

Network & Sparring

aka Growth Hacks

May 2021

Today's Agenda

- Preparing for the Finale
- Breakout discussions
- Coming up in the program
- A nice surprise!

Towards the Virtual Cannes Finale

1. Finalize your Humanized Growth Ambition

Milestone 2: Growth Ambition



Business Growth Ambition

Colleagues:

Use brand purpose to **drive employee pride and engagement** and marcom efficiencies

Customer:

Innovate against purpose to develop breakthrough new products that **improve consumer's lives.**

Community:

Activate brand purpose in communities to make a positive **societal impact**

Capital Markets:

Shift to more emotional positioning territory to **increase consumer salience** and **grow market share.**



Personal Growth Ambition

1. Elevate the relevance of my own role, through **inspiring storytelling** around the purpose
2. Demonstrate the business driving role of marketing amongst senior management by being **impact obsessed.**

2. Start thinking about the Humanized Growth Plan for your Organization

New value propositions



Corporate initiatives



An opportunity for Humanized Growth Leaders



Carrie Timms
VP Global Media All
Unilever



Cedric Olbel
Cogate-Palmolive
General Manager Innovation
Accelerator



Charlotte Robinson
Di Beers Group
Head Of Brand
Planning



Cheng Hung (Brian) Hui
HSBC
Head Of Customers And
Marketing



Chris Foltz
Santitas Group
Vice President Of Global
Reach



Cindy Tervoort
Heinen
Chief Executive Officer
Beemut



Damon Burrell
The Exel-Luster Companies
Senior Vice President,
Corporate Marketing, NA



Diego Recalde
Coca-Cola
Marketing Vice President



Adriana Rius
3M Company
Brand & Communications
Director Latin



Akshat Pipervaria
Unilever
Director, Revenue
Management



Alberto Levy
Group Britain
Global Chief Marketing
Officer



Allyson Witherspoon
Heinen
Chief Marketing Officer



Andisa Nshubane
Ola Mula
Chief Marketing Officer



Andrew Balint
Altegra
Vice President Marketing, ANZ



Andrew Deering
Cogate-Palmolive
Global Director (UK Health)



Andrew Manu
Unilever
Director, Marketing



Zeynep Yalim-Uzun
Acelis Group
Chief Marketing Officer



Zeynep Demirkol
Tuk Ekonomi Bankası
Group Director



Brad Wolf
Cogate-Palmolive
Chief Learning Officer



Bryan Rakowski
Mondelēz
Head Of Global Brands



Caroline Hudack
Arling
Former Regional Marketing
Director



Carrie Klotz
Kaplan North America
Chief Marketing Officer



Jamie Bothwell
Dacalgan
Head Of Marketing EMEA



Jay Lister
Aldis
Director Consumer Insights



Jean Paul Laurent
Unipack Smiles
Unipack & Chief Executive
Officer



Jelina Wan
Mars
Regional Marketing Vice
President



Kofi Amoo-Gottfried
Dorland
Vice President, Marketing



Konstantinos Dellis
Kraft Heinz International
Vice President, Infant



Kuo-Hi Lee
Volkswagen China
Head Of Project House



Lex Bradshaw-Zanger
L'Oréal
Chief Marketing Officer, UK &
Ireland



Xu Chao Lin
Shuangqin
CMO



Zena Arnold
Global Chief Digital &
Marketing Officer
Kimberly-Clark



Luiz Amado
Porto Seguro
CMO



Luiz Barros
All India
Global Marketing Vice
President, Data & Media



Marcus Denison-Smith
Cofe Inc.
Marketing Director



Marissa Solis
Pepsico - Frito Lay North
America
Senior Vice President, Core
Brands, Media, Partnerships



