

Planning & Stakeholder Engagement

Agenda

05' Welcome

15' IRG: Leading Change

10' Stakeholder mapping

40' Breakout

15' Looking forward to Cannes

Accelerate!

By John P. Kotter



Starting a Movement with Derek Sivers

TED



A Message from AirBnB Co-Founder and CEO



Cannes?



Planning & Stakeholder Engagement

If not now,
WHEN?

if not me,
WHO?



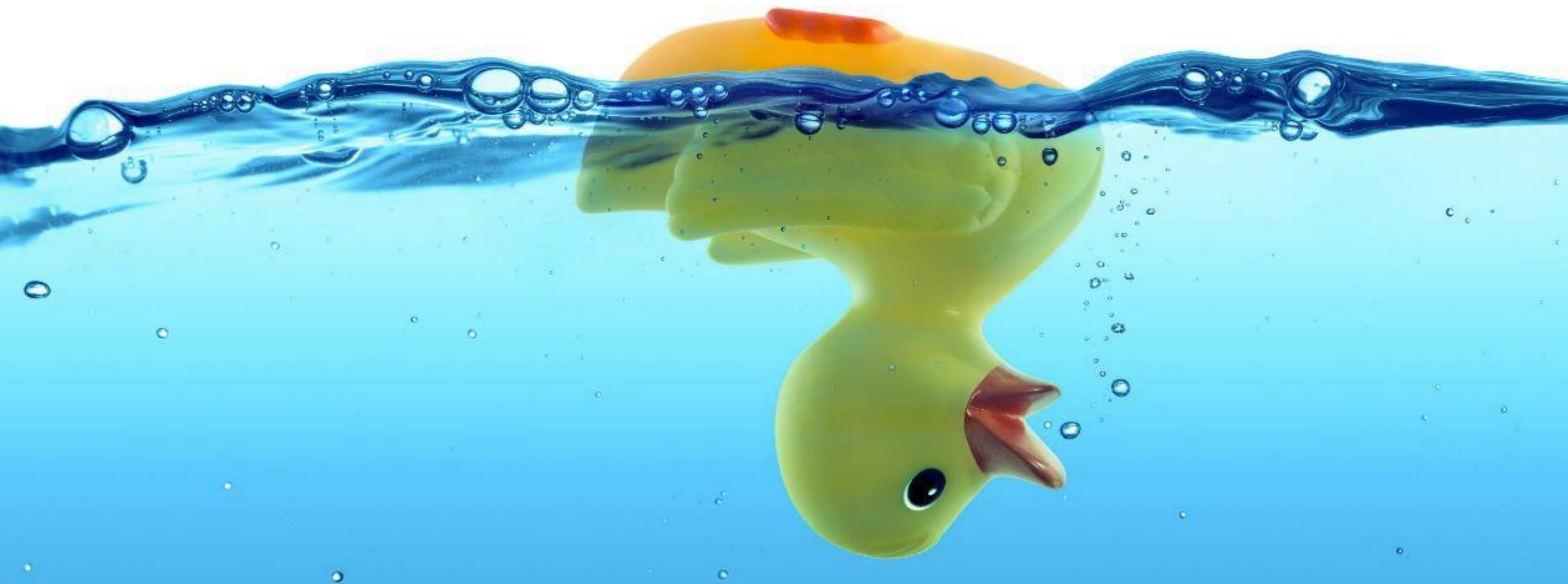
**Driving Humanized Growth
is a journey..**

**..a change management
journey**

Human-Centric Transformation

**70% of all
transformations
efforts fail**

Why?



