



# **Change management for place attractiveness**

**International Training Programme  
15-16 November in Oslo**

Future Place  
Leadership™

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## International Training Programme 15-16 November in Oslo

*An international training programme focusing on creating sustained change*

Attractiveness is increasingly important for cities and regions – to attract and retain residents and talent, to promote investment, business and entrepreneurship and to attract visitors and business travellers.

Improving place attractiveness is dependent on co-ordinating the work of an ecosystem of many different stakeholders from the public, private, civil society and academic sectors.

However, strategic initiatives often fail. We simply underestimate the difficulties and lack the right tools to coordinate the work and get stakeholders to help drive the change that is needed. How do you lead and manage the ecosystem of different place stakeholders to improve the attractiveness of the place?

Welcome to a unique training that will help you become a better change leader – for the attractiveness of your place!

Best regards,

Morten King-Grubert  
Pärtel-Peeter Pere  
Marcus Andersson

Future Place Leadership

## **DAY I – November 15**

- 11.00-12.00**            **Lunch**
- 12.00-12.45**            **Introduction: agenda and presentation of participants, your expectations and cases**
- 12.45-13.30**            **Change management in a place context:  
What is Change management? Why is it important? How to apply this in a place setting?**

### **Topics**

Overview of strategies and methods – change leadership and management; place innovation, management, marketing, design thinking (Case OpenLab), models dealing with resistance to change, Quad Helix models.

**Case:** Gothenburg

### **Questions to address:**

- What are the challenges to accomplishing change in a place context?
- What is the difference between management and leadership?  
*Brainstorming in groups, plenary discussion*

- 13.30-13.40**            **Networking break**  
Team up with someone you don't know and discuss: Your vision for changing your place/region – where is your place/region in 5 years from now?
- 13.40-15.40**            **How do we build partnerships and collaboration between stakeholders with different agendas?**

### **Topics:**

Creating sense of urgency

Aligning agendas – understanding incentives and motivations

The notion of orchestration.

Collaboration and collaborative leadership

**Cases:** Oslo (Case presentation, analysis, Q&A)

### **Questions to address:**

- How do we create sense of urgency?
- Aligning agendas – understanding incentives and motivations of stakeholders (organisational and personal)  
*Brainstorming in groups, plenary discussion*

- 15.40-16.00**            **Coffee break**
- 16.00-17.15**            **The role of the change leader: How do we develop the skills and mindset needed to lead and manage change in a collaborative place setting?**

### **Topics**

Collaborative leadership

**Cases:** Kotka (Case presentation, analysis, Q&A)

### **Questions to address:**

- What are the skills and mind-set of a change leader in the place context?

- 17.15-17.45**            **Workshop II: Main takeaways from the day. What and how could you apply the lessons learned?**
- 19.00**                    **Networking dinner (optional)**

## **DAY 2 – November 16**

**8.30-8.45 Recap of the first day**

**8.45-10.00 Co-creating place attractiveness – involving stakeholders and target groups**

**Topics:**

**Case:** Helsinki, Finland (Case presentation, analysis, Q&A)

**Questions to address:**

How can you organise the change process to be sure to involve stakeholders?

10.00-10.15 Coffee break

**10.15-12.00 Innovative strategies and tools for attracting business, talent and visitors**

**Topics:**

**Case:** Aarhus (Case presentation, analysis, Q&A)

Talent Attraction Management. Cases: Copenhagen, Stockholm

Business Attraction Management. Cases: Luleå/Facebook, Chile, Nantes

**12.00-12.15 Wrap up**

**12.15 Lunch**

**Format**

The training programme is based on a combination of an introduction comprising methodology and concepts, followed by hands-on, inspirational case and strategy presentations, interactive workshop discussions, case assignments and guest speakers. The training programme will be based on the experiences and lessons learned from some of the most successful, inspiring and innovative cases of change management, collaborative leadership and co-creation in a place setting in the Nordic countries

**Info and registration**

<https://futureplaceleadership.com/events/change-management-for-places/>

## Workshop instructors

For guest speakers, see website:

<https://futureplaceleadership.com/new-event-change-leadership-for-place-attractiveness/>

### **Morten King-Grubert** **Future Place Leadership**

*Morten worked with changing CopCap as an organisation in becoming a classical FDI organisation to widening their strategic focus to talent attraction. According to INSEAD Global Talent Competitiveness Index 2016, Copenhagen has the best talent ecosystem and services in the world.*

Morten is a senior strategy adviser at Future Place Leadership, based in Copenhagen, Denmark. A Danish-born globalist, he has studied, lived and worked internationally in Austria, the UK and the US for a combined period of 7 years. After successfully leveraging a background in international business, particularly related to the globalisation and export activities of Danish enterprises, Morten spent 7 (2009-2016) years with Copenhagen Capacity, the official inward investment agency of Greater Copenhagen.

As a team leader Morten has been instrumental in launching CopCap's talent department with a core focus of aligning foreign direct investments with talent attraction and retention. In addition, Morten has been responsible for the internal CopCAcademy development programme for young professionals providing training in all aspects of foreign direct investments in 3 consecutive years.

As an FDI agency, Copenhagen Capacity has been internationally recognized by numerous sources including among others Europe's best FDI strategy by Financial Times 2016, the top-performing regional investment agency in Western Europe by global specialist locations magazine, Site Selection 2016, and the world's most innovative regional investment promotion agency by fDi Intelligence 2013.

### **Pärtel-Peeter Pere** **Future Place Leadership**

*Pärtel is a changemaker with cities and regions changing their strategic focus and getting off the ground with their talent and business attraction efforts, place branding and innovation. He leads a Nordic consultancy that specialises in this field.*

Pärtel is the CEO and co-founder of Future Place Leadership, a leading Nordic management consultancy specialising in the development, innovation and marketing of places. What are the strategies, processes and services needed to become more attractive to talents, investments? How to lead change in a city? These are the issues Pärtel and the company have dealt with in the Nordics and in Europe (Scottish Enterprise, Spain, Italy, Germany and others).

He is a public speaker and workshops leader, from regional investment promotion workshops to start-up conferences to top level EU conferences.

Previously Pärtel worked over five years as an adviser at the European Parliament with foreign affairs, regional development and public relations. He is a public speaker and workshops leader, from regional investment promotion workshops to start-up conferences to top level EU conferences. Pärtel is a part of the jury at City Nation Place, the annual place branding and marketing conference in London.

He holds a Master's degree in Management, focusing on Nordic brand management, from the Vrije Universiteit Brussel. He speaks English, Finnish, Swedish, Estonian and reads Danish and Norwegian.

## **ABOUT AND LEGAL NOTE**

Future Place Leadership is a Nordic management consultancy specialising in the development, innovation and marketing of places. We make places great.

Tendensor International AB's new name is officially Future Place Leadership AB.

We have now officially changed our name in March 2017 to **Future Place Leadership**. All legal details – registration number, VAT number, personnel, office, Stockholm head office, ownership – are the same. The company has broadened its focus areas.