

Delivering Business Growth

An Actionable Framework
September 16-18 & 21-23, 2020

Sanjay Khosla

Senior Fellow and Adjunct Professor of Marketing,
Kellogg School of Management
at Northwestern University
Former President, Kraft International

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Kellogg School of Management
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Discussion 1: What brought you here?

What is *one learning objective* you
have for this program?

What do

***Pajamas, Data Science, Cookies,
Industrial Chemicals, & Soap***

have in common?

Delivering Business Growth

An Actionable Framework

An exciting, ***highly interactive***
online program which helps you not only survive,
but ***thrive*** in COVID times!



Sanjay Khosla

Senior Fellow and Adjunct Professor of Marketing,
Kellogg School of Management
at Northwestern University
Former President, Kraft International

Sanjay is an executive coach and an advisor for many companies and is on the boards of several companies across industries.

Sanjay was President, Developing Markets at Kraft Foods (now Mondelez International) from Jan 2007 to March 2013, responsible for 65,000 people in over 60 countries and iconic brands like Cadbury, Oreo, Milka, Trident.

Sanjay authored the book, Fewer Bigger Bolder: From Mindless Expansion to Focused Growth, with Professor Mohan Sawhney.

Fewer Bigger Bolder was named the Best Business Book (2014) by The Globe and Mail and one of the 10 Mind-Altering Business Books (2014) by the Huffington Post.

Professor Sawhney is a globally recognized scholar, teacher, consultant and speaker in business innovation, modern marketing and Artificial Intelligence applications in business.

Professor Sawhney has written seven management books as well as dozens of influential articles in leading academic journals and managerial publications.

Professor Sawhney advises and speaks to Global 2000 firms and governments worldwide.

He is a pioneer in online executive education.



Mohan Sawhney

Associate Dean, Digital Innovation
McCormick Foundation Professor of Technology
Kellogg School of Management
At Northwestern University

COVID-19 has turned
the world upside down!



Practical Lessons
from different industries

Growth.

Growth.

Growth!

Personal **Growth.**

Team **Growth.**

Business **Growth.**

Discussion 2: Pandemic as Opportunity

What is *one growth opportunity* you see for your business in the COVID world?



Success } 10% **Strategy**
90% ***Execution***

***What* makes this program different?**

- 1) Real life and real-time examples across industries
happening now
- 2) Emphasis on ***execution*** and learning
from ***failure***
- 3) Actionable frameworks and lessons you can apply
in your company ***immediately***

***Why* take this program LIVE Virtually?**

- 1) ***Guest Speakers***: leaders in their industries from across the globe share their experiences as here are no physical restraints!
- 2) ***Virtual Faculty Office Hours*** and ***Virtual Group Lunches*** give you the chance to network with colleagues and get mentoring from professors
- 3) ***Collaborative group work*** helps you apply frameworks to your own companies

***Why* take this program NOW?**

- 1) ***Navigate through the COVID-19 crisis:*** Your companies need to protect revenues and customer relationships and they need to cut costs to survive through the crisis.
- 2) ***Anticipate the opportunities:*** Identify growth and innovation opportunities presented by the crisis – new offerings, new business models, new channels, new ways of working
- 3) ***Disrupt your competition:*** Your industry and your business will never be the same. Learn how you can thrive and win in the New Normal.

***How* do we do it?**

The ***Syndicate Group Exercise*** is the highlight of the program.

