



Human Centricity Reset

PROGRAM ROADMAP

BUSINESS GROWTH

MODULE

1

WHY

Ambition

2. The Real Growth Study

3. The Real Growth CMO

4. Decoding the World

5. Leading Real Growth

6. Personal Passion & Purpose

7. & 8. Visual Thinking Strategies

9. Stakeholder Engagement

Stakeholder
interviews

Quant
Benchmarking

MODULE

2

WHAT

Strategy

10. Abundant Markets

11. Fact-based Growth Strategy

12. Multiple Business Models

13. Evolving Experiences

14. CMO as Growth Leader

15. Real Growth CMO Attitudes

16. Real Growth Ambition

Role Alignment

CMO assessment

MODULE

3

HOW

Capability

17. Open Culture

18. Anticipative Organization

19. Whole-Brained

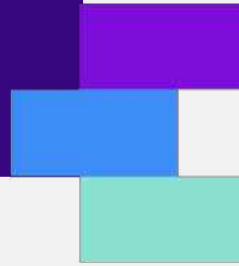
20. Real Growth Planning

21. Real Growth Success

PERSONAL GROWTH



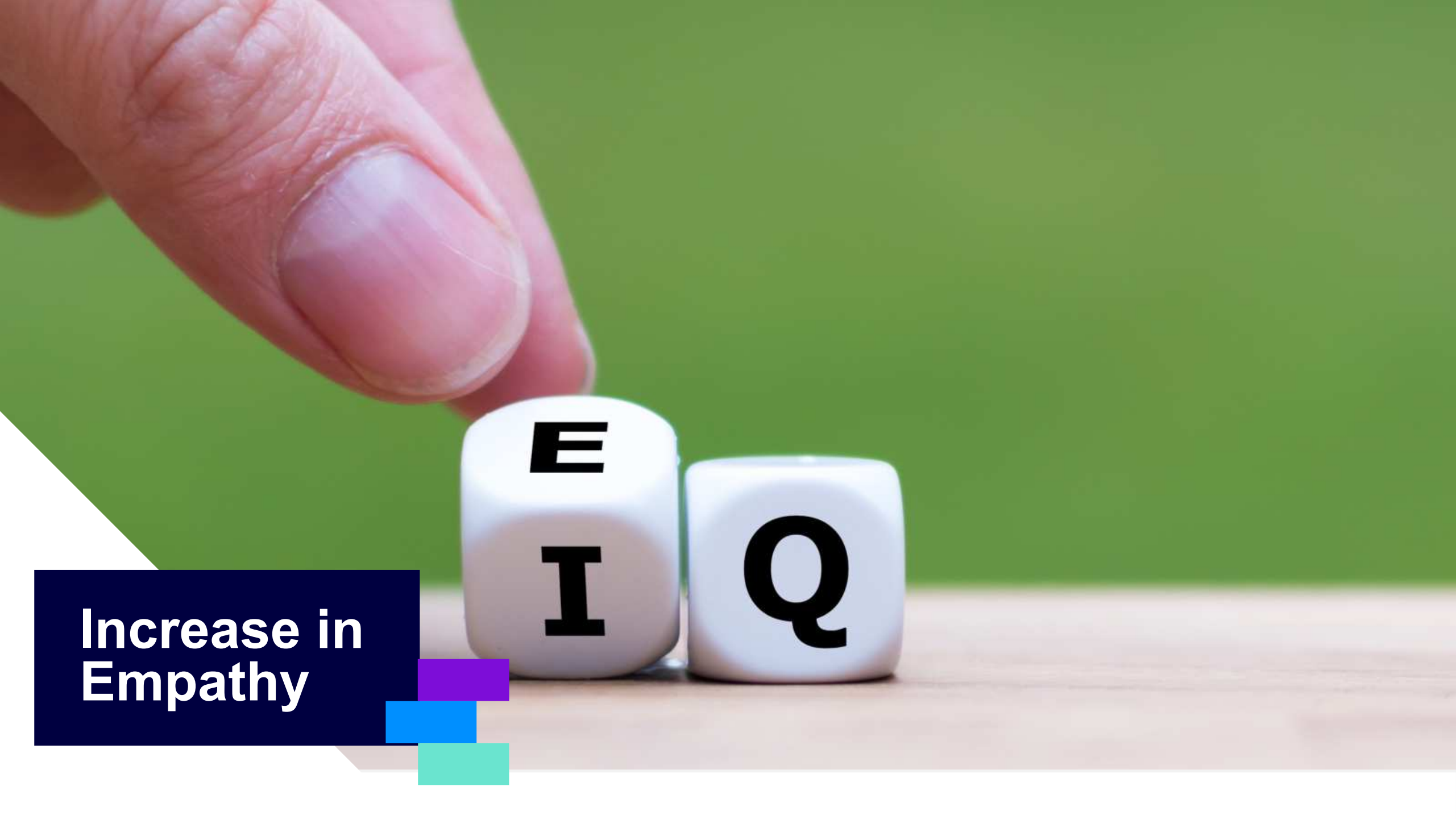
Today's Agenda



- 10' C-19: What has changed Summary
- 30' Small group updates & discussion
- 15' Small group debriefs
- 5' IRG2020 Online - Next Steps & Close



Learning Summary



**Increase in
Empathy**

Businesses need to become more resilient



**Make or break
for purpose**

Courage is beautiful



Hard shift to E-Commerce



Globalization Declines



Local Businesses Thrive

NOW we are
OPEN

- support local businesses -

A woman with dark, wavy hair is sitting at a desk, looking at a computer monitor. The monitor displays a video conference with four participants. She is smiling and looking at the screen. Her hands are on a keyboard. The background is a bright, out-of-focus window with greenery outside. On the desk, there is a smartphone and a small potted plant. A dark blue banner with white text is overlaid on the bottom left of the image.

**Increase in
remote
working**

Contactless Everything



Privacy Concerns Decline





Re-skilling Essential

In groups.

Start by choosing a spokesperson to share back in plenary!

