

WHY Global CEO Program Africa

Prof. Alejandro Lago



WHY Global CEO Program

WHY IESE-LBS-SBS

WHAT can you expect

WHY

GLOBAL CEO AFRICA

sustainable
new-customers
new-markets
africa
growth
profit

WHY IESE-LBS-SBS



The Africa Initiative

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Africa: A Road Map to Opportunities

AFRICA: A ROAD MAP TO OPPORTUNITIES

The future is Africa, say IESE professors Africa Ariño and Alejandro Lago, based on teaching, consulting and a research sabbatical there. But macroeconomic indicators only tell one part of the story. To really know what's going on, you have to grasp grassroots realities.



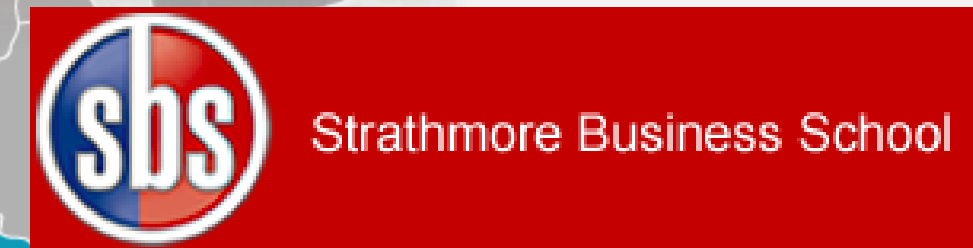
AFRICA NEWS HUB



CATEGORIES

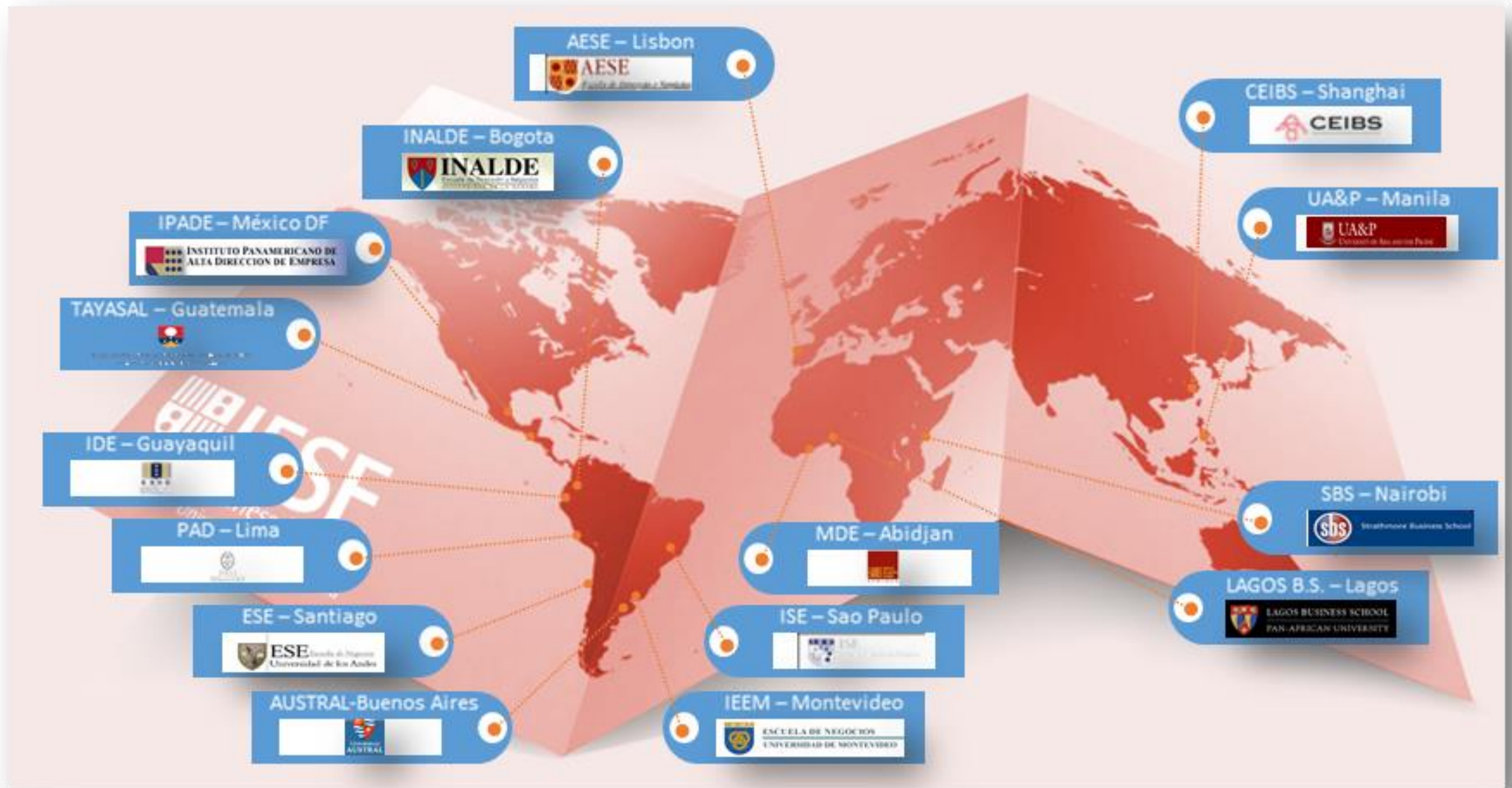
Africa from Africa Blog
Doing Business on the Earth Blog
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WHY IESE-LBS-SBS



