



REIGNITE Global + ROCKET + COMMERCE Present:

REIGNITE!

Strategy Sprint

**Learn The Business Strategies to
Rebuild Amazing High-Performing
Organisations and Unleash Your
Talent in a COVID-19 World**

Created and taught by Andrew Essa

REIGNITE! Strategy Sprint 2020
www.ROCKETANDCOMMERCE.com
www.REIGNITE-Global.com

**"The secret of change is to focus all of
your energy, not on fighting the old,
but on building the new"**

- S O C R A T E S

What Is It?

The REIGNITE! Strategy Sprint is an interactive learning experience designed to help full-time professional leaders, managers and teams to:

- Understand the key **organisational impacts** of COVID-19 on traditional top-down power structures and rule-choked systems, and the **winning strategies** that will turn crisis into opportunity;
- Identify the **big opportunities** and potential threats to **successfully reintegrate, unleash** and **empower** employees and teams;
- Make actionable **strategic recommendations** for where to allocate time and resources based on Andrew Essa's proprietary **8-POINT REIGNITE! FLYWHEEL** framework;

- Learn the new **leadership styles**, employee **mindsets** and consumer **behaviours** and other factors required to build more **resilient** businesses and give everyone the opportunity to **learn be creative, entrepreneurial, and innovate**;
- Understand the **strategies, business model and investments** driving both enterprise value and **talent strategy** at some of the **most innovative** and transformational tech and incumbent firms;
- Make thoughtful **recommendations** to your leadership or spearhead tangible **change initiatives** that help your firm **rebuild stronger** and generate immediate **impact and results**.

Course Summary

Designed for full-time professional leaders, managers and teams, your experience includes:

- **6 hours of interactive learning** covering 5 modules
- **4 case studies** showcasing winning strategies of the world's most innovative companies focused on unleashing human potential
- Individual **case study** project on a company of your choosing applying Andrew Essa's proprietary **8 POINT REIGNITE! FLYWHEEL** model and the **5 x M's** model
- Choice of 2 formats
 - **Online:** 3 x online workshops* (2hrs x 3) over 14 days
 - **Hybrid*:** 1/2 day in-person workshop (3hrs) + 2hr workshop online (over 14 days)
- Discounted copies of the ebook which is the playbook aligned to the course called **REIGNITE! How to Rebuild Faster, Better and Stronger in Times of Disruption** by Andrew Essa
- Course materials, quizzes, slides, downloads and frameworks you can immediately apply in your job or career
- Network with peers using a custom Slack channel
- Access to our **3-2-1 [RE]IGNITE!** newsletter with resources, articles, and stories focused on building amazing organisations in a post-COVID era

"The course will not only help you to make sense of the complex business and human dynamics going on in organisations due to COVID-19, but will give you the knowledge, skills, mindsets, resources, tools, action plans and confidence required to accelerate your career and make immediate impact with your people, colleagues, stakeholders and organisation in this new era" -

Andrew Essa

**This option is only for businesses based in Guernsey (Channel Islands)*

Meet Your Teacher

You will learn from business strategist and expert on disruptive change, technologies, and organisational behaviour Andrew Essa

- Founder and Managing Partner of **ROCKET + COMMERCE**, a strategic change advisory
- Author of **The REIGNITE! 2020 Report** (get it [here](#)) and eBook **REIGNITE! How to Rebuild Faster, Better and Stronger in Times of Disruption** (request it [here](#))
- Advisor to high-tech global companies, SMEs, venture-backed start-ups and NGOs as a former management consultant in Accenture's TMT Consulting Group (London) and as an IT/IP commercial lawyer (Australian qualified)
- Former lecturer of e-Commerce Law at Queensland University of Technology (Brisbane) and published in numerous top-tier academic law and strategy journals on topics including online gaming regulation and disruptive technologies in the music-industry
- Regular publisher of perspectives on the intersection of business and technology at andrewessa.com
- Admitted as a solicitor and barrister in the Supreme Court of NSW (Australia)
- First-class honours bachelor degrees in Business Management and Law from Queensland University of Technology, along with post-graduate qualifications in Law (College of Law), Company Direction (IOD), and International Law (Marquette Law School)

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Who Is It For?

Designed for full-time mid-level and senior professionals, leaders, managers and teams focused on **unleashing human potential and making change happen.**

For example, change, strategy, risk, growth, people and talent, operations, IT and business improvement.



Leaders, managers and employees

- Decision-makers **managing people, budgets**, or with a remit to **make change happen**
- Mid-to-senior employees who want to **flex their strategic muscles** and **make an impact** in their teams or across functions.