Discuss the top 5 learnings.

Identify and get ready to share back your top-ranking actionable recommendation to growth leaders

30 mins

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PERSONAL GROWTH

Humanizing Growth Sessions

Every Friday

NEWLY ANNOUNCED

IG Founder Marc de Swaan Aerts in conversation with

Silvia Lagnado
Sustainable Growth Officer

natura&co

Coming Soon

IG Founder Marc de Swaan Aerts in conversation with

Elana Rosenfeld
Co-Founder & CEO

ELANA ROSENFIELD

Coming Soon

UPCOMING SESSIONS

IG Founder Marc de Swaan Aerts in conversation with

Michael Diamond
Academic Director & Clinical Assistant Professor

WYU

Friday May 15
9AM EDT | 2PM BST | 9PM CDT

[Register Now](#)

IG Founder Marc de Swaan Aerts in conversation with

Keith Weed
Ex-CMO Unilever, WPP Board Director

Unilever

Friday May 22
9AM EDT | 2PM BST | 9PM CDT

[Register Now](#)

IG Founder Marc de Swaan Aerts in conversation with

Paul Polman
Co-Founder

MAQUIN

Friday May 29
9AM EDT | 2PM BST | 9PM CDT

[Register Now](#)

IG Founder Frank van den Oord in conversation with

Andrew Stephen
L'Oréal Professor of Marketing

L'Oréal

Friday June 5
9AM EDT | 2PM BST | 9PM CDT

[Register Now](#)

IG Founder Marc de Swaan Aerts in conversation with

Javier Meza
Global CMO Sparkling

Coca-Cola

Friday June 12
9AM EDT | 2PM BST | 9PM CDT

[Register Now](#)

IG Founder Frank van den Oord in conversation with

Mark Read
CEO

WPP

Friday June 19
9AM EDT | 2PM BST | 9PM CDT

[Register Now](#)

IG Founder Marc de Swaan Aerts in conversation with

Antonio Lucio
Global CMO

FACEBOOK

Friday June 26
9AM EDT | 2PM BST | 9PM CDT

[Register Now](#)

IG Founder Frank van den Oord in conversation with

Debora Koyama
Global Growth Operations Officer

Unilever

Friday July 3
9AM EDT | 2PM BST | 9PM CDT

[Register Now](#)