



Technische Hochschule
Ingolstadt

*Value Creation through Strategic
Security Management
A business leader perspective*

THI - ISMA Certificate Program

Prof. Dr. Marc Knoppe

Building D: Room D 301 / D 302 – Retail Lab

April 8th – 10th, 2024



ISMA

INTERNATIONAL SECURITY
MANAGEMENT ASSOCIATION



Value Creation through Strategic Security Management

A holistic picture designed from the business leader perspective

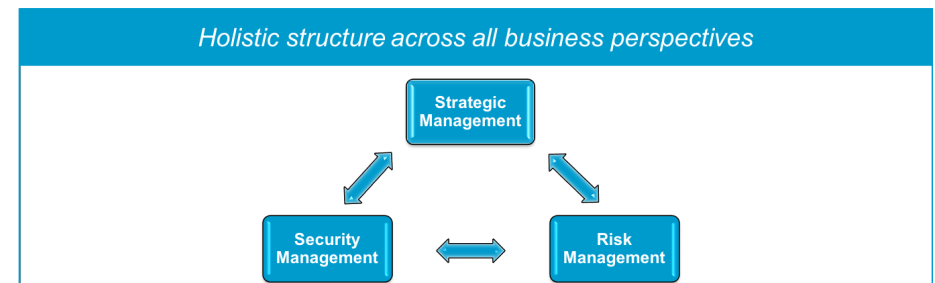
In today's turbulent environment, corporate security leaders must develop an effective strategy to support their organisations' operations. Also sophisticated corporate security organisations need a stronger strategic move into the business. In most organisations, corporate security management contributes without considering the impact from a business perspective and integrating their needs. In this course, you will explore the various dimensions of value creation in corporate security, including strategy development. You will gain a broader and more strategic view of corporate security management and its impact on business strategy. You will understand the mindset of business leaders and value management in corporate security. You will develop and strengthen your ability to proactively address the key challenges in corporate security, take the right strategic steps and identify your strategic value proposition as a business enabler that creates value for the business

Frameworks, tools and insights will be provided for corporate security officers and senior managers. Rethink your approach to corporate security, identify the strategic value of your activities from a stakeholder perspective and help your business turn risks into longterm opportunities. You will get a deep dive into all aspects of successful strategy, value management and strategy execution

Working on business cases that demonstrate new, successfully implemented enterprise security strategies will strengthen your ability to understand what could be optimized in your organization. You will apply practical tools and approaches that will support you in successfully executing corporate security strategies as a business enabler. Address questions such as What potential risks have a strategic impact on the organization? Which security strategy do I derive from the corporate strategy? How do I create value for my company? How does security management succeed in assuming the role of a business partner in a company? Which international political or hazard risks have strategic effects on my company?

Strategically thinking security managers have to answer these questions by a strategic security management. The design of holistic security and risk structures, an integrated security strategy and the strategic alignment of security planning in corporate context requires to understand corporate security as part of the corporate value chain. Different ways to integrate security management even more strategically into the business activities of a company will be shown. The course provides business management knowledge and interdisciplinary knowledge of strategic management, corporate security and global risk management. The aim is to enable the attendees to apply the acquired knowledge directly in **their own environment in order to develop options for dealing with business leaders looking constantly at the bottom line.**

- Collaboration in a peer group of corporate security executives from various backgrounds, industries and countries
- Professional interaction among the participants and knowledge exchange with peers
- Gain distance from daily work and gain insights into the security strategies of companies
- Apply strategic management tools to your security strategy, develop practical solutions and activities for your business





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Take aways

- New strategic approach for corporate security
- Identifying and assessing the value and purpose of corporate security
- Rethinking security as a value proposition for your company
- Developing strategies, structures and systems that are aligned with corporate security
- Capturing the business perspective of those who fund security activities
- Streamlining core corporate security processes with the business perspective in mind
- Manage short-term gains and sustainable competitive advantages
- Define strategic security requirements and align them with business objectives
- Explore ways to align security value with the business value chain
- Design the security value chain and add value to your client's business perspective
- Search for new opportunities for security to add value

Method

- Case studies
- Discussions in small groups
- Individual and group exercises
- Application of the strategic framework and tools
- Specific implementation exercises to apply and implement your strategy in your own company

Blueprint

- The course provides a blueprint for a corporate security strategy that you can apply to your own organization.



