



ON DEMAND

**WOBI PRESENTS  
THE EXCLUSIVE  
MASTERCLASS ON**

GROWTH STRATEGY  
with

**RITA  
MCGRATH**

LEADING STRATEGY EXPERT  
AND PROFESSOR AT COLUMBIA  
BUSINESS SCHOOL



**IN THIS MASTERCLASS  
YOU WILL LEARN:**

- Gain the knowledge, skills and abilities necessary to achieve excellence as a CEO
- Develop a comprehensive vision of business growth strategy
- Identify the levers and keys for creating a strategy aimed at purposeful growth of the organization



## ABOUT RITA MCGRATH

Leading strategy expert and professor at  
columbia business school

Prof. **Rita McGrath** is widely recognized as a global authority on leading innovation and growth during times of uncertainty. As a consultant to CEOs, her work has had a lasting impact on the strategy and growth programs of Fortune 500 companies worldwide. She is the author of five books including the best-selling *The End of Competitive Advantage and Discovery Driven Growth*, cited by Clayton Christensen as creating one of the most important management ideas ever developed.

Her new book is *Seeing Around Corners: How to Spot Inflection Points in Business Before They Happen*. **Rita** is also the founder of Valize, an innovation platform whose mission is to help organizations build lasting innovation capability as the basis for long term shared prosperity.



*We need to go from a mindset where the assumption is stability to an assumption that you need to be coming in frequently and sking about change: what is changing in our markets, in technologies...*

Rita McGrath



## MASTERCLASS SESSIONS

### SESSION 1

2 hours

#### WELCOME TO THE NEW STRATEGY PLAYBOOK

- From sustainable to transient competitive advantage
- The 6 elements of the new strategy playbook
- From industry à arena – who are your competitors, really?

### SESSION 2

2 hours

#### TOOLS FOR MANAGING STRATEGIC GROWTH IN UNCERTAIN ENVIRONMENTS

- Options thinking and activity portfolios
- Discovery driven planning – converting assumptions to knowledge
- Healthy disengagement

### SESSION 3

2 hours

#### COMPETING IN ARENAS – YOUR CUSTOMERS SHOULD NOT BE A MYSTERY

- Segmentation on the basis of behaviors, not demographics
- Consumption chain – understanding the customers' total experience
- Attribute analysis – what are the tradeoffs customers are making as they evaluate your offerings?

**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
<b>249</b> <sup>USD</sup>	<b>3 tickets</b> <b>639</b> <sup>USD</sup>
	<b>5 tickets</b> <b>1,039</b> <sup>USD</sup>
	<b>10 tickets</b> <b>1,999</b> <sup>USD</sup>



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