

Agenda - The Customer Value Challenge

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