



ECR LaB: Leading across Boundaries

The Executive Development Programme for
future shapers of the Consumer Goods Sector



CEO Sponsor Endorsement

“What an opportunity! I wish that this Programme had existed when I had been coming up the ranks during the nineties, because I’d have jumped at the chance. Being surrounded by very good people, learning important things about the business and developing new skills with colleagues from across the breadth of our sector will better prepare you to make a bigger contribution to your business.”



Philip Clarke
CEO, Tesco



Paul Polman
CEO, Unilever

“The challenges and opportunities this sector faces require the highest standard of leadership. This Programme is a must for the leaders who want to make a difference.”

ECR LaB is..

- .. for **high-potentials** in Consumer Goods
- .. for crossing new **boundaries**
- .. a '**LaBoratory**': an exploratory environment
- .. an analysis of the **Key Leadership Duality**
- .. a **transition** towards delegates' own visions
- .. **complements** company leadership programmes
- .. a **collaboration** itself!



ECR LaB Pillars & Themes



3 Pillars

**LEADING
ACROSS
BOUNDARIES**

3 Themes

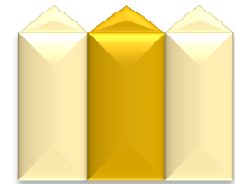


Three Pillars of LaB

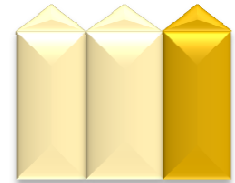
1. Individual Leadership Qualities



2. Leadership in my Team & Network



3. Leadership in the Consumer Goods Sector





Three Themes of LaB

Shopper & Consumer

- How will Shoppers buy in the future?
- What will be the changing role of Consumers in buying decisions?

Efficient Collaboration

- How can Company Leaders respond to Shopper changes?
- What are the 'Rules of the Game' for successful collaboration?

Sustainable Growth

- How will companies jointly determine the future shape of the Sector?
 - What are the emerging and expected "fault lines"?
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Unique Selling Points of LaB

- **Highly relevant sector-focussed content**
- **Powerful balance of Programme elements**
- **Unparalleled access to sector peers**
- **Opportunity to implement profitable collaborative change initiatives**



Benefits Achieved by Delegates

- *“Having already created a collaborative Task Force with a PMP Retailer during the Programme; implement this elsewhere, creating a pool of global experts to work with our Customers and their Shoppers.”*
- *“For our Business Development Project, keep asking why, why, why to gain deep, deeper understanding of our shoppers & consumers.”*
- *“I must now be a Change Agent in my company, developing differentiating policies; increasing the use of shopper insights data, rather than general market data. Become consumer-led every day!”*
- *“Create a step-change in Category Management, using Consumer Insights and Fair Process taught on the Programme – working with a Supplier met during the Programme, then with other suppliers.”*

Coca-Cola

Ahold

Barilla

Tesco




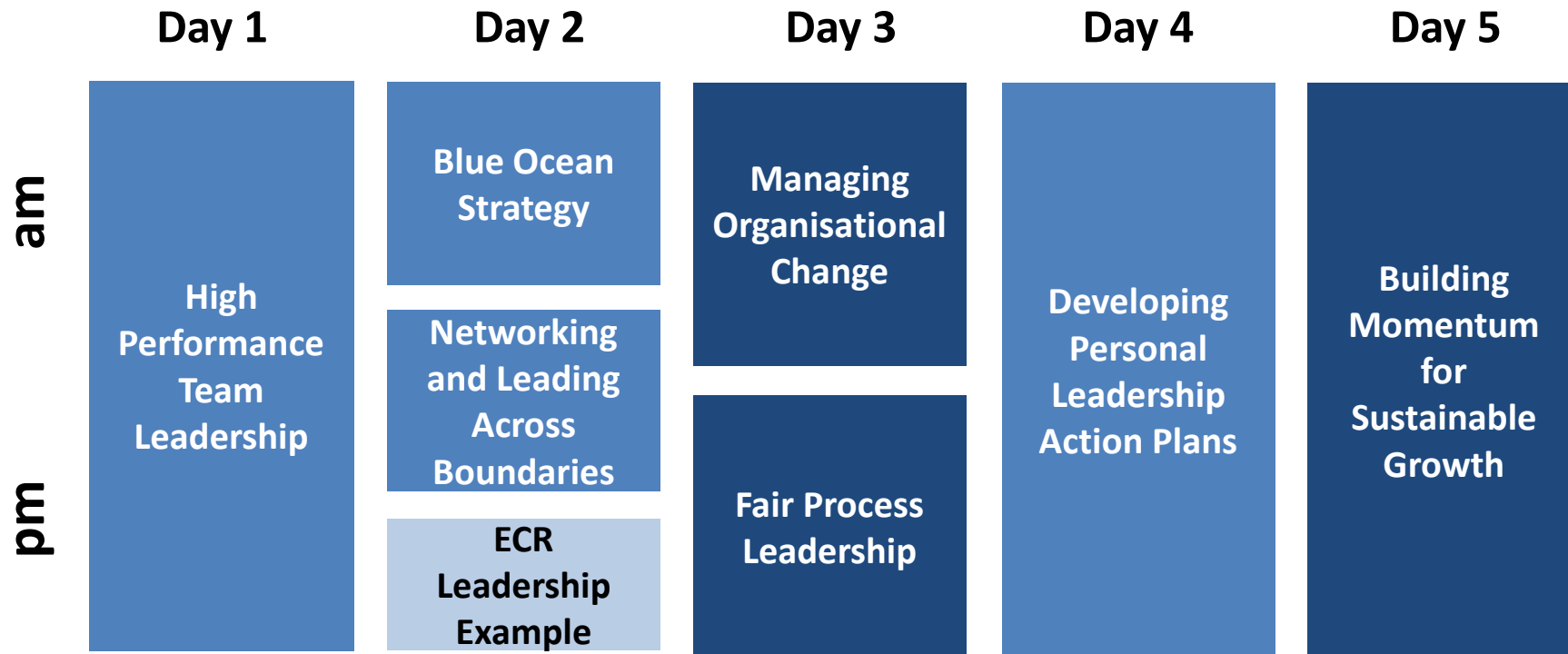
June 2012	Pre-Programme Activities
July 2012	First Module at INSEAD Campus, France 30 June - 6July
Aug to Oct 2012	Inter-Modular Activities
November 2012	Second Module at INSEAD Campus, Singapore 24-30 Nov.
Dec to Mar 2012/2013	Post-Programme Activities
April 2013	Results Communication



€15,000*

* plus accommodation and travel expenses








- = Individual
- = Network
- = Sector



	Day 1	Day 2	Day 3	Day 4	Day 5
am	Crossing Cultural Boundaries	Value Creating Strategies in Supply Chain and Network contexts	Negotiation Dynamics: over time and across issues	Conquering Boundaries: Innovating in the Meta-national	Organisational Structure and Design
pm	LAB Workshop: What did we learn during our LEAPs (Leadership Action Plans)	Negotiation Dynamics: one time	Strategic Partnerships and Collaboration in Supply Chains	ECR Workshop: Why do retailers find it so difficult to cross boundaries?	Final LAB Workshop: Building my new LEAPs Across Boundaries

-  = Individual
-  = Network
-  = Sector

To Find Out More..

- **Discuss possible participation in full confidence with Stephanie**
- **Request a Brochure & Application Form**
- **Contact delegates of previous Programmes for their experiences**

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