Strategic Security Management 1st Day	Security value chain management 2nd day	Business Case 3rd Day
Framework and tools	Working on business cases	Design the security value chain to the individual business
Discussing framework and tools	Best practice of the value chain analysis	Rethink the security value proposition
Business cases of corporate security strategies	Practical work: define strategic security requirements to increase the company value	Customize the security strategy



Agenda

Preparation in advance: Each participant should prepare an executive summary of the corporate and security strategy, security value proposition, and objectives (2-3 short slides in PowerPoint)

Monday, April 8th – Strategic Security Management

08.30 – 09.00 Welcome at THI

09.00 – 10.30 Introduction of the participants and their corporate strategies

10.30 – 11.00 Coffee break & individual talks

11.00 – 12.30 Strategic framework and tools I

12.30 – 13.30 Lunch

13.30 - 15.00 Strategic framework and tools II

15.00 – 15.30 Coffee break & individual talks

15.30 – 18.00 Business cases of security strategies

18.30 Check in hotel

Tuesday, April 9th - Security Value Chain Management

09.00 - 10.30 Hands-on work: Working on business cases -identifying and assessing the strategic value and purpose of corporate security

10.30 - 11.00 Coffee break & individual talks

11.00 – 12.30 Practical work: Streamlining core corporate security processes with the business perspective in mind

12.30 – 13.30 Lunch

13.30 - 15.00 Implementation exercise: Rethink security as a value proposition for a company

15.00 – 15.30 Coffee break & individual talks

15.30 – 18.00 Business Case: Exploring ways to align security value with the business value chain

18.30 - 20.30 Diner

Wednesday, April 10th – Individual Business Case

09.00 - 10.30 Rethink your individual security business model

10.30 - 11.00 Coffee break & individual talks

11:00 - 12.30 Develop your core competences and value creation from the business perspective

12.30 – 13.30 Lunch

13.30 - 15.00 Design and customization of an initial approach for a security strategy for your specific company

15.00 - 15.30 Coffee break & individual talks

15.30 - 17.00 Completion of an individual security strategy

Individual option for attendees:

Final strategy papers can be handed in after the course and discussed with Prof Dr Marc Knoppe

Understand key stakeholder groups & the business processes

Empower senior security leaders for strategic management

Apply the strategic tools to a corporate process to customize a security strategy from the business leaders perspective

Value Creation through Strategic Security Management

Security value chain management

- Security value chain analysis is a strategic method used to analyze internal and external firm activities which have a security impact.
- Security value chain management helps to understand the business process, to identify the most valuable corporate activities and to evaluate the strategic impact on the business.
- Security value chain management delivers the knowledge to prepare a corporate security value chain showing the value contribution of the corporate security activities.
- Security value chain management is a leading method to develop a holistic security management system (threat intelligence).

Development process of a security business strategy

- Understanding a strategic planning process to implement the security business strategy as part of the corporate value activities.
- Define or review the values, vision and mission of an organization from a security perspective
- Carry out an environmental scanning process
- Develop the security long term goals and an action plan
- Develop procedures and metrics to monitor the progress of the security strategy



Marc Knoppe is professor for international retail management, strategic marketing and innovation management in Ingolstadt since 2009. He has more than 25 years experience in strategic management in several multinational companies at home and abroad, in particular USA and Asia-Pacific. He had various positions as Head of Strategy & Marketing and Managing Director in American and German group companies. He is director and founder of the executive MBA „ Strategy, Global Risk & Security Management (MBA)“. His focus is on the strategic perspective of security management in the context of corporate strategy. Marc Knoppe is also responsible for the internationalization of the THI Business School, editor-in-chief of the THI Business School and head of the Retail and Consumer Management (MA) degree program. He also supports and advises international companies on strategic issues.

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Strategy, Global Risk & Security Management (MBA):

<https://www.thi.de/en/executive-education/degree-programmes/strategy-global-risk-security-management-mba/>

<https://www.thi.de/en/thi-business-school/personnel/prof-dr-rer-pol-marc-knoppe/>

THI Site Map

Orientation on Campus

ISMA Strategic Security Management

Building D: D 301 / D 302 – Retail Lab

- **Building A:** Library, Service Point Studies, Service Point Library, Service Point IT-Services
- **Building B:** Canteen
- **Building C:** Laboratories, PC-Pools,
- **Building D:** University Management & Administration, Seminar rooms
- **Building E:** Lecture halls
- **Building F:** Offices Service Center (1st Floor), Cafeteria Reimanns
- **Building G:** Lecture Halls, Seminar Rooms, Laboratories
- **Building P:** Language Center, International Office
- **Building W:** Institute for Executive Education
- **Building Z:** Parenting room
- **Building H:** CARISSMA (Research and Test Centre)

