

Mondaymorning

The Difference Between a Risk And an Opportunity Is How Soon You Discover It

Monday Morning provides the difference.

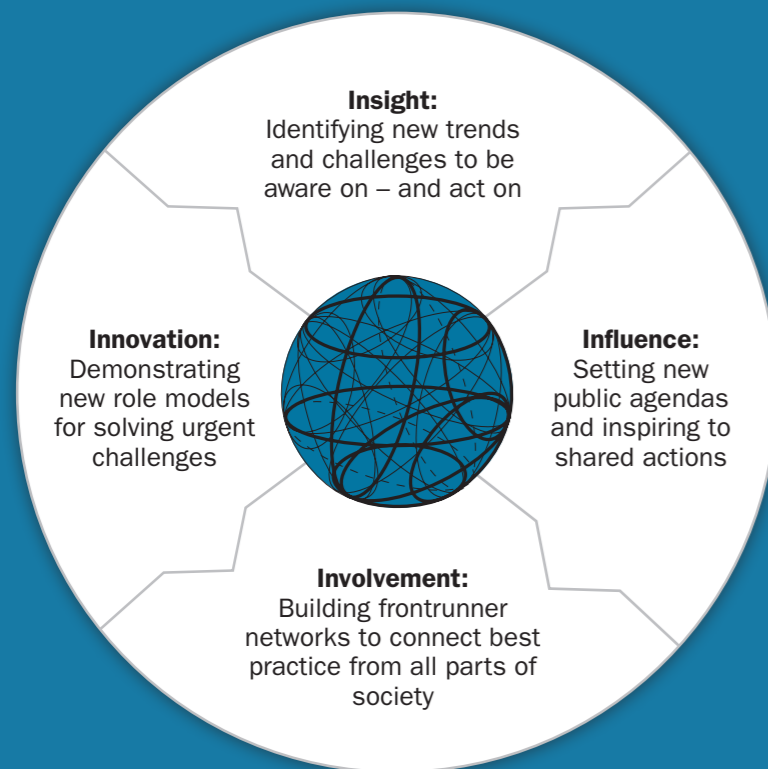
As Scandinavia's leading independent think tank, the main objective of Monday Morning is to enable key decision makers to navigate and operate in an increasingly fragmented and complex society. Never has the world faced so many urgent interconnected challenges. This calls for new shared understanding and shared solutions.

Monday Morning identifies the most important events and trends and transforms these into

strategic knowledge, empowering our clients with a competitive edge. Navigating under ever changing circumstances it is not just a matter of what you know, but how fast you know it and act on it. It is Leadership Navigation.

Monday Morning has 20 years experience with Leadership Navigation.

Our Leadership Navigation system builds on four major competencies:



The system ensures the shortest possible distance from a risk to an opportunity.

Mondaymorning

The invention of Monday Morning:

From National Weekly To Global Outreach Monday Morning was founded in 1989 by the company's present CEO and owner Erik Rasmussen. The name symbolizes a new beginning and an open mind. It started as a media corporation publishing the Monday Morning. Erik Rasmussen wanted the weekly to be more than just a magazine, but a strategic tool for key decision makers in society - providing short, sharp and in depth analyses of current challenges and events.

The next logical step was to help the decisions makers handling the challenges. That led to the launch of strategic networks and partnerships focusing on prioritized and urgent issues - and how to invent shared solutions. They all build on the idea, that major innovations take place in the interface between different sectors and competences. Monday Morning has now expanded into other Scandinavians countries and built numerous regional and global networks, cross-sector partnerships, project websites and international publications.

Today, Monday Morning is the leading independent think tank in Scandinavia - still with our HQ in Copenhagen but with a global outreach.

The Monday Morning people

To serve the needs of high level decision makers and thought leaders takes an extremely professional and efficient organisation - and a strong management team. The core of Monday Morning is a small but highly qualified staff of dedicated experts in business, government and civil society innovation - 55 in the Copenhagen headquarter and 20 in affiliates in Oslo, Brussels, Singapore, Shanghai, Sydney and San Francisco - representing several nationalities. They work closely with peers in other international institutions and think tanks and ensure that whatever project, Monday Morning is involved in, it draws on the best competences available.