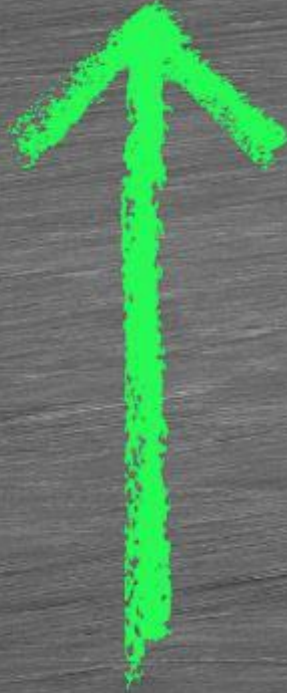
Based on old ways
of working



EFFICIENCY



Speed



Quality

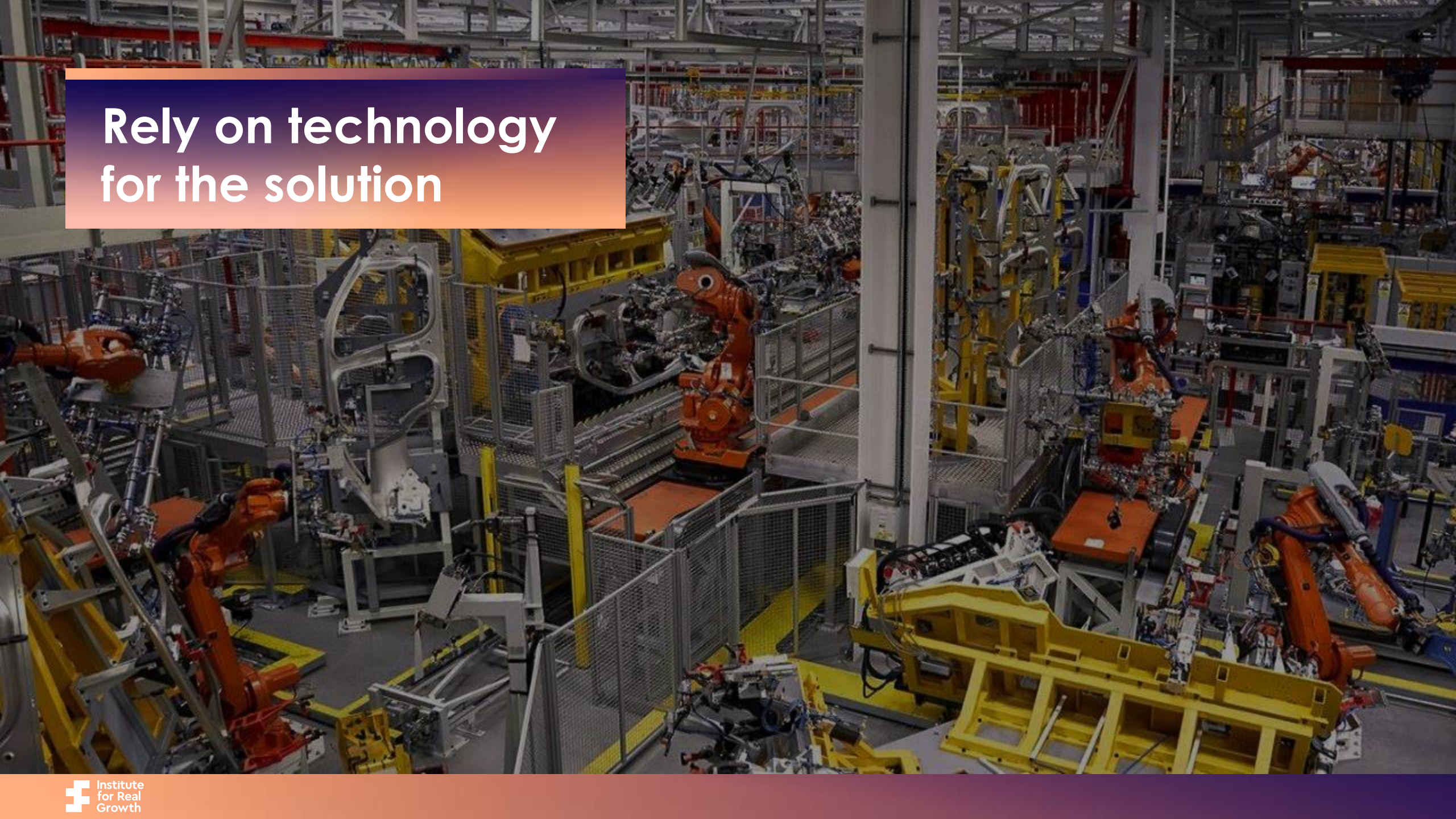


Costs



**Extracting value
not creating value**



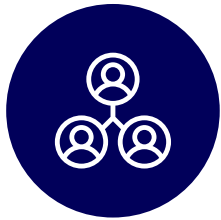
A wide-angle, high-angle photograph of a modern automotive manufacturing plant. The scene is filled with industrial equipment, including several prominent orange robotic arms (likely KUKA) positioned at various workstations. These robots are engaged in assembling car chassis, which are visible as white metal frames. The floor is a mix of grey concrete and yellow safety markings. In the background, more machinery, overhead cranes, and structural elements of the factory are visible, creating a sense of a large-scale, complex industrial environment. The lighting is bright and even, typical of a large indoor facility.

