

## From Customer to User - how changing one word can transform your business.

In times of change, any companies struggle to find solid ground. How to navigate when the only constant in business is ongoing change? Jacob Johansen, who is working on the frontline of New Retail and business transformation as an independent business advisor and external consultant with IKEA, may have the answer.

DCCJ presents an unique opportunity to meet one of Asia's leading business advisers, Jacob Johansen. Only a few international experts have more hands-on track record advising companies in Asia on disruptive processes, business transformation and strategy.

In his keynote "From Customer to User" he presents a series of brand new, innovative and provoking ideas to reshape business from outside in.

Johansen advocates what he calls Radical User Centricity. Principles inspired by the dynamics and innovation of the Chinese business landscape and life in China in general. But Radical user Centricity is not China specific but rather a universal take on new strategy.

This keynote will be one of Johansen's last presentations before publication of a coming book about Radical User Centricity. As such this is the last chance to challenge and engage the coming author before the printing begins.

### EVENT DETAILS:

Date & Time:	Friday, 14 September, 18:30- 20:45 (Doors Open 18.00)
Venue:	BoConcept 2-31-8 Minami Aoyama, 4F Minato-ku, Tokyo 107-0062 <a href="https://www.boconcept.com/ja-jp/stores/find-your-local-store/japan/tokyo">https://www.boconcept.com/ja-jp/stores/find-your-local-store/japan/tokyo</a>
Fee:	DCCJ member: 2.000 JPY Non-members: 3.000 JPY
Registration by:	through DCCJ homepage
Max capacity:	20 (We will closed signup once we reach full capacity)

### **About Mr. Jacob Johansen, Independent Business Advisor**

*Jacob Johansen is an expert in business transformation and the inventor of Radical User Centricity. He works primarily with IKEA in Asia supporting the process of transforming the business from traditional retail to seamless interaction with users.*

*He has lived in China since 2002 and works frequently in Japan and other Asian markets. Previously a top executive in advertising he today works as an independent business advisor.*

*Jacob Johansen is a frequently used commentator in international business media and his first book; From Customer to User, is set to be published this year.*