Mark Evans
Direct Line Group
Managing Director, Marketing
& Digital



Marla Skiko
Ford Motor Company
US & Global Head Of Media



Meredith Herman
GSK
Vice President, Global
Marketing Service



Michelle Klein
Facebook
Vice President, Global
Business & Customer



Lina Githuka
Kenya Wine Agencies Ltd
Managing Director



Lorraine Barber-Miller
Pripa
Chief Marketing & E-
Commerce Officer



Luca Zerbini
Peak Point Partners
Chief Executive Officer



Lucy Litwack
Coca De Mer
Owner & Chief Executive
Officer



Victoria Southern
Kerry Foods
Marketing Director



Waqas Ahmed
The DQVind Network
FOUNDER



Rafael Narvaez Gil
Mons
Chief Marketing And R&D
Officer



Raquelle Zuzarte
The Washington Post
Vice President Marketing



Rianne Meijerman
Philips
Head Of Consumer Marketing



Rudolph Wilson
SC Johnson
Global Chief Marketing
Officer



Özgür Süslü
Tofaş
Chief Marketing Officer



Patricia Coni
Bayer Consumer Care
Chief Marketing & Digital
Officer



Peter Zillig
Ford
Director Brand & Marketing
Comms EMEA



Peter Wright
K&A
Chief Marketing Officer



Michelle Kehily
Merck
Global Head Of Digital
Marketing



Mike Collinson
Mazda Canada
Sr. Director, Brand & Customer
Exp.



Murat Zengin
Opel
Chief Marketing Officer



Oya Canbas
Bayer
Consumer Health GM for UK
& Ireland



Will Russell
Lloyds Banking Group
Director Of Analytics And
Interactions



Wojciech Holarewicz
Mazda
Vice President
Communications & Public
Affairs



Scott Gregory
CVS Health
Vice President, Rx And Health
Services Marketing



Sean Summers
Mercado Libre
Chief Marketing Officer



Sebastian Micozzi
Baccardi Global Brands
Senior Vice President Digital &
Transformation



Shuvodip Banerjee
ITC Limited
Vice President, Marketing
Services



Steven Young
Postmark
Chief Marketing Officer



Sue Allchurch
UN Global Compact
Chief Of Outreach And
Engagement



Sylvia Mulinge
Safaricom PLC
Chief Customer Officer



Talde Guajardo
Procter & Gamble
Vice President Brand, EMEA



Tamara Rogers
GSK
Chief Marketing Officer



Tariq Hassan
PepsiCo
Chief Marketing Officer



Tifenn Dano Kwan
Doppel
Chief Marketing Officer



Tina Beuchler
Nextel Hulton S.A.
Global Head Of Media &
Agency Operations Neill

To get some advice from the best



Sanda Ojiambo
CEO
United Nations Global
Compact



Javier Meza
CMO Sparkling
Coca Cola



Conny Braams
*Chief Digital &
Marketing Officer*
Unilever

Mark Read
CEO
WPP



Carol Chen
Global Marketing VP
Shell



**Hans Ploos
van Amstel**
CFO
The Partners Group



**And become the
Humanized Growth
Champion of 2021**



IRG 100 Roadmap

Why

- 0.1 Personal Introductions
- 0.2 Program and Business Introductions

- 1.1 Humanized Growth Study
- 1.2 Leading Humanized Growth
- 1.3 Decoding the World
- 1.4 Humanized Growth

1.5 Personal Passion & Purpose

1.6 Network & Sparring

 Growth Opportunities

Key

- | | |
|---|---|
|  Set-up & Finale |  Sparring |
|  Core curriculum |  Milestone |
|  Leadership |  Feedback |

What

- 2.1 Abundant Markets
- 2.2 Multiple Business Models
- 2.3 Evolving Experiences
- 2.4 Da Vinci Growth CMO
- 2.5 Da Vinci CMO Attitudes & Behaviors
- 2.6 Network & Sparring

 Growth Ambition

 Growth Ambition Feedback

How

- 3.1 Human-Centric Transformation
- 3.2 Open Culture
- 3.3 Anticipative Organization
- 3.4 Whole-Brained

3.5 Diversity for Growth

3.6 Network & Sparring

 Growth Plan

 Growth Plan Feedback

- 4.1 The Shared Growth Opportunity
- 4.2 Cannes Preparation
- 4.3 Cannes: Community & Impact

Take 5 Minutes

Prepare a key challenge – Personal or Corporate that you are facing for discussion in your break-out team:

- **Human-centric Transformation**
- **Open Culture**
- **Anticipative Organization**
- **Whole-brained**

Exercis

In groups of 4:

- **Pitch** your '**HOW**' challenge (personal or corporate) in max 60 seconds
- Select most interesting/relevant challenges
- “Hack” the challenge



