“Organization design can make a significant improvement in performance, because it amplifies the alignment of the organization to its strategy and business model. It can improve speed to market and customer experience.”*

Joe Echevarria, CEO of Deloitte (2011-2014)

**Deloitte.**



*“..while AI will help with some things like sorting data, the quality of thinking in decision making, in team-based interaction that creates value for people and firms, is still going to be a key part of how we do business.”*

Anthony Healy, CEO of Bank of New Zealand (2014-2018)

**bnz**

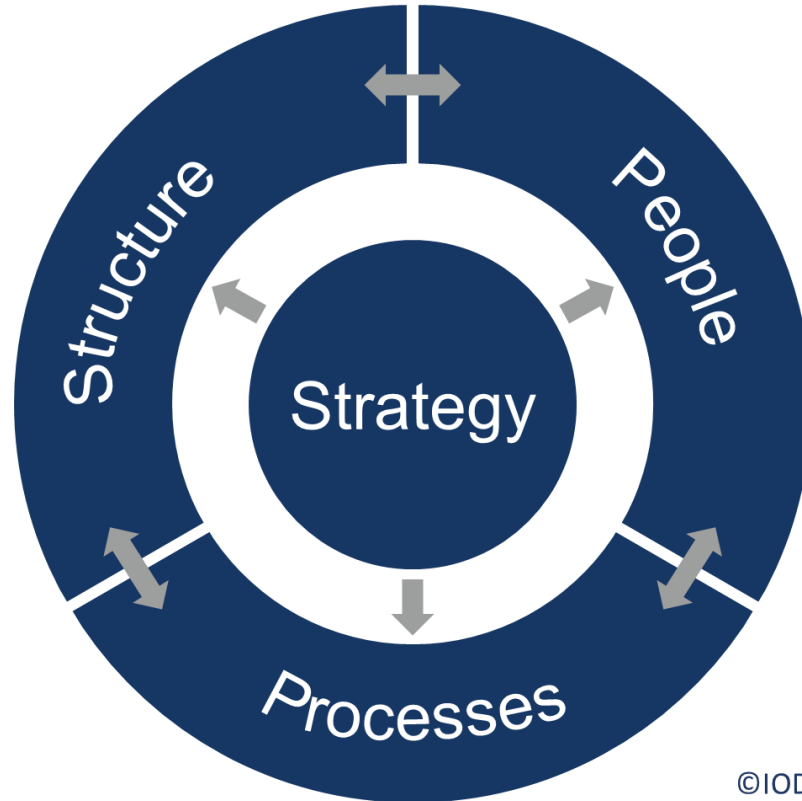


*“Just because you are CEO, don’t think you have landed. You must continually increase your learning, the way you think and the way you approach the organization. I’ve never forgotten that.”*

Indra Nooyi, CEO of PepsiCo (2006-2018)

**pepsi**

# Strategic Organization Design @ IOD



©IOD

# Do you want to be a change maker or a future consultant?

**YOUR** future work opportunities  
**OUR** SBWL:

Corporate strategy & development, organization design, organizational analysis, management consulting, organizational & change consulting, executive search & development, academia, ... in a range of industries; in large firms and SMEs



## McKinsey&Company Organization Design

Our consultants help clients **design organizations** to reduce costs, drive growth, and strengthen both short-term performance and long-term organizational health.

**BCG**

### Organization Design

Many leaders are rethinking the **design of their organizations**. They recognize that organization design can be a powerful way to boost performance and keep up with ever-changing markets.

**Google**

Google's success is linked to the effectiveness of its **organizational structure** and **organizational culture** in supporting excellence in **innovation**.

**voestalpine**

Several **organizational changes** were either agreed or carried out. Not only are they intended to focus on the core divisions, but also to optimize orientation to the **strategy** of a longer value-added chain towards more customer-specific products.