Boards

- All types, shapes and sizes of boards at different organisations will benefit from the course

Owners

- Founders, CEOs and business owners of small to medium sized businesses

Others

- Investors, advisers, lawyers, marketers, professional services providers and vendors who want better understand their targets, portfolios, partners and clients

Course Overview

Module 1

- **Organisational Impacts of COVID-19:** Learn about what is happening in organisations, the tension between 'old' structures and today's landscape, what changes will be evolutionary VS revolutionary, where are the head and tailwinds, the likely future state DNA, why getting the analysis right can have game-changing consequences for firms, and how the **8 POINT REIGNITE! FLYWHEEL** and the **5 'M's'** can help focus efforts and investments

Module 2

- **Digital Acceleration.** Learn how to increase the strategic importance of digital to enable change at speed and scale, and why it is critical to align leaders on digital acumen, and how to identify and prioritise the big opportunities to transform the customer (and employee) experience
- **Smarter Working.** Learn why it is critical to continue experimenting and learning, which traditional assumptions are being challenged, how to overcome flexible working barriers, what the future 'office' and work model might look like, and what new skills and behaviours are required
- **Leadership 2.0.** Learn why the demands of leaders are now more challenging than ever and what are the new styles, behaviours and mindsets required to be more successful

Module 3

- **Trust + Safety.** Learn why these and other trends are new and critical competitive differentiators, why understanding the changing psychological contract can help, and how firms can become the employers of choice in 2021+

Module 3 continued...

- **Culture + Belonging.** Learn why culture is the big performance unlock for rebuilding firms, how leaders can use intentional cultural design to restore belonging, and how employees make daily bottom-up behavioural changes to reinvigorate workplaces
- **Consumer Behaviour.** Learn which structural trends have been accelerated, which new behaviours will likely endure, and how to translate market insight into improved value propositions and customer experiences

Module 4

- **Resilience.** Learn how planned and adaptive resilience has been tested to the limit, core characteristics of resilient firms and why it matters, which firms have adapted quickly with new business models AND efficiency innovation, and how they did it
- **Growth + Innovation Engine.** Learn how to adjust focus and priorities toward longer-term 'exploration', why this matters, and how to organise and build the right capabilities for disruptive and/or sustainable growth

Module 5

- We learn and apply the 5 'M's' to create a blueprint for action and change in your firm across Motivation, Models, Mindsets, Mobilisation and Migration

Individual Case Study Project

- Attendees will use the **REIGNITE! FLYWHEEL** to analyse a company of their choice and present actionable short-term recommendations for where to focus efforts and investments to rebuild faster and stronger

Learning Journey

**14 DAYS FROM
START TO FINISH**

WORKSHOP 1

2hrs. Modules 1-3.
Case studies 1-2

CASE STUDY PROJECT

Students choose a
business to analyse
applying the
REIGNITE! FLYWHEEL

PRE-READING

Attendees receive the
REIGNITE! eBook and
question sheet

WORKSHOP 2

2hrs. Modules 4-5.
Case studies 3-4

WORKSHOP 3

2hrs. Discuss projects
and implementation.
Closing thoughts

Course Benefit Summary

£500 per person gets you:

ACTIONABLE LEARNING

5 modules. 4 case studies. 3 workshops. 14 days. Step-by-step techniques to put knowledge into practice

REAL-WORLD INSIGHT

For busy leaders, managers and team members who want to make an impact in their job and career and help solve live business challenges in their organisation

NETWORKED LEARNING

Learn by doing with discussion groups, active Slack discussions, prompts, and opportunities to collaborate with peers. Live Q&A

PRACTICAL RESOURCES

Dynamic tools, case studies, and resources including the **REIGNITE! FLYWHEEL** and **REIGNITE! Playbook** to immediately apply in your organisation

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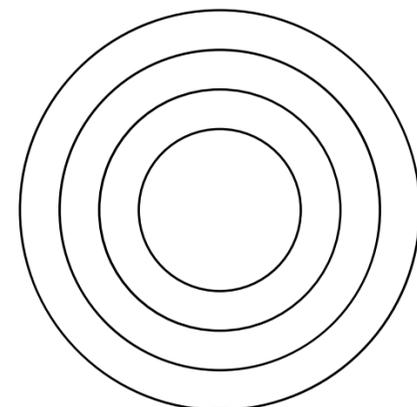
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Interested?

Find out more at andrew@rocketandcommerce.com
or go to www.rocketandcommerce.com/#reignite



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The REIGNITE! 2020 Report

Download our report into strategic responses of 439 global organisations to COVID-19, understand the big opportunities, and what leaders should do now.

Get the Report [HERE](#) or at:

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Key insight includes:

- EVOLUTION NOT REVOLUTION
- NEW SKILLS AND MINDSETS
- DIGITAL-POWERED RESILIENCE
- TRUST AS DIFFERENTIATION
- OPEN NOT CLOSED LEADERSHIP

