



THERE'S A WHOLE NEW WORLD OF GROWTH TO UNLOCK

Accelerating technology trends, utilizing big data, increasing environmental responsibility, managing remote teams, building purpose - to grow and gain a competitive edge in this landscape, a new playbook is needed.

The Growth Leadership Approach (GLA)

“Technology and society’s expectations are both disrupting and creating opportunities for business.”

 Nicola Barrett, Chief Corporate Learning Officer,
Emory Goizueta Business School

Accelerate the Development of Your Growth Leaders

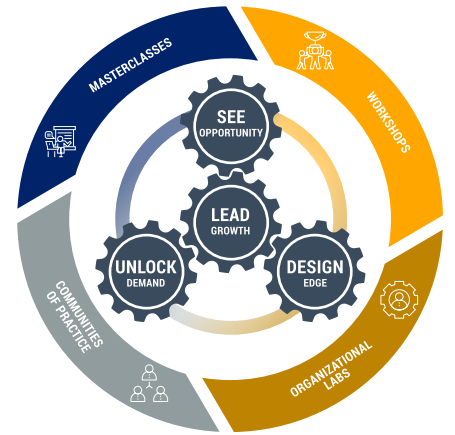
We spoke with executives across the Fortune 500 landscape to learn about the challenges they are facing in both enhancing their core business and driving new business growth.

The Growth Leadership Approach is the result of extensive market research into those factors and experiences. Our program takes your growth leaders “in the rough”, wherever they sit in your organization, and builds, strengthens, and hones their capabilities so they become true growth change agents.

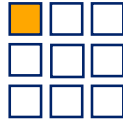


The Growth Leadership Approach – Learning Journey

The Growth Leadership Academy accelerates the development of future growth leaders through a carefully designed learning journey that combines assessments, master-classes, and hands-on workshops, led by both faculty and master executive practitioners.



Virtual Friendly



Practitioner Focus



Modular Content

The Academy Learning Pillars

The topics and frameworks you'll learn in order to unlock and lead new growth in your organization.

SEE Opportunity

See core and adjacent growth opportunities

- Understanding the Environment
- Discovering Unmet Customer Needs
- Insights from the Customer Experience
- Mapping the Growth Opportunities

DESIGN Edge

Design offerings with a market edge

- Finding White Space
- Innovating for Growth
- Customer-Centered Problem Solving
- Building a Customer-Focused Strategy

UNLOCK Demand

Plan and manage marketplace execution

- Driving Customer Demand
- Enabling Integrated Market Execution
- Setting Your Growth Metrics

LEAD Growth

Become a more effective growth leader

- Leveraging Diversity and Inclusion
- Finding Meaning
- Planning for Pivots
- Building Growth Coalitions

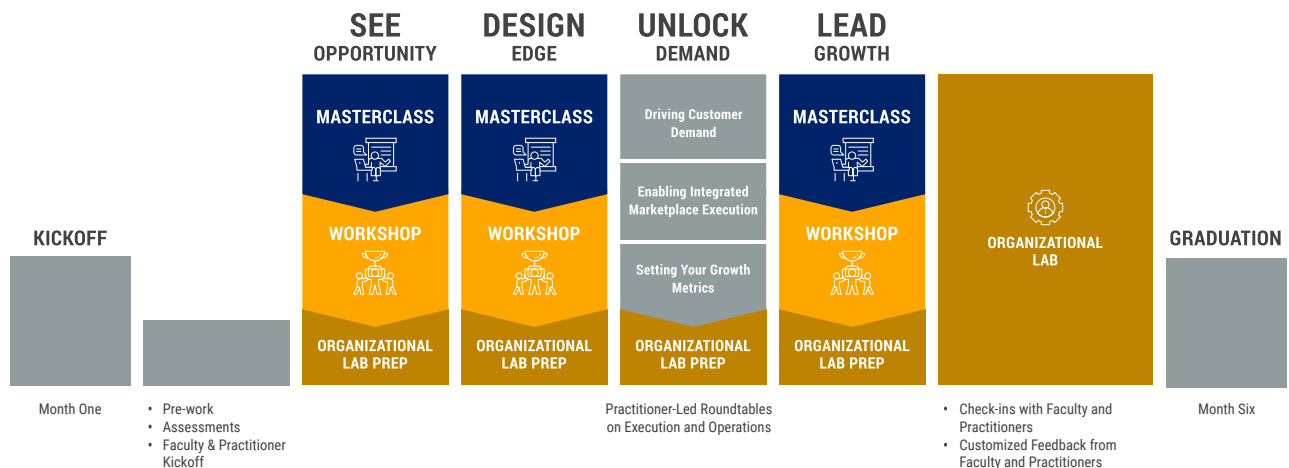
What Makes The Growth Leadership Academy Unique?

