

## Consulting CMAs Briefing - Toronto

### Strategy in Uncertain Environments

How does one make the most of uncertainty in today's economy after the worst recession since the Great Depression of the 1930s?

Is our economy growing or is it on the precipice for another fall? Will we see growth or a long-term stagnation? Will the instability of other countries' economies, including that of our biggest trading partner, impact Canada's economic prospects?

How do these issues impact the development of corporate strategy? What strategies should companies employ to not only survive but to thrive during this post recession environment?

**Kilian Berz, Partner, Managing Director and Country Head of The Boston Consulting Group** in Canada, will share his thoughts and perspectives on this issue in today's uncertain environment.

The [Boston Consulting Group](#) (BCG) is a global firm widely recognized as the **world's leading advisor on business strategy**. Since its inception in 1963, BCG has been at the forefront of business management. Many of their ideas and concepts -- such as time-based competition, the growth/share matrix, capabilities-based competition, and the experience curve -- have had such a fundamental impact on the success of corporations that they have become central to the business lexicon. BCG continues to lead the way on issues at the vanguard of management thinking and practice, such as global advantage, value management, sustainability, and networks.

BCG's customized approach ensures that clients achieve sustainable competitive advantage, build more capable organizations, and secure lasting results. They seek to be agents of change -- for their clients, their people, and society broadly.

***This event is brought to you in proud partnership with CMC-Canada (Canadian Association of Management Consultants)***

#### About the Speaker

**Kilian Berz** leads the Canadian Practice of The Boston Consulting Group. He has worked extensively as a consultant across many industries, for government, and non-for-profit organizations.



Kilian has focused a significant amount of his time on transforming organizations led from a perspective of creating a differentiated customer experience. Based on customers' technical, functional, and emotional needs, he has helped companies redefine their customer service proposition and innovate their approach to deliver a targeted experience.

Kilian has led global research on organizational change and innovation. He has studied success factors for top performers across all customer segments and developed a strong quantitative perspective on the improvement potential of individual organizations.

He holds a Master of Philosophy in Economics from the University of Oxford and an undergraduate degree in Business Administration from Bonn University. His thesis focused on managing organizational change and aligning personal interests with the overall organizational aspiration.

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## **Event Details**

### **Date:**

Wednesday February 16, 2011

### **Location:**

CMA Ontario – Professional Development Institute  
Harbourfront A/B  
25 York Street, Suite 1100  
Toronto, ON M5J 2V5  
416-204-3144

### **Time:**

5:15 p.m. – 6:00 p.m. – Registration, Networking, Light Dinner  
6:00 p.m. – 6:15 p.m. – Introductions  
6:15 p.m. – 7:15 p.m. – Presentation and Wrap-up

### **Cost:**

\$45.00 plus HST – CMA Ontario / CMC-Canada Members  
\$65.00 plus HST – Non-members

### **CPLD:**

2 Credits

## **REGISTRATION:**

To register online please visit the CMA Ontario Member Portal at <http://members.cma-ontario.org>.

To register by email or fax please complete the form on the following page and send to Leena Rosenberg at 416-977-1365 (fax) or [rosenberg@cmaontario.org](mailto:rosenberg@cmaontario.org)

Guests (non-members) may register by email or fax by completing the form on the following page and sending to Leena Rosenberg at 416-977-1365 (fax) or [rosenberg@cmaontario.org](mailto:rosenberg@cmaontario.org)

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**REGISTRATION FORM**

Please fax or email your registration form to Leena Rosenberg, Tel: (416) 204-3140 or (800) 387-2991 ext 140,  
Fax (416) 977-1365, [rosenberg@cmaontario.org](mailto:rosenberg@cmaontario.org)

**Strategy in Uncertain Environments – Wednesday, February 16, 2011 –  
CMA Ontario – Professional Development Institute – Toronto**

Name: \_\_\_\_\_ I am a Member:  I am a guest (non-member):

Member #: \_\_\_\_\_ Tel: \_\_\_\_\_

Credit Card (Visa/MasterCard): \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Dietary Restrictions: \_\_\_\_\_

**No refunds for cancellations after February 9, 2011. Substitutions accepted at no charge.**

For a complete listing of District and Member Network events please visit [www.cmaontario.org/events](http://www.cmaontario.org/events).

Visit [www.myCMAcommunity.com](http://www.myCMAcommunity.com) to discuss the latest business trends and share insights and best practices in management accounting with fellow Certified Members and Candidates.

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