

# Agenda - The Customer Value Challenge

	Day 1	Day 2	Day 3
Morning	Welcome & Introduction Exercise# 1: Who is my customer? Coffee Break Debrief: Review Customer Lunch	Debrief: Execution, Scoreboards & Competition Decision #3 Coffee Break Debrief: Company is going global Lunch	Debrief: Crisis Decision #6 Coffee Break Debrief: Final Decision Lunch
Afternoon	Decision #1 Coffee Break Results debrief Exercise #2: Company Strategy Decision #2	Decision #4 Coffee Break Results Debrief Exercise # 3 : Competition Strengths & Weaknesses Decision #5	Prepare Final Presentation Coffee Break Final Presentation Winners & Conclusion