

Training program "Economic training for businesses affected by the war in Ukraine"					
Thematic block	№	Topic	Short description	Speaker	Date
1. Navigating Global Trends and Identifying Opportunities – Understanding Global Changes for the Successful Positioning of Ukrainian Businesses	1	Lecture: "How to Use Global Trends and Strategy for Business Development"	<ul style="list-style-type: none"> How to find new market opportunities based on global trends How to identify winning areas of development How to create effective strategies and outperform competitors How to make strong decisions and achieve results 	<i>Viktor Halasiuk</i> - CEO of KIEF Academy and Ukraine Global Faculty, Adjunct Professor at Kmbs	25.03.2025 18:00
	2	Lecture: "Turning Crisis into Opportunity: How Ukrainian business Can Leverage Defense Investments for Green and Digital Growth"	<ul style="list-style-type: none"> How defense investments spark innovation and economic opportunities Blending security with sustainability for a thriving future Ukraine's path to digital leadership through wartime advancements The power of partnerships in building a resilient business landscape 	<i>Rainer Kattel</i> - Professor and Deputy Director at the Institute for Innovation and Public Purpose (IIPP), University College London (UCL)	02.04.2025 18:00
2. Crisis Resilience and Adaptability – Strategies for Sustaining and Growing Businesses in Challenging Times	3	Lecture: "Empowering Human Capital: Reskilling Ukrainians and Fostering Entrepreneurship"	<ul style="list-style-type: none"> Governmental and donor programs for retraining and professional development Assisting SMEs in overcoming human capital challenges in times of war Made in Ukraine offices and their role in SME development 	<i>Tetyana Berezhna</i> - Deputy Minister of Economy of Ukraine	01.04.2025 18:00
	4	Lecture: "How Ukrainian Companies Preserve and Grow Their Business During the War"	<ul style="list-style-type: none"> Crisis management practices of Ukrainian companies in the face of workforce shortages, insufficient 	<i>Ruslan Illichov</i> - General Director of the Federation of Employers of Ukraine	04.04.2025 18:00

			<p>qualification levels, disrupted supply chains, and other challenges</p> <ul style="list-style-type: none"> ▪ The role of leadership in times of war Uniting companies for protection and influence: advocacy and lobbying for business interests ▪ How does Ukrainian business envision its place in the EU? ▪ International B2B cooperation of Ukrainian manufacturers: successful practices and case studies 		
	5	Lecture: "How Ukrainian Businesses Can Strengthen Their Competitive Position"	<ul style="list-style-type: none"> ▪ Challenges and opportunities for Ukrainian entrepreneurs: from wartime to European integration ▪ Anti-crisis tools ▪ Adaptability and proactivity in the practice of Ukrainian business ▪ Development life hacks for SMEs 	<i>Andrii Dligach</i> - Doctor of Economics, Professor, Founder and Chairman of Advanter Group, Center for Social Change and Behavioral Economics, International Business Community Board, Kyiv Foresight Foundation, Co-founder of Investudio, Aiwiser	08.04.2025 18:00
3. Systems Thinking and Strategic Planning for Recovery and Reconstruction (Build Back Better) – A Holistic Approach to Problem-Solving and Achieving Long-Term Goals	6	Seminar: "Strategic Planning in Times of High Uncertainty"	<ul style="list-style-type: none"> ▪ Risk management ▪ Adaptability and strategic flexibility in times of crisis 	<i>Oleksiy Tymofieiev</i> - Member of the Board of Directors of BGV Group Management	14.04.2025 17:00
	7	Lecture: "Why You Need a Strategy and How to Use It to Outperform Competitors"	<ul style="list-style-type: none"> ▪ The role of strategy in business ▪ Key elements of a successful strategy ▪ How strategy helps to anticipate changes and adapt to new challenges ▪ Strategic planning tools for creating competitive advantages ▪ Practical tips 	<i>Rick Rassmusen</i> – industry fellow and member of faculty at the University of California, Berkeley	15.04.2025 18:00
	8	Lecture: "Systems Thinking as a Competitive Advantage in Business"	<ul style="list-style-type: none"> ▪ Systems thinking and its benefits ▪ The language of the systems approach ▪ Company, city, country as systems 	<i>Eduard Maltsev</i> - Associate Dean of the Kyiv-Mohyla Business-School	21.04.2025 18:00