**Rely on technology
for the solution**

Not Human-Centric



Transformation is about humans



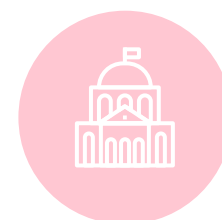
**Colleague
Value**



**Customer
Value**

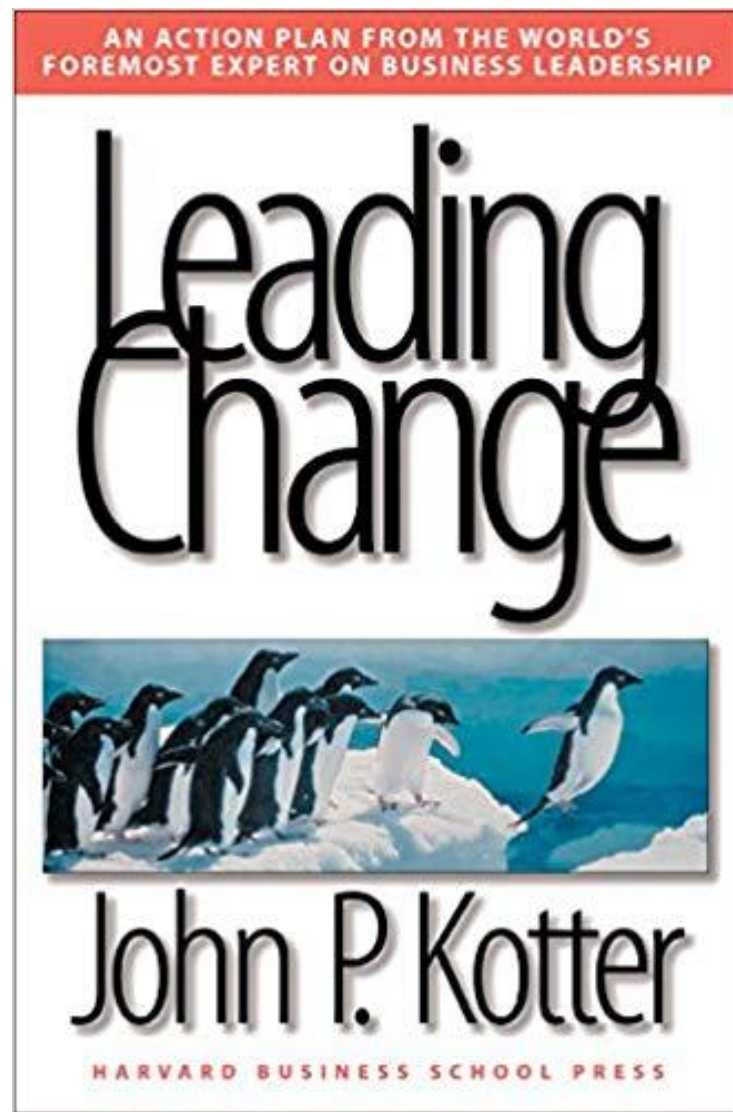


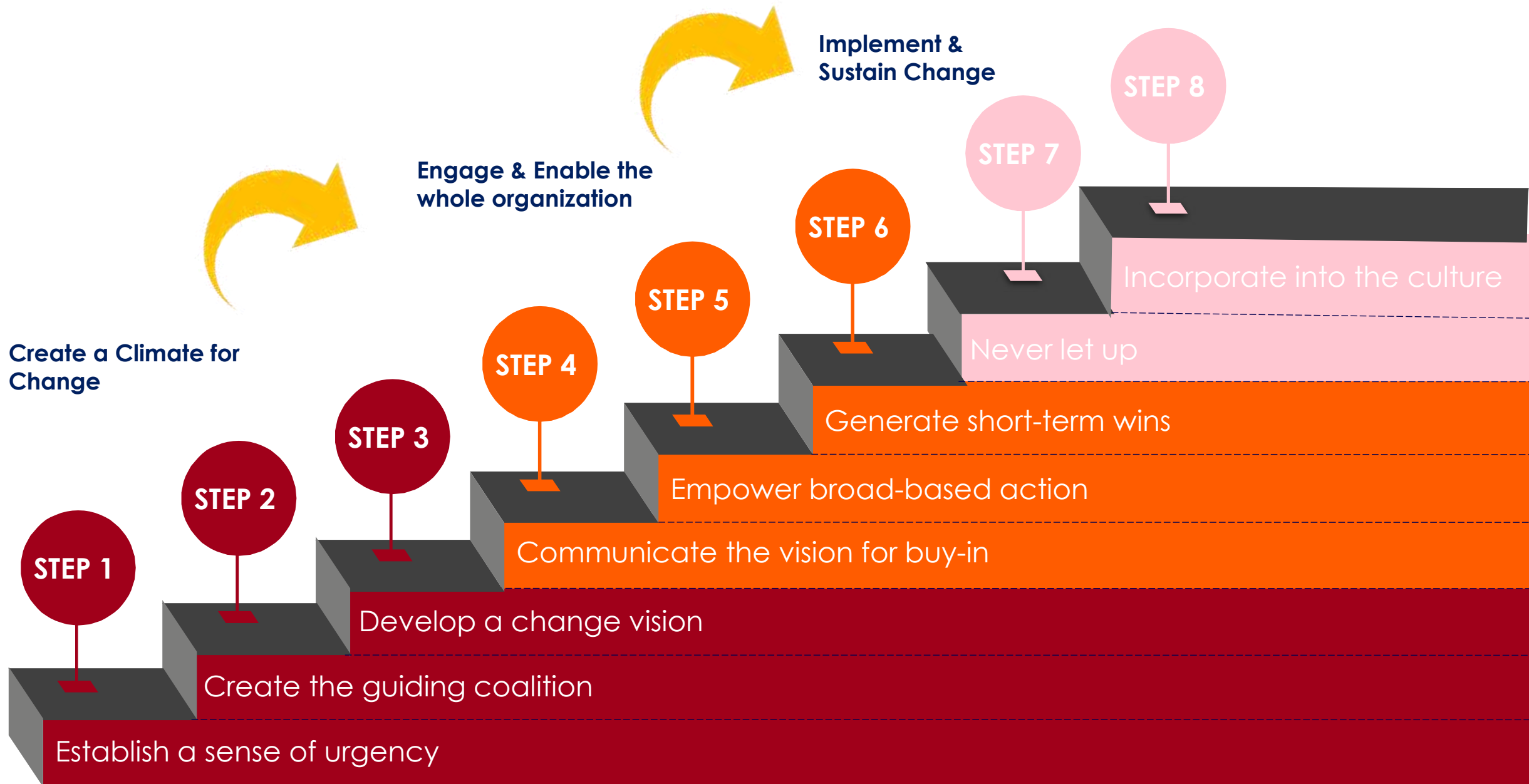
**Community
Value**



**Capital Market
Value**

Kotter's 8-step Process for Leading Change





Create a Climate for Change



1. Establish Urgency

- Leverage energy- never waste a crisis
- Make it outside in & personal
- Educate- one version of the truth



2. Guiding Coalition

- Power of volunteerism
- Diverse many – not a limited few
- No egos – invite in the lions

