



DB Rail Academy

by DB Engineering & Consulting



**5 Days Program (english)
Berlin & Frankfurt, Germany**

Senior Management Development Program

by Deutsche Bahn

Railway Business in a VUCA* world

PREPARED FOR THE VUCA WORLD

FOR MANAGERS & TOP EXECUTIVES

FROM HIGH CLASS EXPERTS & DB'S TOP MANAGEMENT

DB CERTIFICATION

EXCLUSIVE ACCESS TO DB FACILITIES




* Volatility, Uncertainty, Complexity and Ambiguity






Senior Management Development Program

Objective of the program

Railway Business in a VUCA world

-  You are a **Manager** in the rail industry?
-  You have to **face new challenges** for your company and your employees?
-  **Remaining competitive** in a VUCA world is one of your needs?
-  You want to be prepared for **new developments**?
-  Do you want to have a clear understanding how to **develop Railway Business**?

Your Benefits

-  We give you first-hand experience from **DB's Top Manager**
-  You get **exclusive access** to DB's top locations and facilities
-  **Network and exchange** with DB's Top Manager during fireside chats
-  **High class experts** will give you insights in how to deal with challenges in the VUCA world
-  You will understand the **impact of the VUCA** world on your working environment

Your Certification



You will have an overview of the railway business in the VUCA world from different angles

In Germany's most famous city Berlin, you will join our 5-days Management Program

Future scenarios and their concrete implications to the world-wide mobility sector

Efficient Asset Management and Maintenance:
Innovative Technics & Tools

Railway Industry in VUCA world:
how to stay competitive

Revenue Management:
methods & experience of Deutsche Bahn

High Speed Railway:
challenges & opportunities

How the VUCA world affects your activities as a Manager

Digital Train

Rail Project Management

Senior Management Development Program

Session Structure



Input from technical experts

Each day starts with input from technical experts in their field. These are professors, trainers or managers of the Deutsche Bahn AG group who will give interactive lectures that focus on the influence of the VUCA on their working environment.



Reflection on participant's working environment

After the input by the technical experts, you will be able to reflect the information in respect to your work environment in your country. In order to do so, you will be methodically accompanied by a moderator through group work, scenario planning, innovation lab, and similar exciting and creative tools.



Site visits to deepen the knowledge

In the afternoon, you will visit workshops and innovation laboratories. Managers of these locations will explain and reflect on the impact of VUCA world on their everyday work. Exchange of information and discussions with the managers is a fixed part of the program. In addition, guided tours will take place to give you an insight into the working environment. A ride on a high-speed train is part of the program to experience the world of travel of the Deutsche Bahn AG.



Project work to transfer the knowledge

After the event, you will work in groups on defined projects. At the same time, the project to be worked on should be considered and processed from the point of view of the VUCA world and the methods delivered. The aim of the project is to bring added value to your company. The timeframe is two months. Afterwards, the projects will be discussed with the trainer by means of a web conference. In case of obstacles these will be reflected with the trainer, and if possible, eliminated.



Networking with experts from the German Railway

A major advantage of the program is the possibility of networking, not only with managers of the Deutsche Bahn AG as a railway undertaking, but also within the railway industry. Networking possibilities are in place not only with the contributors, but also with the managers of the sites. These networks can be used to successfully develop the railway market in your country.