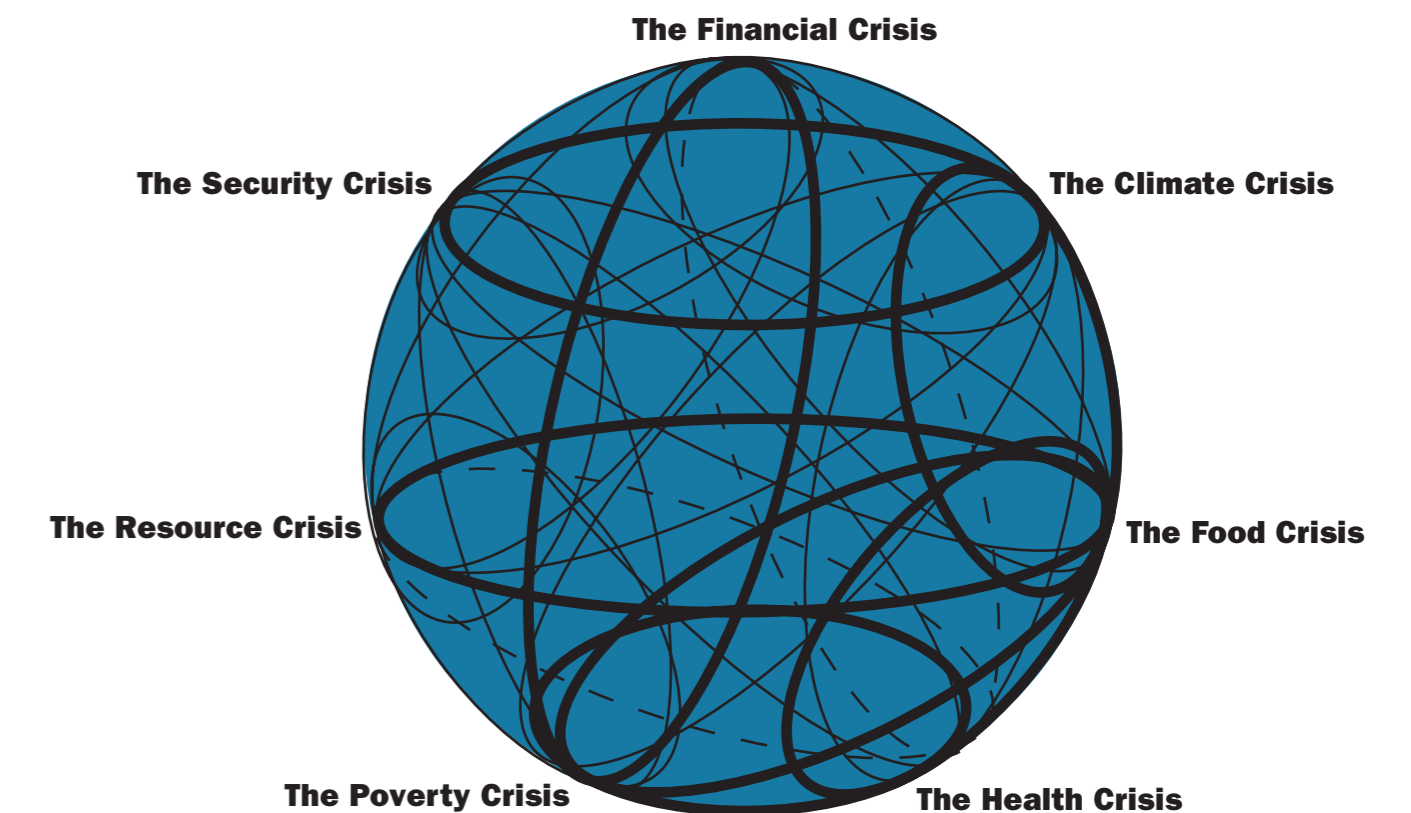


The Morning staff is headed by a management team of seven. The founder and CEO Erik Rasmussen, the Director and COO Lars Janick Johansen, the CFO Morten Christensen, the director of Monday Morning International, Per Meilstrup, the director of Monday Morning Innovation Asger Daubjerg, the managing editor of Monday Morning Weekly, Bjarke Møller and the Director of Sales and Marketing, Sidsel Bogh.

Want to know more? Please contact us at: Monday Morning, Valkendorfsgrde 13, DK- 1009 Copenhagen K, Denmark, www.mm.dk, Phone: +45 3393 9323

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How to Navigate In Turbulent Times



And Turning Risks Into Opportunities

Turning Global Risks Into New Growth

The main focus for Monday Morning International is climate change and how to develop new sustainable economies.

Monday Morning has founded Copenhagen Climate Council – a global network of leading business people and scientists with one shared goal: How can the accelerating threats from climate change be transformed into new opportunities – and create sustainable global growth?

The Council has since its foundation in 2007 developed and hosted a series of global activities and events leading up to COP 15 in Copenhagen December 2009 – in close collaborations with the Danish Government, host of the COP, and leading international organizations, e.g. UN Global Compact, World Business Council on Climate Change, World Economic Forum, Climate Group, Vattenfalls climate initiative 3C, Climate Works Foundation and McKinsey & Co.

Monday Morning and Copenhagen Climate Council meets it targets through the following initiatives:

Insight: By publishing a series of “thought leaders reports” ensuring new insight in the climate change challenges.

Influence: By the foundation of Copenhagen Climate Council forming concrete action plans and setting a new global agenda.