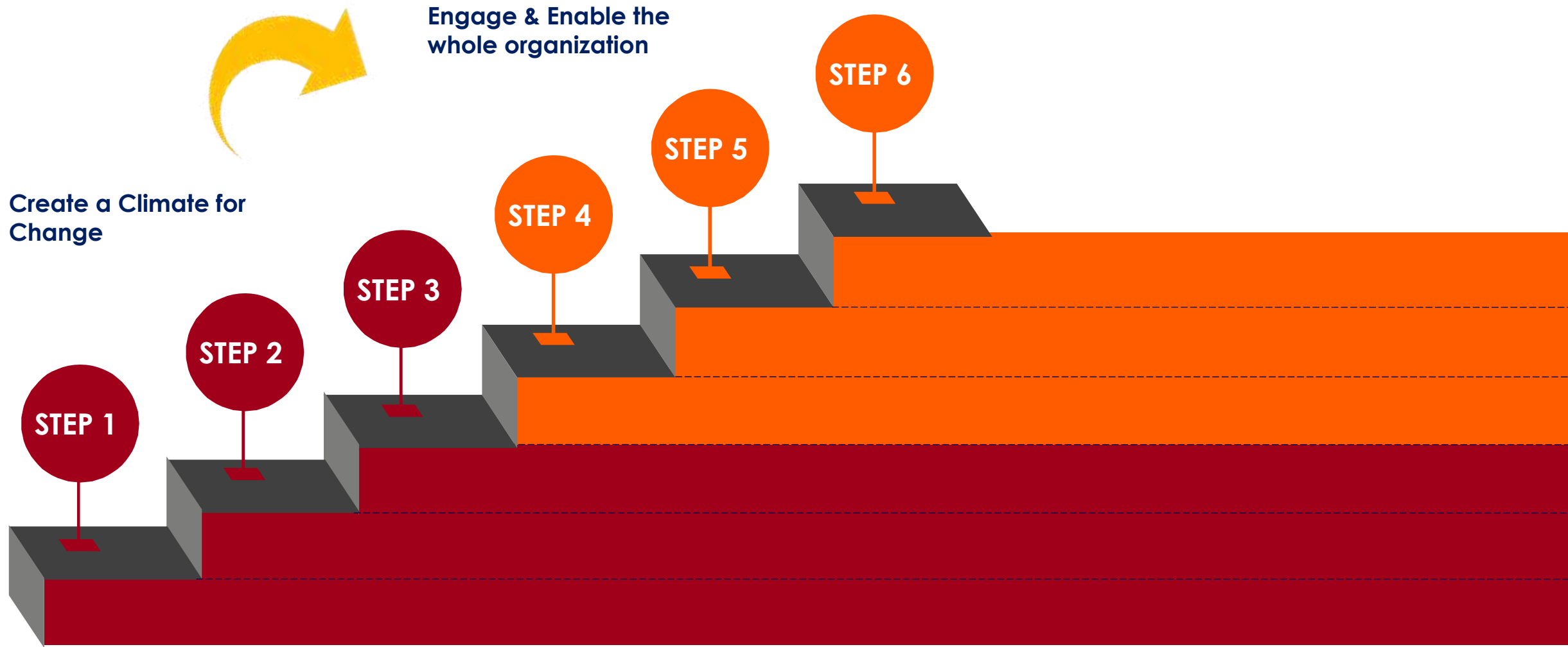
natura &co



3. One Change Vision

- Start with the business strategy
- Paint a picture that appeals to hearts
- Integrate into strategic planning





4. Communicate the Vision for Buy-in

- Brand it, market it, manage it
- Leverage external media
- Be a broken record - everywhere

Kraft*Heinz*



5. Empower Broad-Based Action

- Lead by example at the top
- Equip the coalition- new capabilities
- Inspire bottom-up ideas

