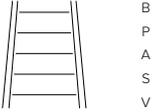
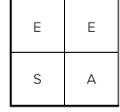
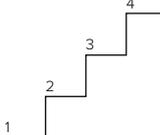
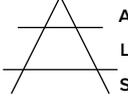
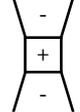
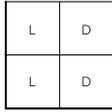
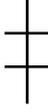
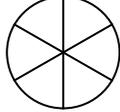
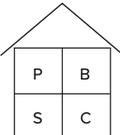
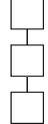


ACTIVATION PROGRAM MODULES

We visit the topics outlined below in a tailored manner in our One Earth Business School Activation Programs.
As macro factors change, so too will how your business will need to approach each area.

MODULES		IP		
		PATTERNS OF GROWTH	STRUCTURES OF GROWTH	
SALES	SALES & MARKETING	<ul style="list-style-type: none"> Marketing Branding Sales Project Delivery 		6x ✓
	GO TO MARKET	<ul style="list-style-type: none"> Push/Pull Growth Teams Resources Cost Efficiency 		R 100 3:1 I 20 7:1 G 1.5 2
	CAMPAIGNS	<ul style="list-style-type: none"> Personal Brand Brand/Culture Communications (staff and clients) Campaigns 		
MARGIN	PACKAGING	<ul style="list-style-type: none"> Integration ALS - Marketing Cost Model Tangible/Intangible Infrastructure/Assets 		
	MARKET GROWTH	<ul style="list-style-type: none"> Business Models Pricing Production: Vol: Efficiency Financial Forecasting 		
	CUSTOMER JOURNEY	<ul style="list-style-type: none"> Channel Strategy Community: Data Customer Journey Delivery 		X³
STRATEGY	SCALE	<ul style="list-style-type: none"> Product Innovation Partnerships Better Today Investment Thesis 		%
	MARKET EXPANSION	<ul style="list-style-type: none"> Trends Market Gaps Expansion Efficiency Structures 		
	BRAND-LED	<ul style="list-style-type: none"> Brand Choice Vision : TTF Asset : BPCS Valuation 	