

2018 BLOCH EXECUTIVE SERIES

Business Models:

Learning from World-Class Companies to Drive Growth

Wednesday, August 29 | 9AM – 4PM

What You Will Learn

Ever wonder how large Consumer Packaged Goods (CPG) companies like Coca-Cola and Proctor & Gamble grow revenues and profits so consistently over time? It's not rocket science, it's discipline and focus across the full business model while continuously applying innovation principles to people and process, as well as product.

Aristotle said "We are what we repeatedly do. Excellence therefore, is a habit." Learn how to make profitable growth a habit.

Participants will build a personal approach to managing their own process for driving growth using a business model, as well as learn a new approach to innovation useful for driving consistent results.

Key Topics

- Deep understanding of what a business model is
- The day to day management of the business model and key actions within those processes
- The role of innovation in people, process, and product
- Personal leadership required to make the hard choices required to grow your business
- The role you should be playing in the business model from within your discipline

Who Should Attend

Anyone interested in learning more about how they can improve their company's results, as well as their own, from within their area of expertise. This is relevant for all facets of business including product, marketing, supply chain, sales, marketing, finance, and IT.

About the Instructor



Dan Stifter is an instructor for Bloch Executive Education. He has over 30 years of senior executive level product, marketing, and general management experience, primarily at Coca-Cola and Hallmark. Dan spends most of his energy on Stratex Solutions, a start up focused on strategic planning software and planning where he is an owner. He is heavily involved with the start-up community in Kansas City, and is a 2015 winner of TechWeek 100 Most Influential Leaders award. Dan teaches leadership and strategy courses in the MBA program for the Bloch School of Business at UMKC and also delivers training sessions on strategy, leadership, business models, and executive coaching. He is on the Board of Directors for Outreach International, a non-profit dedicated to eradicating poverty globally. Dan received his BA in Political Science/Economics from Lawrence University and his MBA from Marquette University.

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BLOCH EXECUTIVE EDUCATION
at the UNIVERSITY OF MISSOURI-KANSAS CITY