

50

BRIEFING BOOK

Strategy 50 Summit
October 6-7, 2016
New York City

WELCOME

We are delighted to share details about the upcoming Strategy 50 Summit, which will take place October 6-7 in New York City. Consider this Briefing Book a guide to help you make the most of your Summit experience. In the pages that follow, you will find descriptions of the sessions to help familiarize you with the gathering in greater depth.

True to the vision of Strategy 50, the Summit will include conversations designed to both broaden your thinking and provide actionable insights. Just as important as discussions with the special guests will be the opportunity to explore pressing issues with your peers—fellow Strategy 50 members—who face the same challenges and whose insights on your everyday issues can prove invaluable.



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AGENDA

New York City :: October 6-7, 2016

Thursday, October 6

12:00 p.m.

Lunch and Introductions

Founder's Mentality

Discussion leader:

Chris Zook, Partner, Bain & Company

Innovation DNA

Discussion leader:

Evangelos Simoudis, Co-Founder and Managing Director,
Synapse Partners

Peer-to-Peer

Playing to Win

Discussion leader:

Chris Paton, Retired Lieutenant Colonel, Royal Marines

New Frontiers of Growth

Discussion leader:

Mohamed El-Erian, Former CEO, PIMCO;
Chief Economic Advisor, Allianz

Dinner

Friday, October 7

8:00 a.m.

Breakfast

Through the Looking Glass

Discussion leader:

Ali Wentworth, Actress, Philanthropist and Comedian

The State of M&A

Leadership and Transformation

Discussion leader:

Frank Blake, Former Chairman and CEO, The Home Depot

12:15 p.m.

Lunch

1:00 p.m.

Adjourn



GARY'S LOFTS



A

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28 West 36th Street
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B

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THE FACILITATOR

Gerri Elliott, Founder, Broadrooms



In addition to her career as a corporate director, Gerri Elliott is a respected moderator who has facilitated conversations between some of the world's most influential business, governmental and global thinkers. She is known for helming no-nonsense conversations and keeping things cool when heated debates arise.

About Gerri Elliott

- Director, Whirlpool Corporation, Bed Bath & Beyond, Imperva and Charlotte Russe
- Former executive leadership roles at Microsoft, Juniper Systems and IBM
- Winner of 2013 YWCA Silicon Valley Tribute to Women



NEW FRONTIERS OF GROWTH

With Mohamed El-Erian, Former CEO, PIMCO; Chief Economic Advisor, Allianz



Economic Outlook • Investment Strategy • Growth Through Volatility

The Conversation

Have we truly entered an era of increasing economic instability—and if so, what are the signposts members should heed or ignore? How can leaders balance the pressure of short-term margins with the necessity of long-term growth in a world where unpredictability is the new norm? One of the world's most influential economists, Mohamed El-Erian, takes a break from advising CEOs and heads of state to open up conversation with members about unseen economic hurdles and driving sustainable growth amid the challenges and opportunities ahead.

Key Items for Discussion

- Where are the most likely growth opportunities over the next 18 months?
- What is the best framework to use for aligning your strategy in the face of uncertainty?
- How can you prepare for and thrive amid economic volatility?

About Mohamed El-Erian

- Chief economic advisor for Allianz, corporate parent of PIMCO
- Chair of Global Development Council for President Obama
- *New York Times* best-selling author of *When Markets Collide* and *The Only Game in Town*

“Your biggest risk is that you're going to be disrupted by people whose core competency has nothing to do with what you do.”

– Mohamed El-Erian



LEADERSHIP AND TRANSFORMATION

With Frank Blake, Former Chairman and CEO, The Home Depot



The Conversation

When Frank Blake was tapped to lead the dramatic turnaround of the Home Depot, he was charged by its co-founders with recapturing the entrepreneurial spirit at the heart of the company's wildly successful early years. By prioritizing culture and focusing on the company's core business, he left the organization with double its valuation and stronger technological capabilities. He also oversaw the company's remarkable transformation while navigating a down housing market, stiff competition and a massive cybersecurity breach. An executive advisor to World 50, Blake brings his experience as the head of strategy for GE to a conversation about turnarounds, managing crises with transparency and his journey to the top.