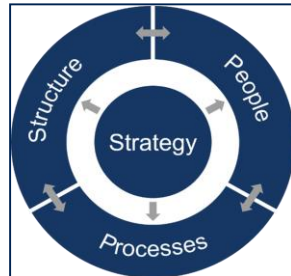


# What we offer – Connect & develop together!

only  
**30**  
Students



**state  
of the  
art**



- ✓ Solid foundation for **broad, international career prospects**
- ✓ Individual coaching
- ✓ Analytical, problem-solving skills
- ✓ Teamwork skills
- ✓ Project management skills
- ✓ Presentation & communication skills

# Course Overview



# Set the ground and get the big picture...

## Course 1: Strategic Organization Design

- Dimensions of strategic organization design
  - What is strategy?
  - Organization structure and new forms of organizing
  - People in organizations
  - Process perspective
- Interlinkages between dimensions of strategic organization design
- Comprehensive organizational analysis
- Discussion of company examples



Source: <http://www.effectivemanagers.com/>

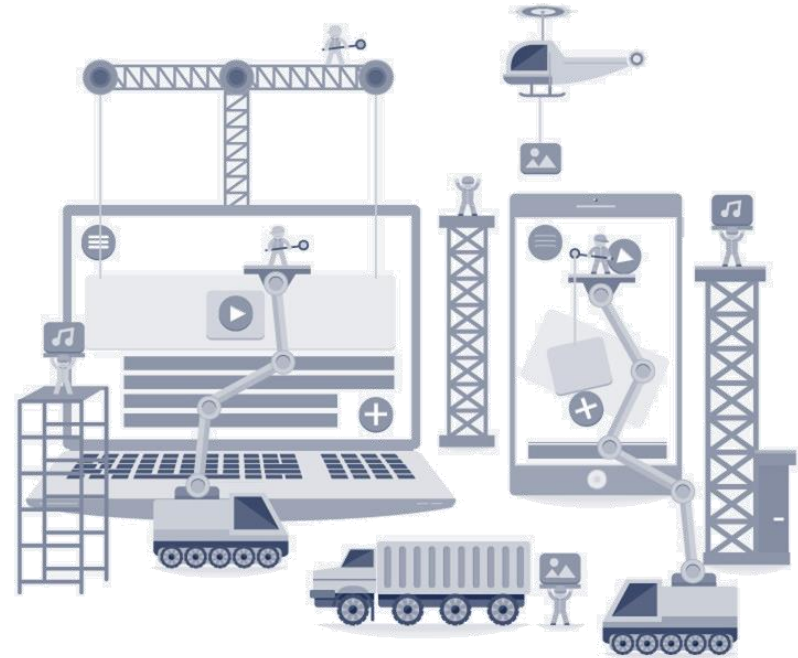


# ... to change and make an impact!

## Course 2: Organizational Change and Redesign

Introduction to organizational change and redesign

- Drivers of change
- Dimensions of change (strategy, structure, people, and processes)
- Goals and outcomes of change processes
- Change management and change leadership
- The practitioner's view: Guest lecture



Source: <http://www.constructionworld.org/>, May 2018

# Develop your skills...

## Course 3: Skills Development Workshop “Project Management”

- Fundamentals & applications of concepts and processes of project management
- The design elements of contemporary project organizations
- The role of a project manager, project-owner, project team
- Project management in action

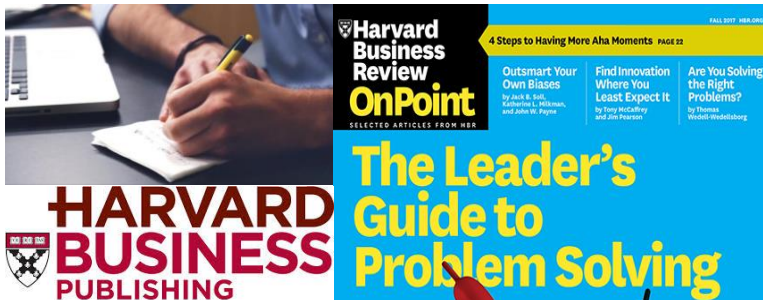


Source: <https://www.raconteur.net/business/agility-takes-the-lead-in-project-management>

