



**CASE WESTERN RESERVE  
UNIVERSITY**  
Weatherhead School  
of Management

## **LEADING NEXT LEVEL GROWTH**

Growth Strategies for Established  
Middle Market Companies



### **THE LEADING NEXT LEVEL GROWTH PROGRAM PROVIDES PROVEN GROWTH STRATEGIES FOR ESTABLISHED MIDDLE MARKET COMPANIES THAT WILL TAKE YOUR COMPANY TO THE NEXT LEVEL**

As a participant in this transformational program, you'll learn how to successfully drive change in your business enabling you to transform your goods, services, experiences and business model.

Our immersive program incorporates 3 modules over five months that are critical to building competitive advantage and, ultimately, growing your business.

You'll learn from instructors who are both seasoned practitioners or academic leaders in their fields of study—bringing cutting-edge theories along with practical, execution-focused strategies and tactics. We emphasize immediate applicability and developing your business today, followed by facilitating a culture to support this growth over time.

You'll leave the program armed with the knowledge and tools you need to move your business to the Next Level.

### **WHO SHOULD ATTEND?**

The program was designed for business owners, executives and key employees of business that have been in existence more than five years with at least \$20 million in revenue. The ideal candidates are individuals who can impact significant change within their organizations.

### **MODULES**

Leading Next Level Growth is comprised of 9 full day sessions (8:30 am-5pm) and is held at the George S. Dively Building on Case Western Reserve University's Campus and will consist of:

- **Activities & Mock Scenarios**
- **Immediate application to your business**
- **Takeaways and Accountability**

Each module will consist of three days. The timing between the modules is 6 weeks.

Our faculty director, Dr. Ethan Karp, will be present during each module to bring cohesiveness to the program, i.e., connect learnings between modules and sessions.



**MODULE 1 - Grow Your Self**  
**September 10-12, 2024**

- Developing your Emotional Intelligence
- Personal mission, vision, values and strengths
- Dealing with different personalities
- Defining your Business: Strategic Thinking

**MODULE 2 - Grow Your Organization**  
**November 5-7, 2024**

- Customer Engagement & Marketing
- Operations focused on Continuous Improvement
- Value Stream Mapping
- Financial principles and practices geared for growth

**MODULE 3 - Grow Your People**  
**January 21-23, 2025**

- Management & Leadership proven applications
- Hiring, Firing, Legal and Performance Management
- Feedback, Coaching and Retention
- Creating Culture through Values

**Program Fee**

Standard Rate= \$9,000.00

MAGNET Rate= \$7,500.00

WiM Member Rate=\$7,500.00

GCP Member Rate = \$7,500.00

**Program Fee includes:**

- All modules and materials, meals, snacks, books, and articles for program
- Parking for each session on CWRU's campus
- Certificate of completion and digital badge
- Access to CWRU resources (ThinkBox, Fusion Center, internships, career fairs, etc.)



**Department of  
Development**

Manufacturing Extension Partnership

**Register Now**

<https://weatherhead.case.edu/executive-education/programs/leading-next-level-growth/>

**For more information please contact Katie White at [kmj12@case.edu](mailto:kmj12@case.edu)**