



Customer X

Winning Customers at Speed, Scale and Lower Cost

Overview

This course lays out a dynamic business recipe for how to get, win and stay ahead in a volatile, competitive and digital world where a new approach to strategy is emerging that enables executives and newcomers to reimagine brands and customer journey's and what they may become.

The course goes beyond digital disruption and business transformation to introduce “Distinguishers”, a new breed of people, brands, and businesses that know how to win customers at speed, scale, and lower costs.

The tools, tactics and techniques offered are taken from global examples and experiences across multiple industries and are used to reveal this emerging business model, driven by fresh minds, innovative technologies, and a new value mentality.

The programme is designed for executives and start-ups who want to create new wealth, make their ideas and propositions work quickly and sustainably in a reshaped and accelerated world. They know that ‘business as usual’ might have been an option before, but it certainly isn’t anymore.

Take this course, become a Distinguisher and make your indelible mark!

Benefits:

- ✓ **Sense new movements and strategic currents impacting consumer values and choices.**
- ✓ **Define the new space you want to occupy and own with potential for additive scaling.**
- ✓ **Explore a set of tools to ensure a competitive advantage.**
- ✓ **Move beyond profit to scalable value using emerging models to facilitate growth.**
- ✓ **Understand what works and doesn't in selling new ideas inside and out.**

What the course covers

The course explores a 4-step process to convert unique ideas into new offerings, making markets into movements that create scale.

1. Shake up and disrupt the status quo: Many examples to see why and how it's done;
1. Shape up and frame the emerging future: Existing and emerging global trends, projecting a future world with game changing new ideas and concepts to help shape and make the next normal real;
2. Speed up and make things happen faster: Trends and practices being used and still evolving to do better and unpack what they can also do faster; and
3. Scale-up and stay ahead: Tools and techniques used to scale up at a low cost and keep the brand /enterprise scaling and ahead.

The course combines theory, case studies and hands-on tools and is blended between classroom and virtual follow ups on real business application and action learning.

Course format

This course blends theory and case studies with hands-on models and tools and provides a blended learning experience; two days in-classroom and two three hour virtual follow ups on real business application by action learning and feedback.

Who should do this course

This programme is designed for:

- ✓ Anyone who is reinventing a business, business division or subsidiary and wants to scale an existing or new customer base fast and sustainably.
- ✓ Business-owners, VPs, SVPs, C suite leaders, CMO's, CIO's, leadership teams, and function heads who recognise the need to do something fresh and relevant to reinvent their brand or enterprise and want to go beyond the typical strategy approach.
- ✓ Customer Experience Leaders, Marketing Leaders, Commercial Managers and Innovation & Strategy leads charged with distinguishing their business from the competition

Course Content

Shake up and disrupt the status quo

Many examples to see why and how it's done.

- ✓ Introduction to course – winning customers at speed, scale and lower costs
- ✓ Introduction to Distinguishers and how they differ – why, how and so what?
- ✓ New strategic themes and territories such as zero waste, green industrial revolution, anti-silo and open source (incl. APIs), direct to market, no ownership (incl. anything as a service), frugal innovations, transparency and blockchains, the 'anywhere everywhere' customer and the virtualisation of everything

Shape up – frame the emerging future

Existing and emerging global trends, projecting a future world with fascinating new ideas and concepts to help shape and make the next normal real.

- ✓ Customer Outcomes & Market Spaces – the relationship between customer value and making and taking new markets
- ✓ Seeing and Framing New Opportunity Spaces with case studies including IKEA, Uber, Lego, Fitbit, Vitality, Cemex and a range of other market innovators

Speed up – make things happen faster

Trends and practices being used and still evolving to do better what they can also do faster.

- ✓ The Distinguisher playbook on making things happen faster
- ✓ The art of the start and high-impact storytelling
- ✓ Organisational set up – working with 'points of lights', managing risks, and mobilising people and resources outside of direct control
- ✓ New ways of working, including operating models, managing complexity, Agile and tooling

Scale-up – stay ahead

Tools and techniques used to scale up at a low cost and keep the brand /enterprise ahead.

- ✓ The marketing levers for scaling up today
- ✓ Customers as new scalesforce
- ✓ Changing behaviour and amplifying the market
- ✓ New economics and growth levers
- ✓ Formula for taking local ideas global

Faculty



David Erixon

Adjunct Lecturer, Trinity Business School

David is an Adjunct Lecturer on Trinity Business School executive programmes as well as alumni of the Trinity Executive MBA programme. He has founded Hyper Island and EY Doberman, helped scale businesses like Vodafone (Global), Yota (RU) and 22Seven (SA) and has worked on Customer Centricity, Disruptive Innovation, Digital Marketing and Business Transformation projects across FMCG, Telecom, Financial Services, Entertainment, Luxury Goods and Retail sectors. He is currently the Marketing director of NatWest Group (UK).



Dr. Ronika Chakrabarti

Associate Professor in Marketing, Trinity Business School

Ronika Chakrabarti is an Associate Professor of Marketing at Trinity Business School, where she teaches marketing strategy, design thinking and marketing and “design consultancy for good”. She has been a visiting scholar at Kellogg School of Management, Northwestern University and Cambridge Judge Business School, University of Cambridge. Ronika has co-chaired international conferences and ethnographic immersion workshops in Tanzania, India and the United States. She also works in the area of Sustainability and Business Markets.



Prof. Sandra Vandermerwe

Visiting Professor, Trinity Business School

Prof. Sandra Vandermerwe was chair at Imperial College 1996 to 2006 and Professor of Marketing and International Services at IMD Lausanne Switzerland 1986-1996, teaching on MBA and senior executive programs. She has written several books and award winning case studies. She works with startups, senior management and boards on Disruptive Customer Centric Innovation and Transformation globally, with clients such as IBM, Volvo, Barclays, Unilever, Suse, Harley Davidson, UK Trade and Industry, Pfizer, Gartners, Baxter Healthcare and LexisNexis. She is extraordinary Professor at Gordon Institute of Business Science (SA)



About Trinity Business School

Trinity College Dublin has a robust reputation as a leading international university which extends over four centuries. Trinity Business School was founded in 1925 and has had an innovative role in management education and research which both serve and influence industry.

Over the years, our School has played a pioneering role in bringing the MBA to Europe and has created one of Europe's most sought after undergraduate business degree programmes as well as having a series of top ranked MSc programmes.

Our Executive Education programmes are designed to deliver impactful learning experiences to business professionals and executives.

Executive Education Open Programmes

Our open programmes are specifically designed for senior executives, business leaders and professionals who want to expand their strategic thinking and knowledge-base to address significant business challenges, gain a competitive edge in their career, feel confident in new roles, or embark on new professional paths. All our courses are practical and involve action-based learning, which participants apply for a long term impact.

Over the years, Trinity Executive Education has enabled thousands of business executives to make long-term impact in their organisations. Our courses have helped participants hone their leadership and people management skills, as well as strengthen their knowledge in finance, strategy, marketing, communication, business analytics and digital transformation. Opportunities for collaboration with a diverse group of peers also enriches the experience of participants, giving them the additional benefit of expanding their professional network.

Participants leave our courses refreshed and energised, with new skills, tools and thought processes to better understand, manage and shape rapidly changing business environments.

CONTACT US

PHONE [+353 1 896 4665](tel:+35318964665)

EMAIL jane.flanagan@tcd.ie