



# Leading at the Speed of the Customer

## A Transformative Experience

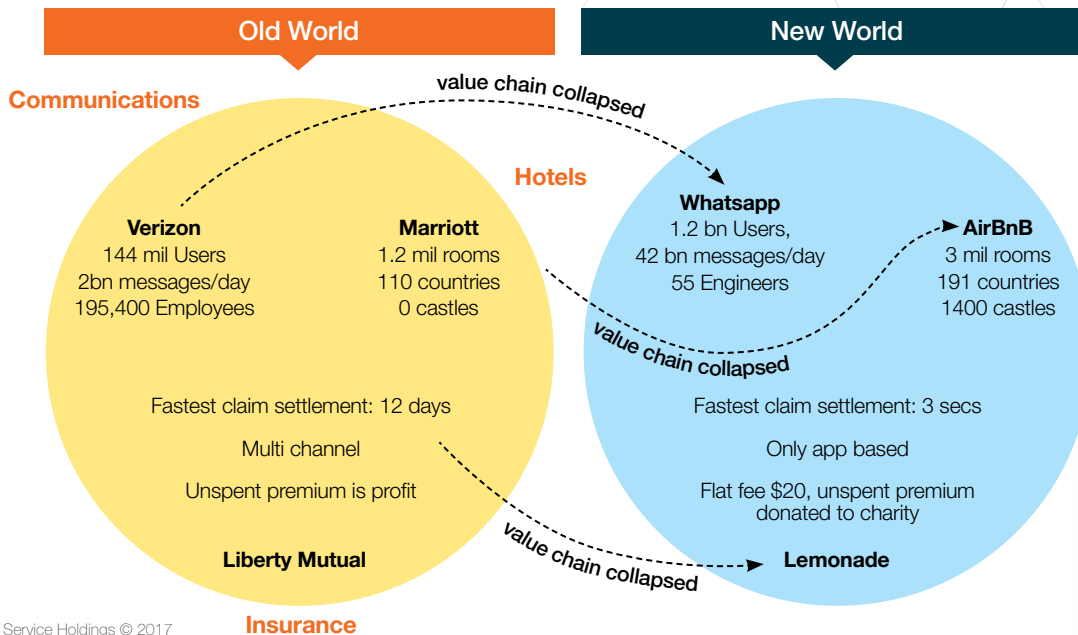
► [ctme.caltech.edu/speed](http://ctme.caltech.edu/speed)

**Leading at the Speed of the Customer is a next-generation leadership experience that will enable your high-potential workforce to create strategies and ideas for a world yet to be discovered.**

While the economy and our daily lives have been transformed over the past couple of decades, the truth is that technologies don't disrupt. Ideas do. Could any of us have expected these seismic shifts over the last 10 years alone?

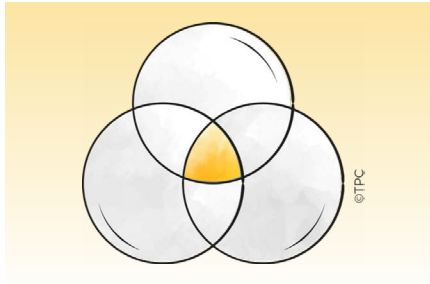
The opportunities ahead are limited only by the imagination. And being at the speed of the customer<sup>SM</sup> will be vitally important for technology-driven businesses over the years to come. With this program, your talent will gain game-changing agile principles and apply what they learn to the current challenges facing your organization.

Customized as a two-day *Breakthrough Lab* workshop or an intensive one-week certificate program, *Leading at the Speed of the Customer* mixes human capital—experienced facilitators and Caltech faculty—with smart technology—a chatbot and augmented reality tools. To immerse your talent in the innovative world of Caltech's thinkers and doers, courses delivered on-campus include visits to labs that are plotting the future of robotics, autonomous systems, advanced data sciences, and space structures.



## Program Highlights & Benefits

This program is based in a well-researched, future-centric articulation of agility—that is, being at the speed of the customer<sup>SM</sup>. Your talent will gain the framework and tools to navigate to the right intersections, with the right interfaces and insights.



### Intersections

The future belongs to companies that are masters of three intersections:

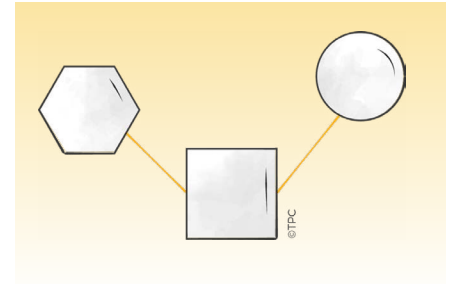
- Between industries
- Between knowledge or expertise domains
- Between aspects of future of work



### Interfaces

Intelligent Interfaces that change human behavior:

- Embedded into daily behaviors of people
- Augment human functions
- Enhance analytics and insights



### Insights

Analytics that drives disruption ahead of time:

- Integrate data and information from the workforce, machines, and processes
- Discover new behaviours ahead of time
- Connects insights from three intersections

## Experience

In this program, your talent will imagine a future yet-to-be-invented and gain the skills needed to deconstruct what exists today to build that future. Here are some of our core tenets:

- There is no such thing as a single-industry company anymore.
- Every business is a platform, data, and technology business.
- With technology and data, the lines blur even between seemingly dissimilar industries.
- For the customer, experience from one instance is immediately transferred to a completely different instance in real time as an expectation.
- The future of the workforce is augmented—a mix of human full-time employees, gig talent, robotics, and AI-driven automation.

## Who Should Attend

Customized programs are available for senior executives involved in strategy and business operations, experienced mid-level executives, and emerging high-potential leaders.

## Customize This Program

Contact us to design a customized Breakthrough Lab or certificate program to be delivered at your location. Our subject matter experts and educators will work with you to tailor a solution to meet your organization's specific needs. To explore your organization's leadership development options, contact the Caltech Center for Technology and Management Education: 626.395.4045 or ExecEd@caltech.edu.

## Facilitators

### Alan G. Dunn

Alan G. Dunn is a management expert whose clientele has included some of the world's most recognizable brands, Fortune 100 companies across a variety of business sectors, and departments of the U.S. government. With 40 years of experience, he has established a reputation as a leader in his field, specializing in strategic planning, supply chain management, manufacturing, operations management, cost management, and business finance.

As a recognized affiliate of Caltech, Mr. Dunn chairs the Executive Education programs for manufacturing, operations, and supply chain management within the Center for Technology and Management Education.

### Hari Abburi

Hari Abburi is a global management executive. He is the author of the agility model: at the speed of the customer,<sup>SM</sup> and intersections, interfaces, and insights as the three elements of agility. In over 25 years of experience, his industry work has focused on change, growth, and turnarounds in merger integrations, market-entry, start-ups, and restructuring. Mr. Abburi advises CEOs, chief transformation officers, chief digital/technology officers, and CHROs in organizational strategy, leadership development, talent and learning, and change management.