“The experience of practitioners with faculty is the perfect marriage for creating real knowledge that is applicable and relevant”

“ ” Rebecca Messina, Senior Advisor, McKinsey & Co.; former Global Chief Marketing Officer, Uber



Faculty and Practitioner-Led Deep-Dives



We are there to be a partner in your growth development

“To do this well, executives must understand where new ideas come from, the barriers to innovation, and the challenges around selling a new idea internally.”

“ ” Robert Kazanjian, Asa Griggs Candler Chair and Professor in Organization and Management; Academic Director of The Roberto C. Goizueta Center for Entrepreneurship & Innovation, Goizueta Business School



Growth Leadership Academy - Advisory Board

The Growth Leadership Academy is a unique hybrid learning model that is designed and delivered by world-renowned Emory faculty with the practical guidance of expert executive practitioners.



Robert Kazanjian

Asa Griggs Candler Chair and Professor in Organization and Management; Academic Director of The Roberto C. Goizueta Center for Entrepreneurship & Innovation, Goizueta Business School



Francisco Crespo

Senior Advisor, BCG; former Chief Growth Officer, The Coca-Cola Company



Omar Rodríguez-Vilá

Professor in the Practice of Marketing; Academic Director of Education at The Roberto C. Goizueta Business & Society



Rebecca Messina

Senior Advisor, McKinsey & Co.; former Global Chief Marketing Officer, Uber



John Kim

Senior Lecturer in Organization & Management



Andres Kiger

Vice President Marketing - Global Partner Markets, Converse (a division of Nike Inc.)



Lynne Segall

Senior Lecturer in Organization & Management; Associate Dean, Goizueta IMPACT



David Butler

Chief Growth Officer, Kids 2; Early-Stage Investor; former Vice President, Global Design at The Coca-Cola Company



Tom Smith

Professor in the Practice of Finance



Lorna Sommerville

Chief Marketing & Customer Experience Officer + Interim Retail Sales Lead, Function of Beauty

Who is this for?

“Anybody who sees their current role and future career not through the lens of a function, but through the lens of an outcome.”

The GLA is for any organization who is focused on finding new, profitable, demand-side growth.

The Academy is designed for teams of managers and executives, functional or cross-functional, to work on real initiatives and learn how to make growth happen.

Why Goizueta Executive Education?

New Challenges Need Fresh Eyes

When we engage with organizations we help them look beyond the status quo. We work together to design and realize a version of the organization that can adapt, grow, and take advantage of new opportunities.

Our new Growth Leadership Academy is built on these same ideas. We recognize that the landscape has changed and that the playbook for effective leadership needs to adapt.

We're defining a new approach to propel leaders and organizations today and for years to come.

WANT TO KNOW MORE?

Reach out to Tracey Trombino to learn more about our Program.

Tracey Trombino / Senior Director of Business Development
Emory Executive Education | Goizueta Business School |
Emory University
1300 Clifton Rd NE W153 | Atlanta, GA 30322-1059 | USA
Cell: 404-281-1026 | Email: tracey.m.trombino@emory.edu
www.EmoryExecEd.com



EMORY
GOIZUETA
BUSINESS
SCHOOL

Emory
Executive
Education