



ON DEMAND

**WOB PRESENTS  
THE EXCLUSIVE  
MASTERCLASS ON**

BUSINESS  
TRANSFORMATION with

**CHARLENE  
LI**

LEADING EXPERT ON  
DIGITAL TRANSFORMATION  
AND DISRUPTIVE GROWTH  
STRATEGIES



**IN THIS MASTERCLASS  
YOU WILL LEARN:**

- To transform change and disruption into opportunities
- How to meet the needs of your future customers
- How to build a powerful strategy in times of disruption
- The role of leaders in guiding organizational transformation



## ABOUT CHARLENE LI

Leading expert on digital transformation and disruptive growth strategies

For the past two decades, **Charlene Li** has been helping people see the future. She's the author of five books, including the New York Times bestseller, *Open Leadership* and the critically acclaimed book, *Groundswell*. Her latest book, *The Disruption Mindset*, was published in 2019.

She was also the founder of Altimeter Group, an analyst firm that was acquired in 2015 by Prophet. Named by Fast Company as one of the most creative people in business, **Charlene** is an expert on digital transformation and disruptive growth strategies. Her deep knowledge of leadership, strategy, interactive media and marketing gives her unique insight into the changing business landscape.



*How comfortable are you, as a leader, using digital? This is probably the most powerful tool to change your leadership agenda.*

Charlene Li



## MASTERCLASS SESSIONS

### SESSION 1

2 hours

### THE DISRUPTION MINDSET – TRANSFORMING AND REINVENTING YOUR BUSINESS

- Pushing Past the Status Quo
- The Disruption Curve
- Disruptive Growth Moves
- The Triple Bottom Line
- Planning for Disruption

### SESSION 2

2 hours

### THE FUTURE CUSTOMER EXPERIENCE

- Focus on the Future Customer
- Defining Next Generation Experiences
- The Power of Empathy Maps and Advisory Boards
- The Employee-Customer Connection

**3**  
SESSIONS

**6**  
HOURS TOTAL

**DIGITAL**  
MASTERCLASS



## MASTERCLASS SESSIONS

### SESSION 3

2 hours

## LEADING THE TRANSFORMATION OF YOUR ORGANIZATION

- The Characteristics, Skills and Habits of Disruptive Leaders
- Overcome Fear and Self-Doubt
- The Purpose of Purpose
- Disruptive Beliefs
- The Flux Culture Operating System
- Leading in the Digital Age

**3**  
SESSIONS

**6**  
HOURS TOTAL

**DIGITAL**  
MASTERCLASS



## BENEFITS

- **Full Access:** Access to the On Demand content for 30 days
- **Executive Summary:** Written overview of key learnings from each session
- **Multi-Language:** All sessions available in English, Spanish, Italian and Portuguese
- **Content:** 6 hours of content

## PRICES

INDIVIDUAL	GROUPS
249 <sup>USD</sup>	3 tickets 639 <sup>USD</sup>
	5 tickets 1,039 <sup>USD</sup>
	10 tickets 1,999 <sup>USD</sup>



wobidigital.en@wobi.com



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