30 min

Exercis

Plenary

Share #1 most
important/actionable learning



10 min



Poll

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 **Growth Plan**

 **Growth Plan Feedback**

4.1 The shared growth opportunity

4.2 Cannes preparation

4.3 Cannes: community & impact

Milestone 1: Growth Opportunities

Key Learnings Online Survey

- 20% below average on "Evolving Experiences"
- 10% below average on "Open Culture"
- On par with overperformers on pride around **brand purpose**

Key Learnings Stakeholder Interviews

- Global **employee engagement** low
- **Brazil**: overdelivering on employee engagement

Business Growth Opportunities

1. Leverage momentum around brand purpose to increase employee engagement
2. Leverage best practices on a global scale

Personal Growth Opportunities

1. Bring more meaning to my work



Milestone 2: Growth Ambition

Business Growth Ambition

Colleagues:

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Milestone 3: Growth Plan

Business Growth Plan

1. Regenerate own offices in 10 lead markets by repainting them, using own staff
2. Innovate and/or roll out innovation best practices to make the painting journey a more easy and pleasant one
3. Single campaign operating in key markets
4. Share best practice from Brazil – roll out community regeneration projects.

Business Growth KPIs

1. KPI: 'I am proud to work for' up by 10% in next year employee survey
2. 10 cross-regional innovation projects by end 2021 (reduction from 50 local projects)
3. Advertising cost reduction of \$10% by end 2021
4. 200 painters trained by end 2021 across lead markets

FINANCIAL RESULT:

- Sales +4% globally for 2021
- Market share growth of minimum 3% across 10 lead markets by end 2021

Personal Growth Plan

1. Engage with country teams - inspire them around the purpose and help build required skills and toolset
2. Push global brand team members to fast forward roll out of innovations to demonstrate business impact

Personal Growth KPIs

360 review demonstrating **1 full point increase** in scores on "**inspiring storyteller**" and "**speed and impact obsessed**" (on 5 point scale)



IRG Community Sparring Call

The screenshot displays a Zoom meeting interface during a breakout session. A central panel titled "Breakout Rooms - Not Started" lists three rooms:

- Room 5** (5 participants): marla skiko, Tariq Hassan, Jean Paul Laurent, Steven Tristan Young, Sue Allchurch, Tamara Rogers, vsouth...
- Room 6** (3 participants): Allyson.Witherspoon@nis..., Luiz Barros (AB InBe...), Raquelle Zuzarte
- Room 7** (4 participants): Akshat.Pipersen..., Andrew Monu, Lex Bradshaw-Zanger, Patric...

At the bottom of the menu are buttons for "Options", "Recreate", "Add a Room", and "Open All Rooms". The background shows a grid of participant video feeds. The bottom toolbar includes controls for Unmute, Stop Video, Security, Participants (32), Chat, Share Screen, Record, Breakout Rooms, Reactions, and a red "Leave" button. The system tray at the bottom shows the Windows taskbar with various application icons and a clock indicating 11:20 AM on 2/4/2021.