			<ul style="list-style-type: none"> ▪ Synergy and emergent properties of systems 		
4. Tools for Post-War Recovery and Economic Development – Government and Donor Support Mechanisms for Business Reconstruction and Growth in Difficult Conditions	9	Seminar: "State Support Mechanisms Available for Businesses in Ukraine"	<ul style="list-style-type: none"> ▪ Industrial parks as convenient sites for new production facilities ▪ Regime to facilitate large investments ("investment nannies") ▪ Localization in public procurement ▪ War risk insurance and export support (Export Credit Agency) ▪ Concessional lending (5-7-9 program) ▪ Grants for manufacturers (E-Work) ▪ Sectoral support programs 	<i>Dmytro Kisilevsky</i> - Member of Verhovna Rada of Ukraine, Deputy Chairman of the Committee on Economic Development	24.04.2025 18:00
	10	Seminar: "Challenges and Opportunities for Ukrainian Business in the Context of Ukraine's Future Accession to the European Union"	<ul style="list-style-type: none"> ▪ Regulatory innovations ▪ Terms of negotiations between Ukraine and the EU ▪ Adaptation of Ukrainian business to the European market 	<i>Oleksandr Ilkov</i> - Director General of the Government Office for Coordination of European and Euro-Atlantic Integration	25.04.2025 18:00
5. Effective Fundraising Strategies – Tools for Attracting Investments, Grants, and Financial Support	11	Seminar: "Credit Financing of Business in Ukraine"	<ul style="list-style-type: none"> ▪ Where and on what terms you can attract credit financing in Ukraine ▪ Mistakes and best practices of cooperation with banks ▪ Affordable loans of 5-7-9% for business ▪ Modern fintech products 	<i>Andrii Hapon</i> - Chairman of the Board of the Business Development Fund	29.04.2025 16:00

	12	Lecture: "Fundamentals of Successful Fundraising"	<ul style="list-style-type: none"> ▪ Fundraising basics: how businesses can prepare to attract funding ▪ Finding sources of funding: from investors to grantors ▪ Different donors and their priorities ▪ How to prepare a strong grant application: experience of the state grant program e-Robota ▪ Evaluation of results and reporting to donors ▪ Typical fundraising mistakes to avoid 	<i>Olga Slavina</i> - Advisor on International Cooperation and Donor Coordination at the Ministry of Economy of Ukraine	30.04.2025 18:00
	13	Seminar: "Financial Modeling of Investments Under Uncertainty"	<ul style="list-style-type: none"> ▪ Advantages of attracting investment ▪ The current state of investment in Ukraine ▪ Risk and return assessment in the face of uncertainty ▪ Think like an investor. Practical examples and tips 	<i>Kyrylo Bondar</i> - Partner, CFO of UNIT.City and UDPRenewables	06.05.2025 18:00
6. Building and Developing High-Performing Teams – Techniques for Recruiting, Motivating, Retaining, and Nurturing Productive Employees	14	Seminar: "Case Study of Building and Developing a Successful Team in Ukraine"	<ul style="list-style-type: none"> ▪ Practical insights from a successful leader on building star teams ▪ Mistakes to avoid ▪ IT tools for team management ▪ Recommendations for entrepreneurs in Ukraine 	<i>Artem Borodatiuk</i> - Founder of the Netpeak group	07.05.2025 18:00