ASSOCIATED AND PARTNERS SCHOOLS

WHY IESE-LBS-SBS



WHAT

4 MAIN THREADS

GROWTH STRATEGY MODELS

PAN-AFRICA CONTEXT ADAPTATION

CEO LEADERSHIP & LEGACY

IMPLEMENTATION & INNOVATION

WHAT

HANDS ON DELIVERABLES

1. Support of **Personal Company** Strategic Growth Plan
2. Executive Challenge
Peer coaching
3. Leadership Coaching
(on request)



Global CEO Program - Africa

A transformational journey



Strategic Growth Plan (SPG)

Workbook

Company Name:

CEO:

Industry:

Phone:

e-mail:

SECTIONS OF THE SGP

- 1a. CEO &Ambition
- 1b. Company Vision, Mission & Values
- 2a. Strategy Assessment
- 2b. Growth Plan (I): Geographies, Customers & Value
- 2c. Growth Plan (II): Context & Stakeholder management
- 3a. Key implementation actions
- 3b. Finance
- 3c. Key Performance Indicators (KPIs)
- 4. Organisational Structure & leadership

#1a: CEO AMBITION

The ones who are crazy enough to think they can change the world are the ones that do.”

– Steve Jobs (American entrepreneur; Co-Founder and ex-Chairman and -CEO of Apple Inc.)

Guidelines & Food for thought:

- In this section, please state your personal ambition as a CEO and for your business – financially (with specific measurable KPIs) and non-financially.
- Evaluate your current ambitions and in which assumptions they are rooted. Are those assumptions still valid? Which psychological frames and/or economical/etc. barriers prevent you from growing more than you initially stated? Reflect if and how could they be overcome?
- Evaluate to whom, when, and how you have communicated this ambition in the past? Should it be shared with more people? Should it be done differently in the future compared to how you did it in the past?
- Understand the major traps and threats that could endanger successfully reaching your ambition.

Your personal ambitions as a CEO:

Your long-term legacy

Your financial ambitions for this company:

Targets	2018	2019	2020	2021
Revenue Target				
Export Target				
Employment Target				
EBITDA Target				
International Expansion Target				

Your non-financial ambitions for this company:



Thank you!