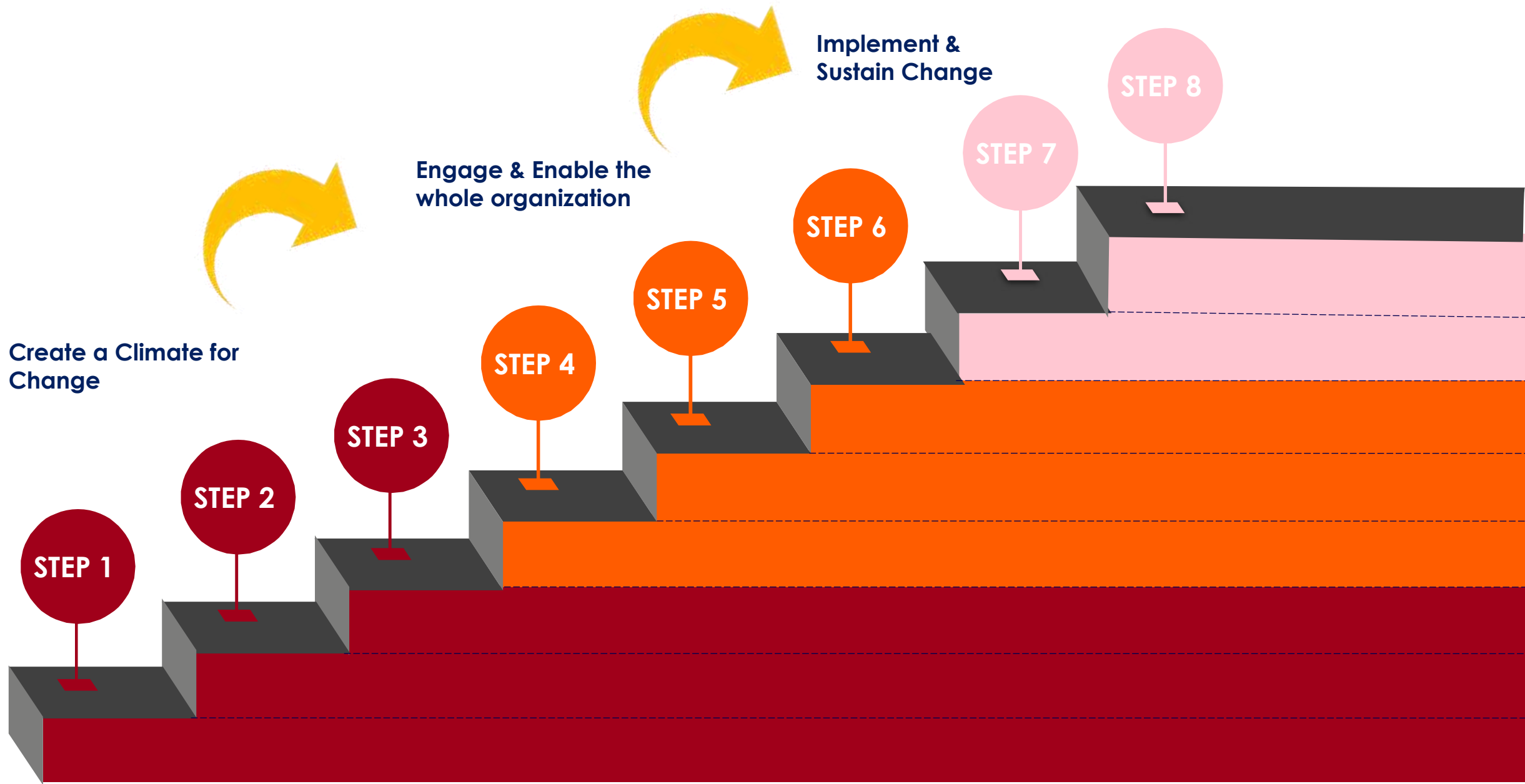


6. Generate Short-Term Wins

- Pilot, find and celebrate wins
- Provide 'proof'- and iterate strategy
- Work with lead markets and brands

P&G





7. Never Let Up

- Be patient but maintain momentum
- Do not celebrate too early
- Neuroplasticity