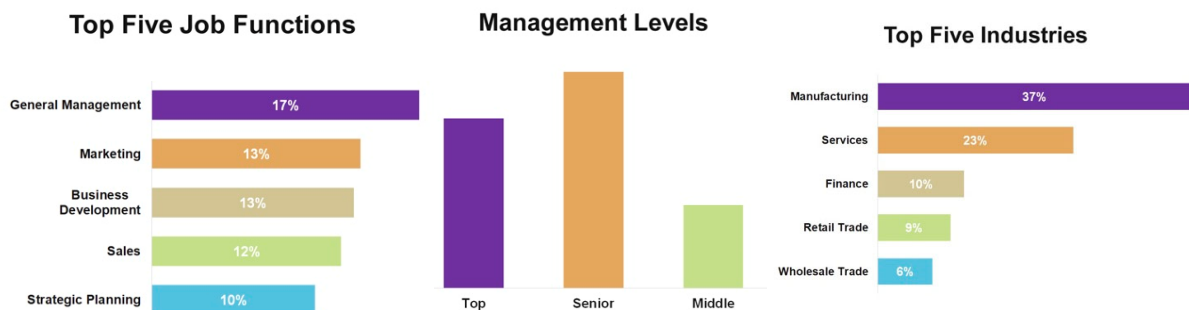
You will work with your colleagues to ***solve real business cases*** that you are facing by applying the frameworks from the course to ***your own company.***

Other participants and faculty act as a ***Board of Advisors,*** critiquing your growth plan.

This program is for...

- **Senior executives** responsible for growth of a business unit, geography or the effectiveness of a function
- **Senior managers** charged with digital transformation and business restructuring
 - **Business unit heads, country leads or functional leaders**
 - **C-level executives, division presidents and vice presidents**
- **Senior R&D executives** at large multinational companies

Participant Profile



Participant Testimonials

“The course content is rich and highly actionable. The presentation of the content by Sanjay Khosla and Mohan Sawhney was highly stimulating, interactive, and inspired. This course was outstanding in every way and I would enthusiastically endorse it.”

President and CEO, Americas T Hasegawa USA

“The content of the program is valuable for its immediate and practical use in real life business issues- from start ups to public companies in any industry.”

Chief Administration Officer, Semex

“This has been by far the best executive course I have ever attended. Right balance between academics and real-world experience. Great faculty, great keynote speakers, and a lot of joy and social interaction.”

Vice President, Latin America, Carl Zeiss

Program Overview

We will discuss...

- How to **win** in the New Normal
- Identifying **growth opportunities** in changing times
- **Realigning** your people and organization to the new realities
- Leveraging current strengths to **pivot** to new opportunities
- Creating a clear vision and strategy for **focusing** business growth efforts
 - **Deploying resources boldly** against priorities
- **Unleashing potential** of your people as business growth champions
- Creating a **culture of experimentation** and **strategic agility**

Next Steps

2020 Session

September 16-23, 2020

START: September 16 at 8:30 AM

END: September 23 at 11:15 AM

Program cost: \$6,150

8:30am-12:15pm

Daily

Register Now!



Sample Agenda

Academic Directors: Sanjay Khosla / Mohan Sawhney				Program Manager: Jill Fenstermaker		
Date	Wednesday, September 16	Thursday, September 17	Friday, September 18	Monday, September 21	Tuesday, September 22	Wednesday, September 23
Time 8:30 - 9:15	Program Introduction and Getting to Know Each Other Khosla/Sawhney	Virtual Breakouts: Starbucks – Driving Growth through Dining Occasions Sawhney/Khosla	Unleashing the Potential of People Khosla	Syndicate Group Work Khosla/Sawhney	Syndicate Group Presentations Khosla/Sawhney	Guest Speaker
9:15 - 9:30	Break					
9:30- 10:15	Overview: Delivering Growth in a New Normal Khosla	Live Case Discussion: Starbucks Sawhney/Khosla	Digital Disruption and Business Innovation in a Post-COVID world Sawhney	Syndicate Group Work Khosla/Sawhney	Syndicate Group Presentations Khosla/Sawhney	Guest Speaker
10:15-10:30	Break					
10:30 – 11:15	Finding Growth Opportunities in Uncertain Times Sawhney	Three Pathways for Growth Sawhney	Creating a Culture of Agile Execution Khosla	Syndicate Group Work Khosla/Sawhney	Syndicate Group Presentations Khosla/Sawhney	Takeaways & Action Plan Khosla/Sawhney
11:15-11:30	Break					
11:30 – 12:15	How to Focus Digital Discovery Workshops Khosla	Meet the Faculty: Virtual Office Hours	Guest Speaker	Syndicate Group Work Khosla/Sawhney	Syndicate Group Presentations Khosla/Sawhney	