	15	Lecture: "The Best Global Experience in Building and Developing Successful Teams"	<ul style="list-style-type: none"> ▪ Modern methods for attracting talent and building a strong corporate culture ▪ Motivation system that stimulates productivity and ensures employee loyalty ▪ Techniques for effective retention of key employees in a competitive environment ▪ Development of the team's professional potential through training, coaching and mentoring 	<i>Felix Litvinsky</i> - Managing Director of Blackstone LaunchPad at Cornell University	13.05.2025 17:00
7. Lean Thinking and Tools – An Approach to Enhancing Efficiency by Eliminating Waste, Creating Value, and Ensuring Continuous Improvement	16	Lecture: "International Experience in Implementing Lean Solutions"	<ul style="list-style-type: none"> ▪ Lean Startup: a methodology for validating and developing business ideas ▪ MOM test: an effective approach to interviews ▪ Business model Canvas: a tool for business design and development ▪ Circular value chain approach to build partnerships 	<i>Sanne Mylonas</i> - Business Case Innovator and co-founder of Noorderwind (Netherlands)	15.05.2025 18:00
	17	Lecture: "Lean Manufacturing: A Recipe for Operational Efficiency for All Types of Business"	<ul style="list-style-type: none"> ▪ Basic theory and benefits of the Lean approach ▪ Examples of Lean implementation in Ukrainian companies across various industries ▪ Pitfalls of Lean transformation and practical recommendations 	<i>Serhii Komberianov</i> - President of Lean Institute Ukraine	23.05.2025 18:00

8. Personal and Managerial Effectiveness – Tools for Boosting Productivity, Decision-Making, and Personal Well-Being	18	Seminar: "Fundamentals of Effective Pitching: A Professional's Guide"	<ul style="list-style-type: none"> ▪ The importance of pitching and its structure ▪ Preparation, communication and personalization skills for successful pitching ▪ Persuasion strategies and audience influence 	William Mercer - Venture Partner at Zag, investor & mentor director at eō Business Incubators (UK)	05.06.2025 18:00
	19	Seminar: "Effective Manager: Adapting to Wartime Management Challenges"	<ul style="list-style-type: none"> ▪ Strategies and approaches for effective management in conditions of extreme uncertainty ▪ Emotional stability and well-being of a manager as a factor of productivity ▪ Influence of the psychological state of the team: how the emotional state of colleagues affects performance, engagement and interaction ▪ Leadership in the face of uncertainty: key qualities of an effective leader 	Nataliia Kadia - Expert in neuromanagement, lecturer at the Business School of the Ukrainian Catholic University, certified ICF coach (Erickson University International)	26.05.2025 18:00
9. Leveraging Artificial Intelligence in Business – Practical Ways to Apply AI for Operational Optimization and New Opportunities	20	Seminar: "Fundamentals of Generative AI: Tools, Business Process Automation, and Prompt Engineering"	<ul style="list-style-type: none"> ▪ Generative AI: basic principles, types, and business opportunities ▪ Overview of popular neural networks for business: ChatGPT, MidJourney, Stable Diffusion, etc. ▪ Business process automation: application cases in marketing, finance, HR, and law ▪ Prompt engineering: how to create effective prompts for business tasks (practical examples) ▪ AI in project management: creation of project documentation, generation of presentations, task management 	Mykhailo Patsan - Founder and CEO of Learn To Earn Global	27.05.2025 TBC

	21	Seminar: "International Experience of Using AI in Business"	<ul style="list-style-type: none"> ▪ Current AI-Driven Business Transformation Across Industries, from Manufacturing to Agriculture. ▪ Optimizing Business Operations with AI ▪ AI-Powered Innovation and Market Expansion ▪ Challenges and Ethical Considerations in AI Adoption ▪ Practical AI Tools for SMEs 	<i>J. Scott Christianson</i> - Associate Teaching Professor and Director of the Center for Entrepreneurship and Innovation, the Trulaske College of Business, University of Missouri	Rescheduling of the date to 29.07.2025 18:00
	22	Seminar: "AI for Strategic Planning in Companies of the Future: Cases of Innovations Integration"	<ul style="list-style-type: none"> ▪ Using AI to analyze competitors, market, and create business development strategies ▪ Finding new opportunities with the help of neural networks ▪ Case studies of AI implementation in business: automated chatbots, data analysis, language analytics ▪ Companies of the future: how to build a business with maximum AI integration ▪ Step-by-step algorithm of AI implementation in business: from idea to realizatio 	<i>Ivan Vekirchuk</i> - Co-founder of KNESS	04.06.2025 18:00

