

You want to conquer new markets and segments – start at the top, by offering a portfolio of short and stimulating "fast-track" programs, tailor-made for C-Suite and Senior Management.

### **Objective:**

Creating a cutting-edge learning platform with short, fast-track programs, which is dynamically and continuously developed over time, and enables further demanddriven specialisation.

#### **Audience:**

C-level executives and senior management looking for new insights, inspiration and networking – with the additional objective of creating a powerful "pull effect" across their organisations.

#### **Outcomes:**

At the end of each program, participants will:

- Have gained "executive summary level" new knowledge and inspiration from leading experts.
- Have been able to expand and develop their personal network and reflect with their peers.
- Be able to assess relevance, impact and potential action for their own business.

At the same time, the business school will:

- Have tested the interest and potential for further specialisation demand.
- Be able to develop and offer adequate "Open Enrollment" and "Customized" offerings.

A customisable portfolio of short, stimulating programs on topical issues:

In a world of constant change business leaders are faced with the need to continuously reinvent themselves and their businesses.

Consequently, they search for inspiration, new insight and new knowledge - for themselves as well as their organisations.

Inspiration is everywhere! Make sure you become the preferred source of new knowledge, starting at the top.

Key to success is to get the proposition for the top-level right in the first place. Positioning and the right format is everything!



**Net Positive** 

Reinventing business and

solutions for good

**Doughnuts** 

Developing strategies with

social and enviro limits

Circularity

Full-circle thinking to

redefine business systems





**Next Markets** Understanding the new consumers, young and old

**Social Brands Liquid Business** Engaging consumers with Rethinking physical and influence and community digital business models

technologies

Working

organizations

generation corporations **Consumer Trust** Building reputation and Competing trust in a tech world with new digital

**Super Speedy** Supply chains, last mile, and super apps

Al and Big Data

Competing in intelligent

and individual markets

Asian Superpower

Inspired by Asia's next

**Being Human** Organisations as amazing

> **Extreme Teams** Building teams that achieve more together

as people inside them

Superfast

Gamification

How gamified interfaces

are transforming CX

Inclusivity Diversity as advantage. bias and difference

**Imaginarium** Sparking extreme creativity in people

**Ecosystems** Working as networks of added-value partners

Incubating Ideas New innovation models,

**Good Life** 

Making the 17 SDGs more

human and engaging

Quantified Impact ESG investing and ideas. entrepreneurs, ventures metrics and reporting

> Business Design Sustainable production and consumption

**Activists Inside** The growing role of ethics. politics and activism

**Future Work** Remote working, and hybrid ways of working

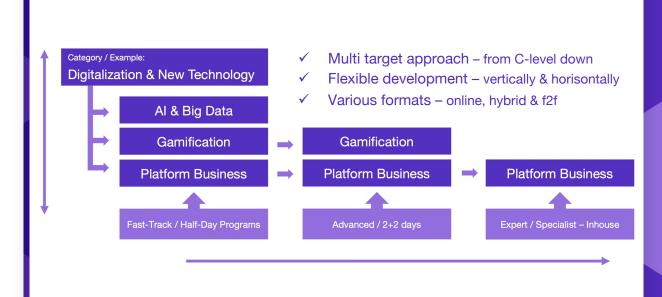
Building fast and agile organisations for change

A customisable portfolio of short, stimulating programs to engage people:

Composition & Positioning: The proposition must be tailor-made to the primary target group (C-Suite), be positioned accordingly and – in terms of content – be unique and cutting-edge.

Combining Formats: The formats should vary, keeping the timeshortage of business leaders in mind as well as their interest in combing their time-invest with the opportunity for networking.

<u>Continued Development:</u> The portfolio should consist of a fixed number of programs, but with a rolling development, e.g. yearly program replacement.



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#### **MORE REASONS:**

- Thought Leaders, Management Thinkers and Business Experts are always in interested in a platform for promotion of new articles, studies and books.
- Combining various formats can reduce costs, while ensuring high actuality and a global touch.
- Consider special offering for HR increases chances add-on sales i.e. pull-effect across the organisation.
- Including "give-aways" like books, newsletters increases attraction at a fairly low cost.

#### ALSO GOOD TO KNOW:

- You can combine and apply various pricing models.
- Easy to combined with other activities, e.g. a yearly business forum.



## **Useful links:**

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.... bringing together a broad range of ideas and insights, tools and templates, applied to participants' individual business challenges ...





