

Growth Hacking: Clever Shortcuts Bringing Big Results

Perspectives | October 29, 2018 | Growth Hacking

In the fast-paced age of digitalization, 'slow and steady' does not always win the race. Sometimes, it's a matter of reaching the mountaintop first, ahead of the competition—and capitalizing on the strategies that work along the way. To growth hack your way to the top.

This Perspectives will examine growth hacking—the process of rapid experimentation to identify the most efficient ways to grow a business.

From practical, theoretical and operational scenarios, Perspectives will create insights into key

growth hacking strategies, success stories and how certain companies rapidly innovate their industries to stay ahead of the curve.

How can your company use growth hacking techniques to accelerate success without breaking the bank? Is it enough to improve one's current business model, or do you need to disrupt your business from within to ensure success?

All that and more will be answered at this Perspectives event, with the help of three diverse industry experts who continue to growth hack their way to success.



Program

16:00

Arrival

16:30

Welcome by Lars Juhl

16:45



Ulrik Lehrskov-Schmidt

Behavioural Finance Expert,
Behavioural Strategy

Operational

How can we use data to make better decisions - and where shouldn't we use it? Ulrik will go through a great amount of examples on how the use of data in general can strengthen the decision-making process in your company.

17:00



Sally Khallash

Founding Partner,
Behavioural Strategy

Theoretical

In the fast-paced age of digitalization, 'slow and steady' does not always win the race. Sometimes, it's a matter of reaching the mountain-top first, ahead of the competition. How can your company use growth hacking techniques to accelerate success without breaking the bank

17:15



Rasmus Lynge

CCO,
Alm. Brand

Practical

What is the role of executive decision makers in a new age of data? Rasmus from Alm. Brand will sum up the theory and examples from Ulrik and Sally and show how to make it in use in real life cases.

17:30

Discussion

18:30

Snacks & Wine

Next Perspectives

Motivation & Inspiration | February 25, 2018

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What is the role of executive decision makers in a new age of data?



Rasmus Lynge
CCO,
Alm. Brand



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Sally Khallash
Founding Partner,
Behavioural Strategy



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How can we use data to make better decisions—and where shouldn't we use it?



Ulrik Lehrs-kov-Schmidt
Behavioural Finance Expert
Behavioural Strategy