10. Expanding into Export Markets – Insights on Entering International Markets and Scaling a Business Amid War Conditions	23	Seminar: "How Ukrainian Business Can Enter Export Markets"	<ul style="list-style-type: none"> ▪ Analysis of company readiness: assessment of resources, competitive advantages, export strategy ▪ Market research: demand analysis, competitor studies, regulations, and target country selection ▪ Legal aspects: certification, customs procedures, intellectual property protection ▪ Searching for partners: participation in exhibitions, B2B platforms, contacts through Chambers of Commerce and Industry ▪ Financing: grants, loans, support from ECA and international organizations ▪ Logistics and adaptation: optimal delivery, localization of the product ▪ Marketing: localization of content, digital tools, customer trust 	<i>Iryna Zelenina</i> - President of the Ukrainian Export Alliance	10.06.2025 TBC
	24	Seminar: "Case Study of a Ukrainian Company That Became an Exporter"	<ul style="list-style-type: none"> ▪ The company's journey: from local business to exporter ▪ Overcoming barriers to entering foreign markets ▪ The role of marketing and partner search in expanding sales geography ▪ Lessons learned: key conclusions and recommendations for Ukrainian companies seeking to become exporters 	<i>Yuliia Shopska</i> - General Director of Agrol LLC	13.06.2025 TBC
11. PR, Communication, and Reputation Management for Effective Recovery – Strategies for Building a Strong Brand and	25	Lecture: "Communication Strategy and Reputation Development as a Competitive Advantage"	<ul style="list-style-type: none"> ▪ Main communication channels: how to choose and use them effectively to achieve business goals ▪ Reputation management: tools and strategies to build brand trust 	<i>Nataliya Dmytrenko</i> - Head of the Analytics and Monitoring Department, Office of the President of Ukraine; member of the Board of the Centre for Social change and Behavioural economics	16.06.2025 18:00

Engaging Key Stakeholders			<ul style="list-style-type: none"> Case study: secrets of successful communications for small and medium-sized enterprises 		
	26	Seminar: "Digital Marketing Using AI"	<ul style="list-style-type: none"> Generative AI and autonomous AI agents transforming digital marketing and CRM systems Content creation using AI to increase customer engagement The role of AI in analyzing customer data and optimizing omnichannel marketing strategies 	<i>Dr. Raymond Lutzky</i> – Adjunct lecturer of Communication at Annenberg School for Communication and Journalism, University of Southern California	17.06.2025 18:00
	27	Lecture: "GR in Business: Navigating State Interactions Successfully"	<ul style="list-style-type: none"> How to understand the regulatory environment and the interests of the state How to build long-term partnership relations with the government authorities How to legitimately influence decisions using analytics and a consolidated position 	<i>Tetyana Berezhna</i> - Deputy Minister of Economy of Ukraine	19.06.2025 18:00
	28	Lecture: "Why Businesses Should Invest in PR During the War: From Recognition to Reputation"	<ul style="list-style-type: none"> Communication trends of 2025 for leaders and brands Personal brand of the founder and CEO: myths, strategies and tactics Step-by-step action plan - how to create an effective communication strategy that will contribute to personal and professional success 	<i>Oleksandra Pogorila</i> - Founder and Managing Partner of the strategic communications agency U Agency. Co-author of the podcast about PR, words and meanings "NE PID ZAPYS"	23.06.2025 TBC
12. Practical Tips and Insights for Entrepreneurs – Lessons and Advice	29	Seminar: "Life Hacks of a Serial Entrepreneur"	<ul style="list-style-type: none"> Mistakes as a way to continuous development What is more important - money or people? 	<i>Vitaliy Lubinets</i> - serial entrepreneur, CEO of Win Win Club	25.06.2025 18:00