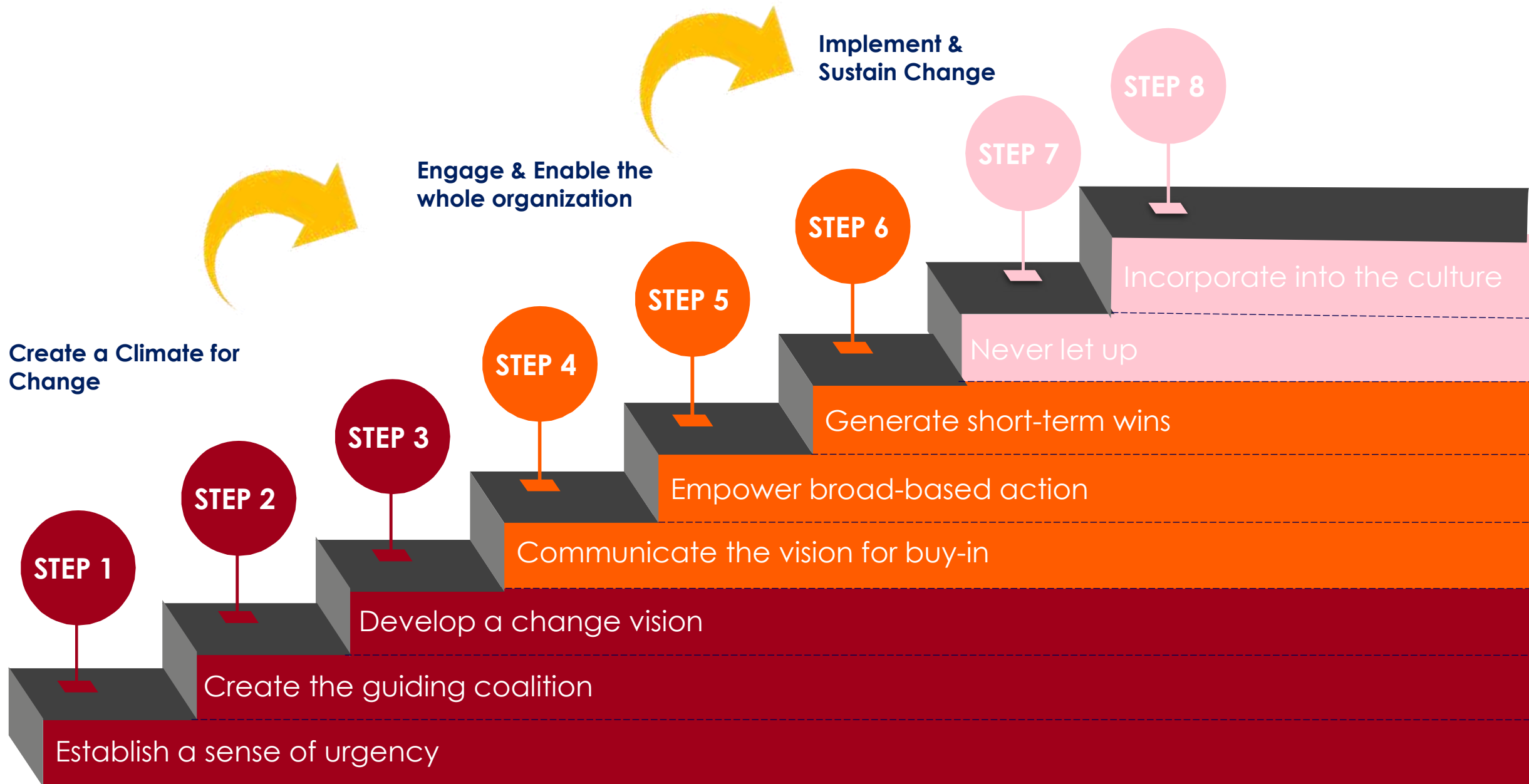


8. Incorporate Change into the Culture

- Cascade horizontally and vertically
- Create an ecosystem with influencers
- Foster a growth-mindset

MARS





Stakeholder Mapping



Influencing Styles

 RECIPROCITY	Do something in the belief that the person will do something for you in future
 LIKEABILITY	The power of 'easy going pleasantness'. Be genuinely nice
 BUILD ALLIANCES	Pursue the same or similar outcomes. Might involve new relationships
 PRIOR BELIEFS	Refer to what the person has said or done before
 PROOF	Provide rational, evidence-based arguments
 INCENTIVES	Focus on the positive outcomes that will result from an action or decision

 CONSENSUS	Everyone's doing it. Appeal to social pressure
 SCARCITY	Nobody wants to miss out on a rare opportunity. FOMO
 CONSULT	Genuinely seek other person's input
 OPTIONS	Offer more than one course of action
 INSPIRE	Present an exciting and energizing picture of the future

Exercise

Map your top 3 Stakeholders
Develop a 45 Sec. Elevator Pitch for the most important Stakeholder



7'

Stakeholder Mapping



Exercise

**In groups of 3
(10 min each):**

- 1 minute context explanation
- 3 minutes 'pitch' practice
- 6 minutes feedback



30' minutes

Timeline



Voting Criteria for electing the Champion



- 1 **Impact** and **feasibility** of the Plan
- 2 **Passion** and **conviction** of the Humanized Growth Leader
- 3 **“Snowball”** potential

Announcing, this fall...

A new cohort of the Marketing Leadership Program in partnership with the ANA!



For the next generation of CMOs...

10 years of Marketing experience & leadership responsibilities

ANA Board of Directors Contributors



Dean Aragón,
Shell

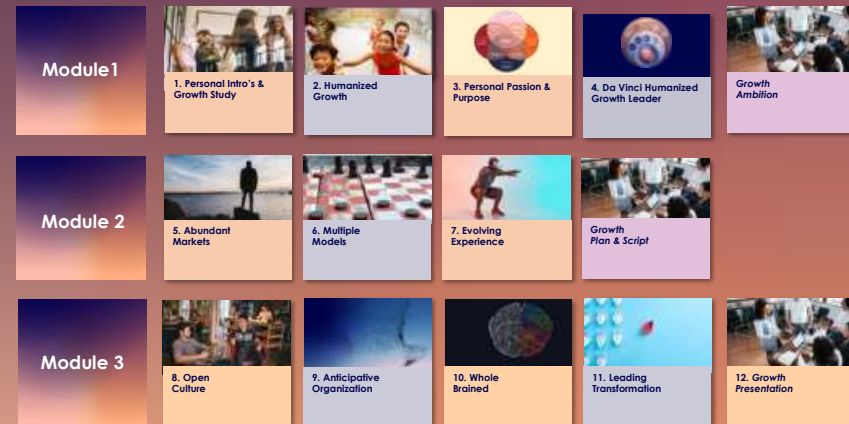


Morgan Flatley,
McDonald's



Douwe Bergsma,
Piedmont Healthcare

12-week blended learning journey



ROADMAP KEY
ZOOM
SELF-LEARN
MILESTONE

More info & registration: marketingleadershipprogram.com

IRG Cannes Summit - 4 weeks to go!