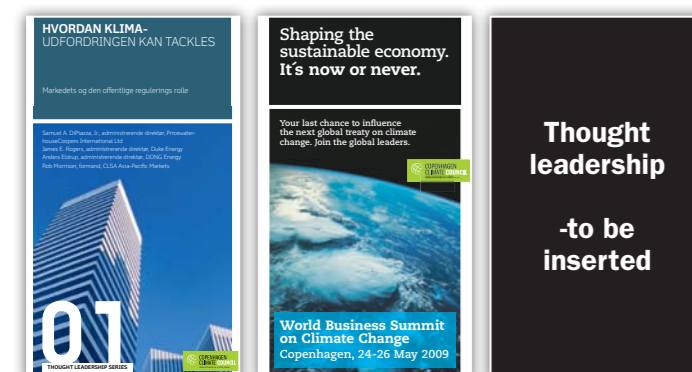
Involvement: By arranging World Business Summit on Climate Change involving global frontrunners from business and science in a joint effort to identify new solutions.

Innovation: By building focused networks with global companies and institutions developing new models for handling specific climate problems.

The same approach will be used, when Monday Morning in the close future will deal with other global and urgent challenges, such as global growth, healthcare and food. We may never have faced that many risks. The same goes for the opportunities. The mission of Monday Morning International is to prove it.

Example of Monday Morning publications

You can order the Monday Morning publications on www.mm.dk



Innovating the Sustainable Society

How can the Scandinavian countries continuously combine world class economic competitiveness with social and environmental sustainability? This “Scandinavian riddle” is the onset for Monday Morning Innovation. Over the last 15 years, Monday Morning has worked with local and national governments, organizations and companies in Scandinavia to develop sustainable competitiveness – and with other European and international organizations seeking to build on the Nordic experiences.

One example is The Innovation Council, created in 2003 by Monday Morning to generate an innovative Danish answer to intensifying global competition - by identifying and prioritizing Danish core competencies and deciding how to strengthen them.

Specifically, Monday Morning ensured:

Insight: By publishing groundbreaking analyses and reports on the roots and prospects of Danish competitiveness and creating a new shared understanding of risks and opportunities ahead.

Influence: By founding a Strategic Taskforce on national competitiveness with high level executives from allsectors in society setting a new public agenda.

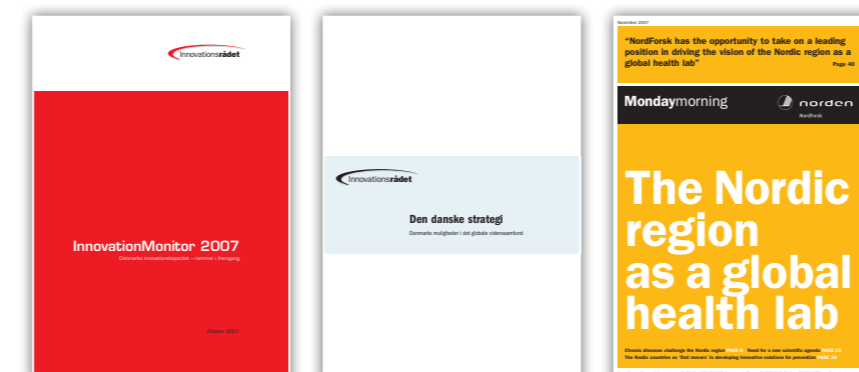
Involvement: By engaging more than 1000 private and public executives, experts and stakeholder representatives in an open, cross-sector development process of a new competitiveness strategy for Denmark.

Innovation: By initiating a series of innovative partnerships on Danish business opportunities on selected global challenges – in a demonstration of how to innovate the society.

Monday Morning has used similar social innovation processes to develop new models for public-private partnerships, new strategies for social entrepreneurship or new paradigms for a sustainable health care system, and the development of the Nordic Region could as a new global health lab. And all of our work builds on partnerships with executives across sectors and industries who share our core dedication: To innovate society.

Example of Monday Morning publications

You can order the Monday Morning publications on www.mm.dk



Read Less. Understand more. Act faster.

The mission of Monday Morning Media is to provide key decisions makers in society with updated and precise knowledge about events and challenges ahead. Prioritize and analyze them and make sure, they in due time can act on them. The core product is the weekly magazine Monday Morning, published both in Denmark and Norway. 44 weeks a year they provide more than 30.000 key figures in society with in-depth insight and analytical journalism.

The magazines select each week the 6 - 8 issues, which the editorial staff rates as most important and beneficial for top level executives in private and public sector. An intensive editorial intelligence and the involvement of national and international sources and experts, ensures the highest possible quality of each article. It explains why Monday Morning has established itself as one of the most quoted weekly magazines in Denmark and Norway, and have become a reference point for leaders seeking new ideas and solutions how to innovate society.

Besides the weeklies Monday Morning Media publishes a series of special editions, focusing on issues and challenges of explicit interest for our clients. They are presented on high level conferences and workshops and lead to exchange of ideas and experiences.

Monday Morning Media is the personal navigator for top executives in society and helps them to read less, understand more and act faster. With Monday Morning Media you will never get behind.

Example of Monday Morning publications

You can order the Monday Morning publications on www.mm.dk