from Ukrainian Business Owners on Their Successes and Failures			<ul style="list-style-type: none"> Partnerships in business: how not to lose your idea and earn more Secrets of delegation. How to combine businesses from different worlds: crypto, startup, investment, and business club 		
	30	Seminar: "How to Quickly Analyze a Business and Identify Opportunities for Improvement"	<ul style="list-style-type: none"> Diagnosing business problems that hinder development How to raise money for business development? How a meeting with an investor or donor should NOT look like How to analyze your business and what the structure of the future business plan should be Types of business plan presentations and practical recommendations 	Nataliia Kalinkina - Business Development Director at UFuture, CEO of the investment accelerator INDAX	03.07.2025 TBC
13. Project Management and Team Collaboration in Business – A Comprehensive Toolkit for Effective Project Execution	31	Seminar: "IT Tools for Project Management and Teamwork"	<ul style="list-style-type: none"> Overview of project management and team collaboration software 	Oleksii Nishchyk - Chief Growth Officer at Genesis	08.07.2025 18:00

	32	Lecture: "Principles and Secrets of Successful Project Management"	<ul style="list-style-type: none"> ▪ Project management principles for business continuity: risk management, business continuity planning, infrastructure restart, capacity building, adaptive resource deployment ▪ Change management ▪ The role of innovation in crisis recovery 	<i>Tetyana Khmelnytska</i> - Deputy Commercial Director for Forecasting at the Aurora multimarket chain	09.07.2025 18:00
14. The Economy of Change: Trends, Challenges, and Prospects for Key Economic Sectors	33	Lecture: "Overview of Energy-Independent and Energy-Efficient Solutions for Business in Ukraine"	<ul style="list-style-type: none"> ▪ How Ukrainian businesses can operate and develop in the face of energy shortages and war challenges 	<i>Serhii Kravchuk</i> - Director of Electricity Trading and Supply at KNESS	15.07.2025 18:00
	34	Lecture: "Climate Policy Challenges and Prospects for Sustainable Development"	<ul style="list-style-type: none"> ▪ Sustainable development and the circular economy ▪ Basic concepts of sustainable supply chains ▪ Greenwashing and sustainability metrics ESG standards for banks and business ▪ ESG reporting for capital raising and competition in the EU 	<i>Maksym Kryvosheiev</i> - UGBC (Ukrainian Green Building Council) Leader	17.07.2025 18:00
	35	Lecture: "From Raw Materials to Finished Products: How Businesses Can Create Added Value and Generate Foreign Exchange Earnings"	<ul style="list-style-type: none"> ▪ Development of the processing industry as an investment opportunity and a super-multiplier for the economy 	<i>Ihor Guzhva</i> - First Deputy director of the State Research Institute for Informatization and Modeling of the Economy, advisor to the Committee on Economic Development of the Verkhovna Rada of Ukraine	22.07.2025 TBC
	36	Lecture: "Technological (IT) Innovations for	<ul style="list-style-type: none"> ▪ Current state of the IT industry in Ukraine 	<i>Maria Shevchuk</i> - CEO at IT Ukraine Association	24.07.2025 18:00

		Groundbreaking Business Recovery Solutions"	<ul style="list-style-type: none"> ▪ How IT solutions can help Ukrainian businesses recover and win the competition ▪ How to get rid of Russian software 		
	37	Lecture: "Data Driven Agriculture: From Experiment To Exploitation"	<ul style="list-style-type: none"> ▪ Overview of digi-agri transformation: tech bundles, skills, dependencies ▪ Understanding business models of digital services ▪ Engaging farmers, from nice-to-have to need-to-have ▪ Knowledge and Innovation ecosystem for digi-agri ▪ 	<i>Tamme van der Wal</i> - Project Manager and Business Developer in Agrosystems Engineering at the Plant Sciences Group of Wageningen University & Research (Netherlands)	01.07.2025 18:00
TOTAL	14 thematic modules that include 37 training events: 20 lectures and 17 seminars				