- Leadership
- Crisis Management
- Transformation

Key Items for Discussion

- How can organizations grow and adapt for the modern age while protecting their core identity?
- What are the keys to weathering risk and crisis in an increasingly interconnected global economy with more sophisticated consumers?
- How can executives work better with boards to manage corporate and personal reputations and develop a culture of excellence?

About Frank Blake

- Director, Delta Air Lines, Procter & Gamble, Macy's, Georgia Aquarium and Grady Hospital
- Former deputy secretary of the U.S. Department of Energy

Want More?

How Home Depot CEO Frank Blake kept his legacy from being hacked.



FOUNDER'S MENTALITY

With Chris Zook, Partner, Bain & Company



The Conversation

Members often cite the economy, regulation and other external factors as inhibitors of profitable growth. In many cases, however, internal constraints such as bureaucracy and complexity impede growth. Chris Zook, who has spent decades researching what separates successful organizations from their failing counterparts, has developed effective frameworks for combating the choke points that lead to failure in order to improve your organization's agility.

- **Managing Complexity**
- **Growth**
- **Agility**

Key Items for Discussion

- What type of leadership is needed to stay viable as a large corporation in the 21st century?
- How can a company cultivate healthy growth without becoming tangled in complexity?
- What are internal barriers that inhibit companies from accomplishing their goals?

About Chris Zook

- Best-selling co-author of *The Founder's Mentality*, *Repeatability* and *Profit From the Core*
- Featured commentator for NPR, CNBC, Fox News and Bloomberg TV
- Contributor to *The Economist*, *Wall Street Journal*, *Fortune*, *Financial Times*, *Harvard Business Review*, *Bloomberg Businessweek* and *Forbes*

Want More?

Chris Zook and James Allen write about "Reigniting Growth" for *HBR*.



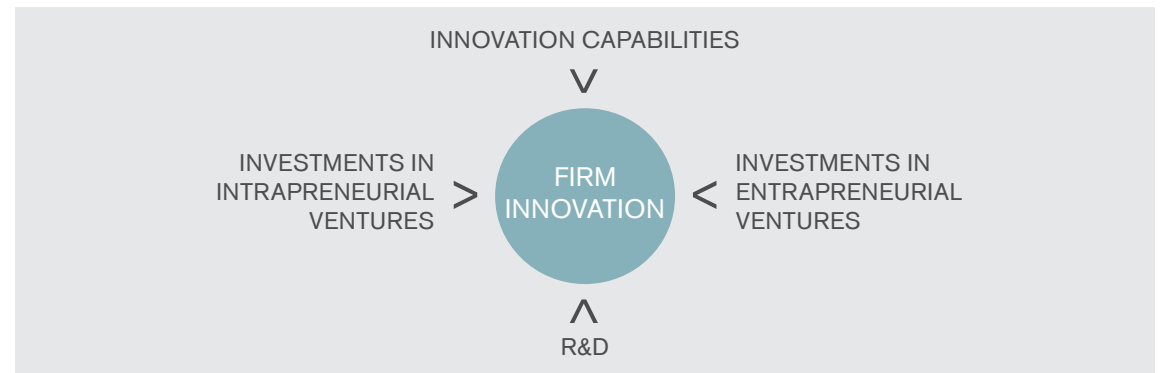
INNOVATION DNA

With Evangelos Simoudis, Co-Founder and Managing Director, Synapse Partners



The Conversation

Where should your company be looking for innovation? What about your company's people, processes and technologies are likely to destroy the value of the innovation you are acquiring? Evangelos Simoudis is a tenured Silicon Valley investor who counsels organizations that are not only producing cutting-edge IP but operating processes that are disrupting multinational companies. He brings to a member conversation his expertise in unlocking startup-like mobility in companies, while keeping an eye on innovative opportunities spanning across industries.