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 Growth Plan

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Amplify Impact





IRG1000 Corporate Leadership Program



Program Outline



OBJECTIVES

Deliver concrete humanized business and personal growth plans

Build cross-functional team capability to deliver more humanized growth

Connect with world-class content, experts, and practitioners



CURRICULUM

3 modules – covering the Why, What and How of humanized growth

Qual and quant external benchmarking to provide fact-base for growth plans

Alignment and integration with existing strategy planning processes

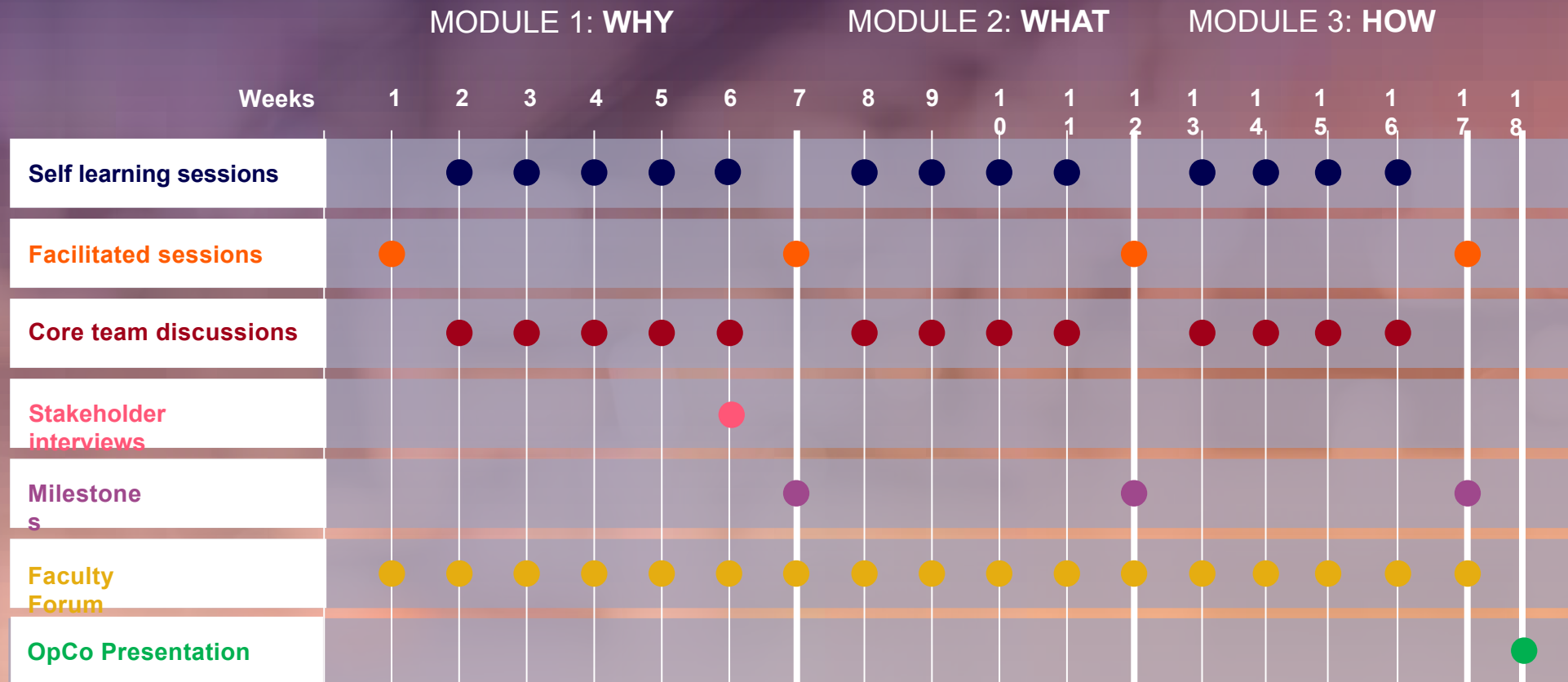


WHO & WHEN

Teams of 20 marketing and cross-functional colleagues >10 yrs. experience

4 month, blended & interactive program requiring 2-3 hrs/week time commitment

Launching September 2021



Democratizing Content: Masterclasses

Winning by Humanizing Experience:

