

SCALING UP Master's Program – Online Courses

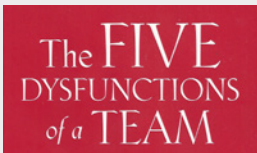





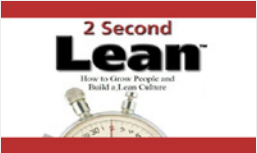

The pace of change in many industries is so rapid that it is hard for companies to keep up. By 2027, the average tenure of firms on the FORTUNE 500 will be 12 years, down from 24 years in 2016 and 33 years in 1964, according to new predictions by the consulting firm, Innosight. For small and midsize firms that lack the deep pockets of their bigger rivals, staying ahead of change can be even more challenging.

Educating your team is the only way to keep pace, but it can be hard to do so amid the daily hustle. Our **Scaling Up Master's Program** makes it easier. This 12-month program






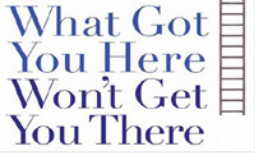
includes a total of 7.5 days of on-site education with experts in strategy, leadership, and organizational development. In addition, our online executive education will be delivered right to your office so you and your team can access it from the convenience of computers, laptops or mobile devices.

As highlighted below, **Scaling Up – Online Master's Program** consists of four 90-day sessions designed to help you make decisions allowing your company to scale. Each session will include five program elements including People, Strategy, Execution, Cash, and Personal Development.






// First 90 days

PEOPLE	STRATEGY	EXECUTION	CASH	PERSONAL DEVELOPMENT
 <p>5 Dysfunctions of a Team by Pat Lencioni</p>	 <p>Exponential Organizations (ExO) by Salim Ismail</p>	 <p>Lean Execution by Guy Parsons</p>	 <p>Pricing by Hermann Simon</p>	 <p>Negotiations by Victoria Medvec</p>
 <p>The Ultimate Question 2.0 by Fred Reichheld</p>		 <p>2-Second Lean by Paul Aker</p>		 <p>The Small Big by Steve Martin</p>






// Second 90 Days

PEOPLE	STRATEGY	EXECUTION	CASH	PERSONAL DEVELOPMENT
 <p>Who by Geoff Smart</p>	 <p>The NEW RULES of SALES and SERVICE by David Meerman Scott</p>  <p>Hyper Sales Growth by Jack Daly</p>	 <p>Bottom Line Change by Ari Weinzwieg</p>	 <p>SIMPLE NUMBERS, STRAIGHT TALK. by Greg Crabtree</p>	 <p>What Got You Here Won't Get You There by Marshall Goldsmith</p>

// Third 90 Days

PEOPLE	STRATEGY	EXECUTION	CASH	PERSONAL DEVELOPMENT
 <p>Multipliers by Liz Wiseman</p>	 <p>The AUTOMATIC CUSTOMER by John Warrillow</p>	 <p>RIGHT AWAY & ALL AT ONCE by Greg Brenneman</p>	 <p>Cash Flow is King by Alan Miltz</p>	 <p>Willful Blindness by Margaret Heffernan</p>

// Fourth 90 Days

PEOPLE	STRATEGY	EXECUTION	CASH	PERSONAL DEVELOPMENT
 <p>Delivering Happiness by Tony Hsieh</p>	 <p>OUTTHINK THE COMPETITION by Kaihan Krippendorff</p>	 <p>改善 KAIZEN: BACK TO THE BASICS by Hilary Corna</p>	 <p>Hands on Finance Expertise Course! by Chris Haroun</p>	 <p>THE FREAK FACTOR by David Rendall</p>