SUMMIT AGENDA

JUNE 14

JUNE 15

JUNE 16

JUNE 17

LOCATION:

IRG CAMPUS, ST. PAUL DE VENCE

04.00 PM	Check-in Opens
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06.00 PM	Welcome drinks
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07.00 PM	Dinner
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SUMMIT AGENDA

JUNE 14

JUNE 15

JUNE 16

JUNE 17

09.30 AM

Welcome & Mindfulness

10.30 AM

IRG100 2024 – Impact Carousel Session 1

12.00 PM

Lunch

01.00 PM

IRG100 2024 – Impact Carousel Session 2

03.00 PM

IRG100 2024 – Understanding the Ego

07.00 PM

Community at the Heart of Business

07.30 PM

Dinner & Drinks



SUMMIT AGENDA

JUNE 14

JUNE 15

JUNE 16

JUNE 17

09.30 AM

Welcome & Mindfulness

10.30 AM

Partnering with the CMO – 5 C-suite Corners

11.45 PM

Partnering with the CMO – 5 C-suite Corners

12.45 PM

Lunch

01.45 PM

Partnering with the CMO – 5 C-suite Corners

03.00 PM

Humanized Business Impact

06.00 PM

Welcome drink

06.30 PM

Personal Purpose & Growth

07.15 PM

Dinner & Party

**C-Suite
Collaboration
CMO x CHRO**



Lindsay Pattison
CHRO, WPP

A portrait of Hanne Sondergaard, a woman with short grey hair and black-rimmed glasses, wearing a dark blue blazer. She is smiling slightly and looking towards the camera. The background is a blurred outdoor setting with a building and some foliage.

C-Suite Collaboration CMO x CSO

Hanne Sondergaard
CSO, Arla

A portrait of Tiffani Sossei, a woman with long, dark, wavy hair, smiling slightly. She is wearing a purple patterned scarf and a dark jacket. The background is a solid grey.

C-Suite Collaboration CMO x CTO

Tiffani Sossei
CDO, Mondelez

A portrait of Laura Jones, a woman with long dark hair, smiling, wearing a bright pink top. The background is a solid grey color.

C-Suite Collaboration CMO x CFO

Laura Jones
Brand Asset Value

A close-up portrait of a man with a beard and glasses, smiling slightly. The image is the background for the entire slide.

C-Suite Collaboration CMO x CEO

Robert Tas
Partner, McKinsey

A photograph of two people, a man and a woman, sitting in a relaxed setting. The man on the left has a beard and is wearing a blue button-down shirt, holding a bottle. The woman on the right is wearing a black tank top and large hoop earrings, laughing heartily. A semi-transparent purple and orange gradient box is overlaid on the bottom left, containing the title text.

Fireside: Marcel Marcondes & Khensani Nobanda

A close-up portrait of Jay Shetty, a man with dark, curly hair and a beard, looking directly at the camera with a slight smile. The background is a soft, out-of-focus light blue.

Monday keynote: Jay Shetty – Personal, Passion & Purpose

SUMMIT AGENDA

JUNE 14

JUNE 15

JUNE 16

JUNE 17

10.35 AM Creativity for Impact

11:20 AM Forward Planning & Sparring

12.00 PM Lunch

1.00 PM Depart to Cannes

02.00 PM Closing Ceremony

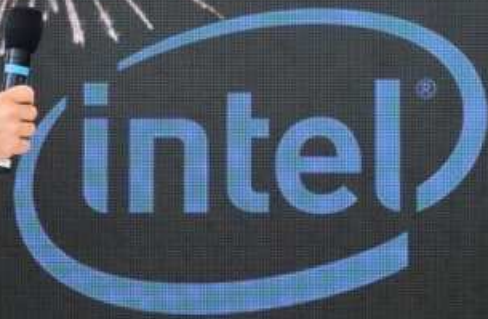
04.00 PM Close & Collect Luggage

Grande Finale: WPP Beach



Humanized Growth Champion Election

George Olexa





What to wear?



What to wear?



Tuesday 18 June
06.00 – 07.00 PM

You**Tube**

19-23 JUNE 2017

CANNES



Thursday, 20th June
09.00 – 10.00



GOALS HOUSE



See you in 4 weeks!

