STRATEGIC GROWTH FROM THE BASE OF THE PYRAMID

As economic growth slows in the developing world, the base of the pyramid (BoP) represents perhaps the last great, untapped market. Of the world’s 7 billion inhabitants, around 4 billion live in low-economic communities in the developing world. At the same time that businesses are seeking new opportunities for growth and innovation, the developing world is striving to increase its impact. With these forces converging, the potential for profitable growth combined with social impact is tremendous. Unfortunately, many business leaders don’t yet understand best practices for driving results in BoP markets.

In this exclusive, ground-breaking program, Professors Ted London and Stuart Hart will share key strategies, frameworks and processes necessary for success, learned from their combined decades of experience helping companies building sustainable, scalable businesses in base of the pyramid markets. Aspiring enterprise leaders and their stakeholders will come away ready to innovate and succeed in the unique, opportunity-rich BoP market environment.
WHO SHOULD ATTEND?

• Mid- to senior-level leaders responsible for developing successful growth strategies in emerging markets
• Teams responsible for driving business results in base of the pyramid markets
• Visionary leaders seeking profitable organic growth that generates substantial social impact that aligns with the Millennium Development Goals.
• Innovative thinkers seeking proven strategies for business model innovation to design, pilot and scale initiatives in BoP markets
• Business managers seeking to establish a legacy beyond the traditional boundaries of business
• Executives leading teams seeking profitable approaches to generating higher purpose and impact in their work

TAKEAWAYS

• Refined strategies for business model development and execution
• Proven frameworks and tools that can be customized to an enterprise’s specific situation and context
• Action-oriented business plan to make the case for your approach to this marketplace
• Deep understanding of the potential in these markets - and how to reach them.

PROGRAM HIGHLIGHTS

• Develop a tailored execution plan to enable venture development and market creation
• Orchestrate effective pilots and building for scale from the start
• Build the team, the right mindsets and right metrics
• Understand value creation from the perspective of the base of the pyramid
• Achieve triple bottom line outcomes

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– US NEWS AND WORLD REPORT

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Michigan Ross Open Enrollment programs deliver the latest research and teaching in practical terms. Executives across the globe work with Ross to develop new skills, new ways of thinking, and practical solutions for today’s dynamic economy. The University of Michigan has 100 graduate programs ranked in the top 10 in the U.S.

FOCUSED PROGRAM

PROGRAM FOCUS:

• From ideas to actions: crafting an executable strategy to capture the market opportunity and build a sustainable enterprise
• Ensuring an integrated approach
• Building and maintaining effective collaborations
• Facilitating internal buy-in

Learn more about
The Michigan Ross Experience
https://michiganross.umich.edu/programs/executive-education
# Strategic Growth from the Base of the Pyramid

**Dynamic, interactive learning both in and out of the classroom**

Sessions include lectures with Ross’ top-ranked faculty coupled with:

- Group activities & Social events
- Development of personalized action plans
- Cross-industry and cross-functional networking and collaboration

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