Best practices from China and the West



3-Hour Interactive IRG Masterclass

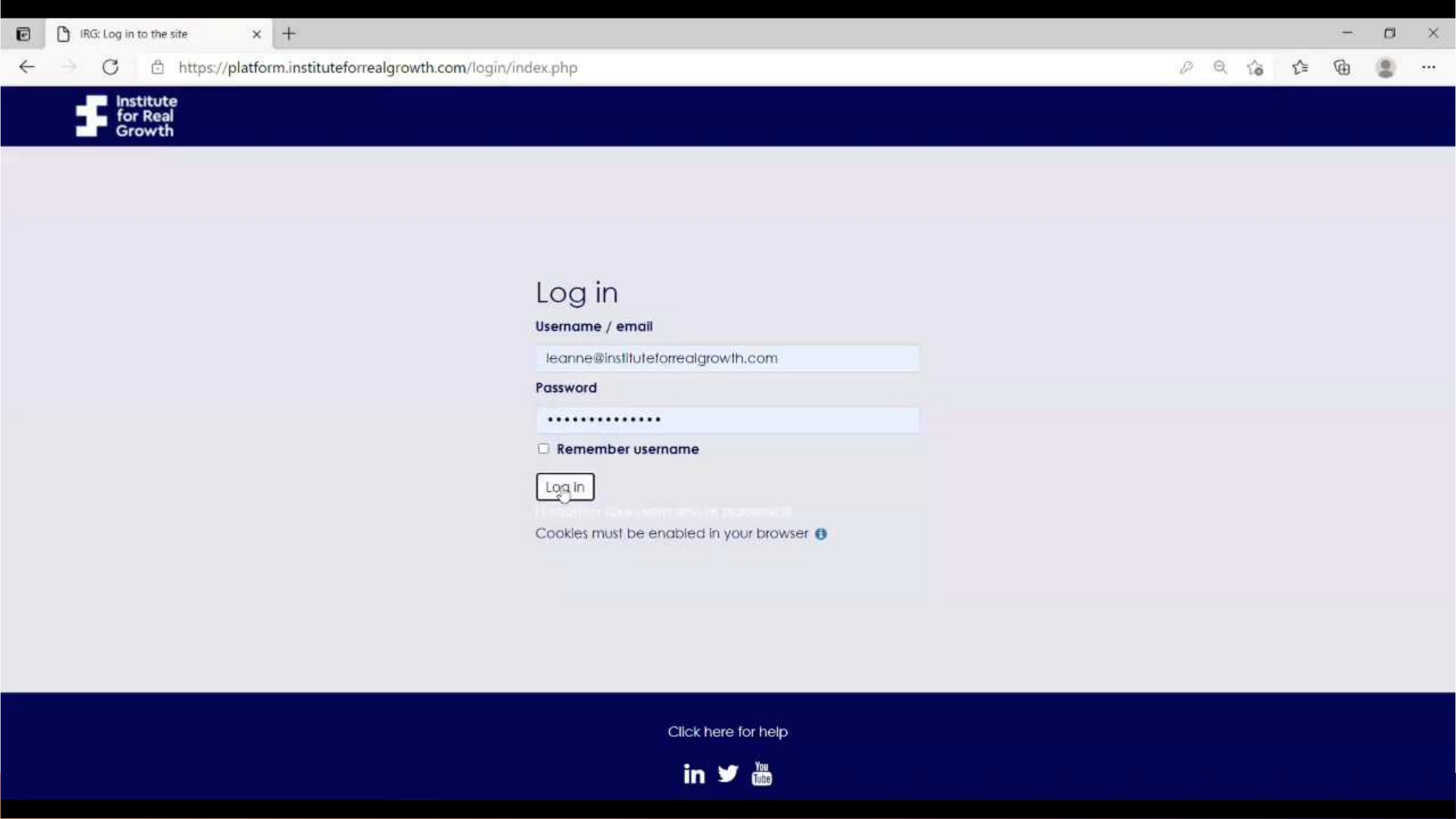


Tuesday, May 25 at 8:30am EDT

TICKET SALES ARE CLOSED

A Nice Surprise





Log in

Username / email

leanne@instituteforrealgrowth.com

Password

.....

☐ Remember username

Log in

[Forgot your password?](#)

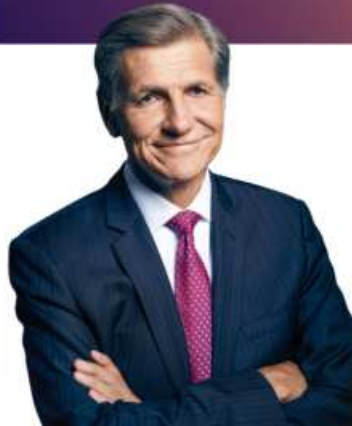
Cookies must be enabled in your browser [i](#)

[Click here for help](#)



Marc Pritchard

Chief Brand Officer



Friday June 11

9 AM EDT | 2 PM BST | 10 PM CST



[Register here](#)

Hosted by IRG Founder **Frank van den Driest**

Ramon Laguarta

Chairman & CEO



Friday June 18

9 AM EDT | 2 PM BST | 10 PM CST



[Register here](#)

Hosted by IRG Founder **Frank van den Driest**

Maarten Wetselaar

Integrated Gas, Renewables and
Energy Solutions Director



Friday June 25

9 AM EDT | 2 PM BST | 9 PM CST



[Register here](#)

Hosted by IRG Founder **Frank van den Driest**

See you next week!