Disruptive Capabilities • Innovation Strategy • Silicon Valley

Key Items for Discussion

- How can you foster corporate innovation in a large, conventional enterprise?
- What can a company do to better prepare itself to gather innovative acquisitions?
- How can companies infuse startup energy and mindsets throughout their organization?

About Evangelos Simoudis

- Former vice president of business intelligence, IBM; managing director, Trident Capital
- Contributor to *Harvard Business Review*, *Fortune*, *Huffington Post* and *VentureBeat*
- Member of the Caltech Information Science and Technology Advisory Board

Want More?

Simoudis looks at building corporate innovation labs that work.



PLAYING TO WIN

With Chris Paton, Retired Lieutenant Colonel, Royal Marines



The Conversation

Where is your company vulnerable? How can you protect your organization better against disruption? Former Royal Marine and business strategist Chris Paton spent decades designing and executing military strategies in Afghanistan, the Balkans and Northern Ireland—with lives on the line and enemies around every corner. Applying the lessons learned from the front lines to the executive boardroom, Paton engages members on designing corporate war games that enable you to anticipate threats, streamline decision-making and execute effectively when it counts most.

- **Strategic Planning**
- **Corporate War Games**
- **Managing Uncertainty**

Key Items for Discussion

- How can leaders promote collaboration and better communication across their organizations?
- What are the right questions to ask for navigating unpredictable scenarios?
- How can you measure the performance of your teams against adverse conditions?

About Chris Paton

- Former advisor to the French Ministry of Defense
- Coordinated the strategy for the drawdown of the U.K. presence in Afghanistan
- Managing director, Quirk Solutions

Want More?

How smart organizations cut through volatility and uncertainty.



THROUGH THE LOOKING GLASS

With Ali Wentworth, Actress, Philanthropist and Comedian



The Conversation

Every four years, many turn their collective attention to Washington, D.C., and the race for the White House. For Beltway insiders, however, the havoc of campaigning is par for the course in the District. Coming from her life within the American political scene, coupled with a tenured career on screen as a successful actress and producer, Ali Wentworth has unique insight into what really goes on behind the curtains of power. She shares these perspectives in a conversation about controlling chaos, bringing original ideas to fruition and the power of storytelling.

Key Items for Discussion

- What can we learn from the comedic perspective?
 - How do you uncouple stress and pressure to still find levity in life?
 - What are some leadership challenges that can be improved through storytelling?
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About Ali Wentworth

- Correspondent for *The Oprah Winfrey Show* and *The Tonight Show with Jay Leno*
 - Best-selling author of *Ali in Wonderland* and *Happily Ali After*
 - Actress, *In Living Color*, *Seinfeld*, *It's Complicated* and *Head Case*
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Want More?

[“5 minutes with Ali Wentworth”](#)

Storytelling • Creativity • Politics



ABOUT

Strategy 50

Strategy 50 is a private, invitation-only forum for senior-most executives charged by their CEO with formulating, communicating and driving their companies' strategic agenda. Year-round collaboration, both in person and virtual, generates unique perspectives, alternatives and direct solutions. Topics chosen by members drive candid conversations in a trusted environment free from competition, solicitation and presentations.

World 50

World 50 is the premier resource for senior executives from globally respected organizations to privately and candidly share ideas, solutions and collaborative discovery.

The World 50 community represents more than 1,000 senior executives from more than 500 globally respected companies across six continents. Membership provides unparalleled access to world-class gatherings as well as year-round peer-to-peer and team-to-team collaboration, delivering insights found nowhere else. Intimate participation with remarkable practitioners and expert thinkers creates a candid dialogue on leading and growing significant enterprises in a global economy.