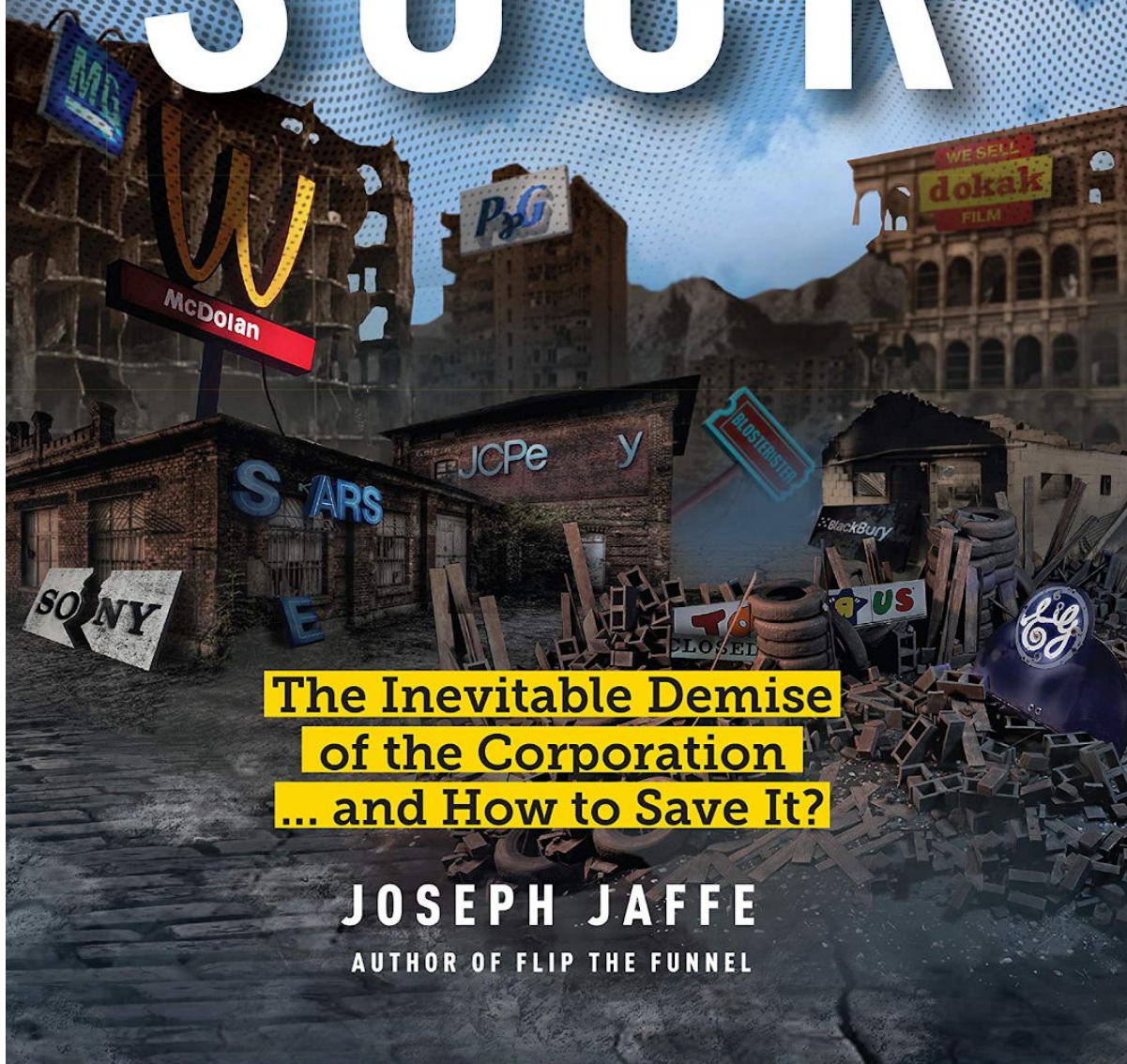


"If you are looking for great stories about failing American businesses, told in fast-paced street-smart talk, this is your book."

—PHILIP KOTLER, S. C. Johnson & Son Distinguished Professor of International Marketing,
Kellogg School of Management, Northwestern University

BUILT TO SUCK



**The Inevitable Demise
of the Corporation
... and How to Save It?**

JOSEPH JAFFE
AUTHOR OF FLIP THE FUNNEL

A seminar with Joseph Jaffe:

Built to Suck: How corporations can reverse the curse and return to growth



An intensive, hands-on and interactive seminar designed to help marketers get a “fast track” towards strategic planning that focuses on technology, innovation and disruption with a strong bias toward brand modernization, talent design and business transformation

Description:

Take a look around. Companies are falling like flies. Entire industries are starting to wobble as a result of the seismic forces of change, disruptive effect of technology and destabilizing force from startups. Corporations have themselves to blame.

As the saying goes, “let’s see how big we can get until we suck.”

Mission accomplished. Corporations that once graced the Fortune 500 are now casualties of war. They’ve become too bureaucratic; too political; too dysfunctional; too risk averse and as a result, have lost their competitive edge. And if you expected good news or a happy ending, there may not be one. That doesn’t mean we can’t try. In this seminar, Jaffe will offer a path to redemption, which starts with looking in the mirror and addressing the inconvenient truth that unless we get better at dealing with change, our days are numbered. If and only if we do this, we might - just might – turn around our brand’s trajectory, growth and fortune.

During this wake-up call for brand marketers, Joseph will teach us:

- Embracing your heresy to define your legacy
- The 4 pillars of brand survival (Digital Disruption, Talent Resurrection, Customer Obsession, and Corporate Citizenship)
- Who’s doing it right
- How to sell through change (in your organization)

Attendees will be introduced to the **Survival Planning Canvas** and work through it together.