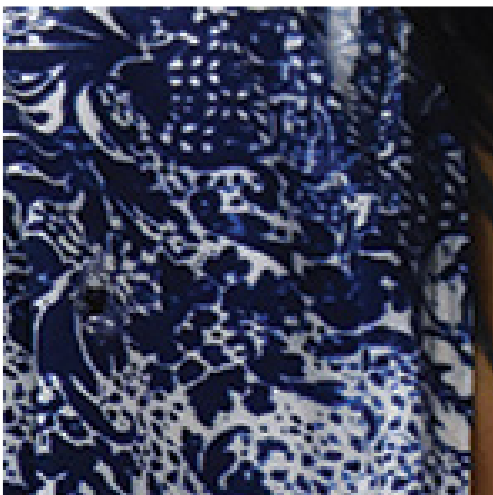
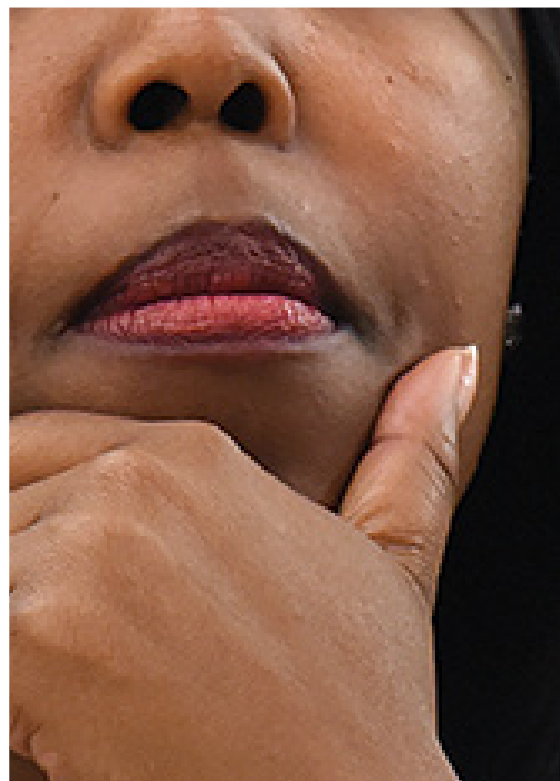


EXECUTIVE EDUCATION>STRATEGY



# Customer Centricity: Game-changing Strategy Design and Execution

Rejuvenate your organisation's strategy and disrupt your industry with a modern, customer centric approach.



**13 - 14 August 2019**

ALSO AVAILABLE AS AN IN-HOUSE PROGRAMME

**Gordon Institute  
of Business Science**  
University of Pretoria

Strategic renewal is often something overlooked by organisations. This prevents them from tapping into emerging trends, accessing new markets and retaining customers. This programme is for executives who need to build a customer-centric enterprise or rejuvenate and disrupt their strategies with a modern customer centric approach as they expand globally or into Africa and emerging/expanding markets. You will learn how to **develop and implement a customer centric strategy, and become a powerful influencer and advocate game changer.**

## Course info



### FACULTY >

**Professor Sandra Vandermerwe** is currently an extraordinary professor at GIBS and an associate fellow at Imperial College Business School, London. She also serves on not-for-profit boards and is a senior associate at Deloitte Consulting. She has authored a number of books since the 1990s and written over 50 case studies and papers. She consults globally on the transformation process required to implement and achieve customer centricity sustainably.



**FEE >** R 17 100 (includes tuition, instruction material, lunches and refreshments and is VAT exempt).



**DURATION >** Two days



**DATES >** 13 – 14 August 2019

### Key focus areas:

- > Opening up new 'market spaces' and creating markets;
- > Identifying disruptive new value opportunities;
- > Using a structured model to build lifetime value;
- > Monetising the customer model using new economics;
- > Building and measuring social capital;
- > New account management models;
- > Digitalisation and its role in delivering superior customer experience;

- > Integrating social investments into customer centricity;
- > Reverse innovation and relevance to growth;
- > Challenges with game-changing implementation;
- > Emerging markets: special opportunities and challenges;
- > A model for a phased implementation process with the 10 breakthrough points and defining moments;
- > Determining pace and practicality given the enterprise culture and markets;
- > Getting traction and buy-in inside and out; and
- > Getting the payoff of lifetime customer value and what that takes.

### Who should attend?

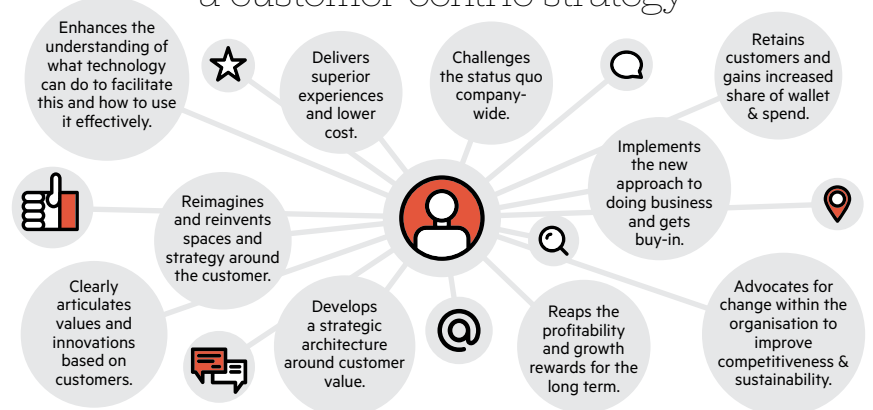
- > General managers, functional directors, executives, senior managers, senior IT managers/directors, heads of functional areas and, in particular, C suite teams who are considering designing and implementing customer centric strategy or building digital strategies;
- > Senior executives are encouraged to bring their teams with them to allow for implementation of the concepts and frameworks back in the workplace; and
- > Entrepreneurs are also encouraged to attend.

### How you will benefit:

At the end of the programme, you will be able to:

- > Understand the strategic significance of game-changing customer centricity and how to make this happen;
- > Find and articulate new 'market spaces' that open up opportunities for your organisation;
- > Define and design specific product and new service value-add innovations that build brands and bring durable lifetime customer value and advocacy;
- > Build a strategic architecture and story to get buy-in alignment and social approval;
- > Develop a business case for achieving disruptive customer centricity;
- > Design a route map to implement a customer-centric transformation;
- > Overcome the status quo in your organisation, and know what to do to get alignment, motivation and traction;
- > Enhance and accelerate buy-in from your Exco/board and colleagues to the new approach;
- > Understand the specific issues involved in building social values and impact into missions and strategies; and
- > Gear strategies for successful entry into emerging economies where customers are leapfrogging to new and modern concepts and are digitally savvy.

## Benefits of designing and implementing a customer centric strategy



For enquiries call **+27 (0)11 771 4159** or email **khoadim@gibs.co.za**

This programme can also be offered in-house for your organisation. Enquire about our Study & Stay packages at our on-site illovo Hotel.

