Field	Technique	Answers to questions
International Management	International Market Selection	Which new international market could we penetrate (to sell our product/service, gain knowledge etc.)? Is my company located in interesting markets? Are there other interesting markets?
	Intl. Market Entry Mode Choice	How to enter a specific international market? How can I improve my market entry in international markets?
	Cultural analysis	How is my firm / country culture different/similar to a specific international market?
Strategic Management	Industry analysis	What are the main industrial trends? How might competition evolve? Is my firm competitive in the long run?
	Benchmarking	How is my firm/product/business model different/similar from those of my competitors? How is my firm doing in terms of best practices in the industry?
	Business modelling	What business model do I choose for my new product/service? How can I improve my existing business model?
	Blue Ocean Strategizing	How can I discover new business opportunities beyond the current competitive landscape?
Human Resources Management & International Negotiation	Intercultural analysis	How to manage intercultural differences in view of achieving overall organizational goals. How does employees cultural footprint impact and shape the corporate culture.
	Market trends	What are the current trends in HR Management. How to manage millennials. What are the factors that the manager needs to consider to successfully lead the team
	Negotiation strategies - comparative analysis	Overview of existing approaches to negotiation theory combined with practical application. What works and what does not. Why? Which strategy to adopt in view of reaching sustainable agreements.
	Recruitment and selection	How can I recruit and select my employees more effectively and efficiently? What kind of
	Talent management	How can I identify my talent needs? How can I develop an employer branding strategy in order to be more attractive for talents? What kind of career and growth development paths can I create for my talents within flattening organizational structures?
	Employee engagement and motivation	How can I make sure that my employees commit to the company goals? What kind of reward systems can I introduce to stimulate their creativity and engagement?
	Managing and leading change	How is digitalization affecting the nature of work within my organization? How can I redefine tasks and working roles in a context of increasing automation and digitalization of activities? How can I manage resistance to change within an increasingly dynamic environment? What leadership approaches are more appropriate to accompany change and stimulate innovation?
Marketing	Marketing analytics	How to use data to inform the development, implementation and evaluation of the marketing strategy? E.g. how to use data to optimize sales or segment the market?
	Customer relationships management	How to acquire new customers? How to develop existing customers? How to retain existing customers? How to estimate customer value?
	International marketing analysis	How to tailor the marketing approach to international markets? How should products and services be adapted or standardized?
Innovation Management	Trend analysis	What are the main innovation trends? How will they likely affect the target firm?
	Opportunity identification	What are innovation opportunities for a selected company? How can I harness creativity and creative ideas in the company?
	Opportunity selection	What opportunities should my firm select? Why?
	Innovation process	How can I successfully develop an innovation process for my firm?
Operations management	Lean management	How can I optimize my operations processes? How can I measure and improve the operations efficiency? How can I visualize my operations (simulations techniques)?
	Stock management	How can I reduce my stocks of WIP, raw materials, finished goods, etc.? How can I reduce the costs of my inventory management?
	Logistics and transports optimization	How can I optimize the storage areas? How can I optimize the transports organization?
	Capacity planification	How can I determine the ideal capacity of my resources (infrastructure, machines, teams, …)? How can I optimize the planification of the resources according to the previsions?