

# Course “CXO of the digital era”

Disrupt or be disrupted: Helping the CXO ensure success in the digital era.

**Course length:** 1 day

**Price:** 495 EUR VAT excl.

**Registration:** [registration form](#)



**Dates and places:** See calendar

**Overview:** CXO's need to stand out from the crowd and fight irrelevance in the modern world. This workshop is designed to help you make better use of social media to build a profile that not only increases your personal brand but also the brand of your company. The concept of thought leadership has been around for many years, born from the advent of innovative technologies such as LinkedIn. Since its birth a phenomena has emerged centered around us as people and how we are motivated to make decisions and what makes us thought leaders. It has been clearly documented in research from Hubspot, Gartner, McKinsey and Gong.IO that decision makers are progressing more than 70% through their decision making process BEFORE they are willing to speak to company representatives. They are seeking out knowledge from industry experts and leaders with whom they can build trust.

This means that they are identifying with a problem, self-educating, researching and shortlisting from diverse sources of information available online before engaging directly. This causes a challenge to traditional sales and marketing approaches which are firmly focused on the last 30% of the journey, which is why the challenger CXO is vitally important to the future of the organisation as a whole.

The purpose of this is to ensure your personal brand becomes synonymous with the future of the CXO in your industry, become the first port of call for those wishing to challenging the status quo, earn trust and drive impactful innovations that deliver results.

**Prerequisites:** No pre-requisites.

**Target group:** CXO's and any senior managers, who want to stand out from crowd and be indispensable. Course is suitable also for every management position, including top executives.

**Course learning objectives:** How to position yourself as the challenger CXO, don't just support requirements, challenge and let people learn from you. How to use your expertise and knowledge to maximum effect and create a personal brand that is sought after in the digital era.

**Course agenda:**

- Why Social media is important for a CXO
- How can the CXO use it for best results
- Give it a go, learn through doing
- Reflection on the experience
- Practical exercises – posting on LinkedIn, Twitter

**Additional information:**

Course is based on well proven sales methodologies for complex industries

- Challenger sales
- Slingshot Edge
- BASHO
- Key account targeting