# ... and apply them!

## Course 4: Cases in Strategy & Organization

Discussion, analysis and  
presentation of real life company  
cases in teams



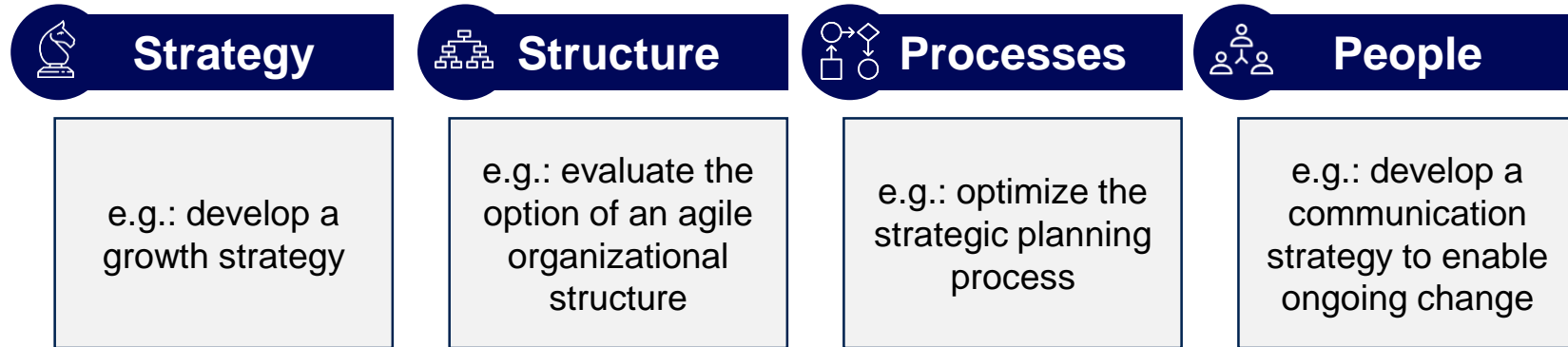
## Course 5: Project Course “Strategy & Organization”

Projects based on current  
managerial issues of company  
partners (team projects)



Continuous coaching and feedback by IOD and company partners

# Course 5: Project Course



## Innovative SMEs and international Corporates

e.g. OMV, UNIQA, REWE, Frequentis, Pollmann International,  
Wien Energie, Wiener Netze, Raiffeisenbank International

- **“Very motivational.** It inspires me to give more thought of future career decisions and engages my brain in a unique way that I haven’t experienced in other courses.”
- “You can see that Prof. Klarner knows a lot about her field and has **many experience to talk about.** This makes **the** class a lot more interesting.”
- **“Reverse Classroom design,** group work contributed a lot to general understanding. **Discussion** at end of classroom group work was a lot of fun.”
- “I liked the **interactive** parts with group discussions.”
- “The ‘Meet the CEO’ format were probably the **best 2 hours at WU** so far.”

# What gets you on board?

- **Interest** in strategic and organizational topics
- **Commitment** and **motivation**
- **Team** spirit
- **Independence** and **self-reliance**
- A good command of **English**
- Required basic knowledge for **all three bachelor programs** (BW, IBW, WIRE)
  - ✓ STEOP & CBK (Fundamentals of Economics, Introduction to Business Administration, Statistics, Mathematics)
- Required basic knowledge for students of the **BBE program**:
  - ✓ Quantitative Methods I&II, Business & Society, Foundations in Microeconomics





# What you need to know!

## Application

- Registration for AG “Access to Specialization in Business Administration: Strategy and Organization” (Einstieg in die SBWL) in LPIS **and**
- Application at the IOD:
  - ✓ fill out the SBWL Bewerbungsformular AND add your
  - ✓ CV
  - ✓ transcript of your records
  - ✓ motivation letter (you have to use the form "letter of motivation\_SBWL\_S&O")
- Once you have successfully passed the admission process, your AG course will be graded with „successfully completed“. Afterwards you can **register for the SBWL courses** via the LPIS system.

# Ready to design the future?

- I** - interesting, inspiring, international, interactive, innovative, intelligent
- O** - organizational skills, opportunity-seeking, open-minded, outgoing
- D** - design skills, driven by motivation, dedicated, develop profound knowledge

# We look forward to your applications!

Any questions left?  
Ask them now or write to [iod@wu.ac.at](mailto:iod@wu.ac.at)