

# *Finding growth in a marketplace without boundaries?*

## Responding to disruption

*GMA Executive  
Conference*

*August 15, 2015*



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# *Our panel members*



**Tanya Domier, CEO**  
Advantage Sales and Marketing



**Carolyn Tastad, Group President**  
P & G North America

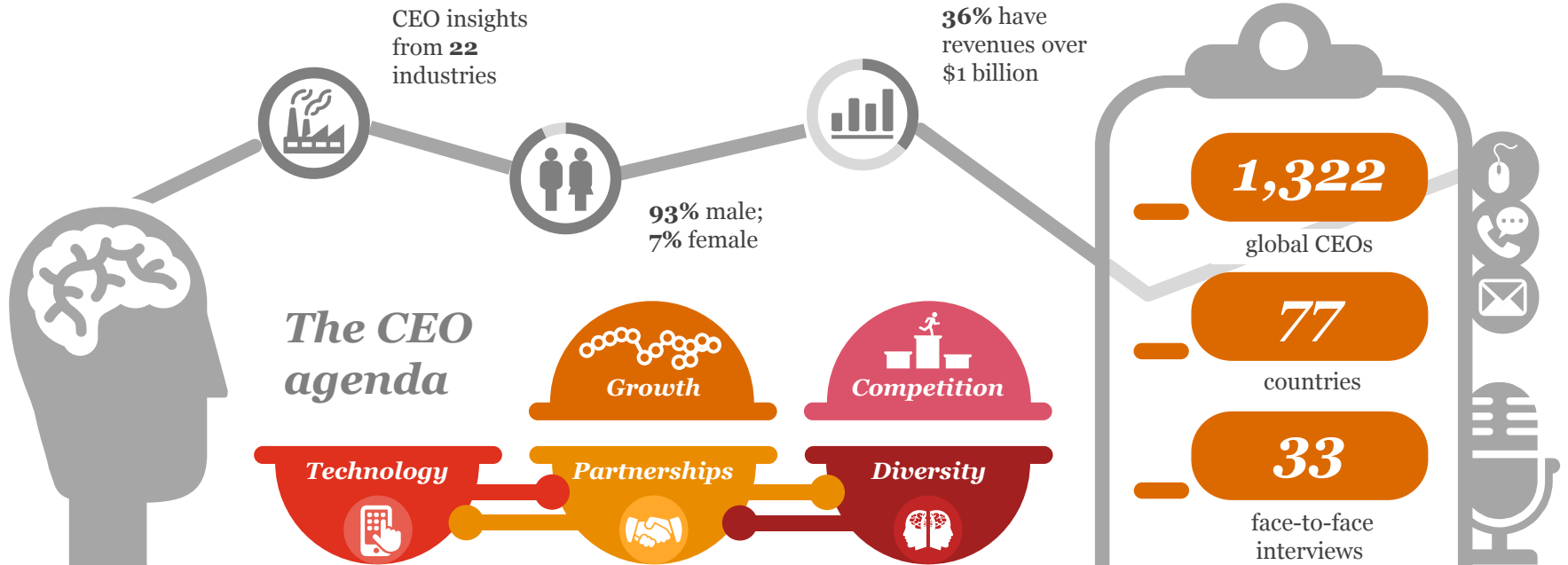


**Tracey Massey, President**  
MARS Chocolate, North  
America



**Dr. John Sviokla**  
Principal & Innovation Leader  
PwC

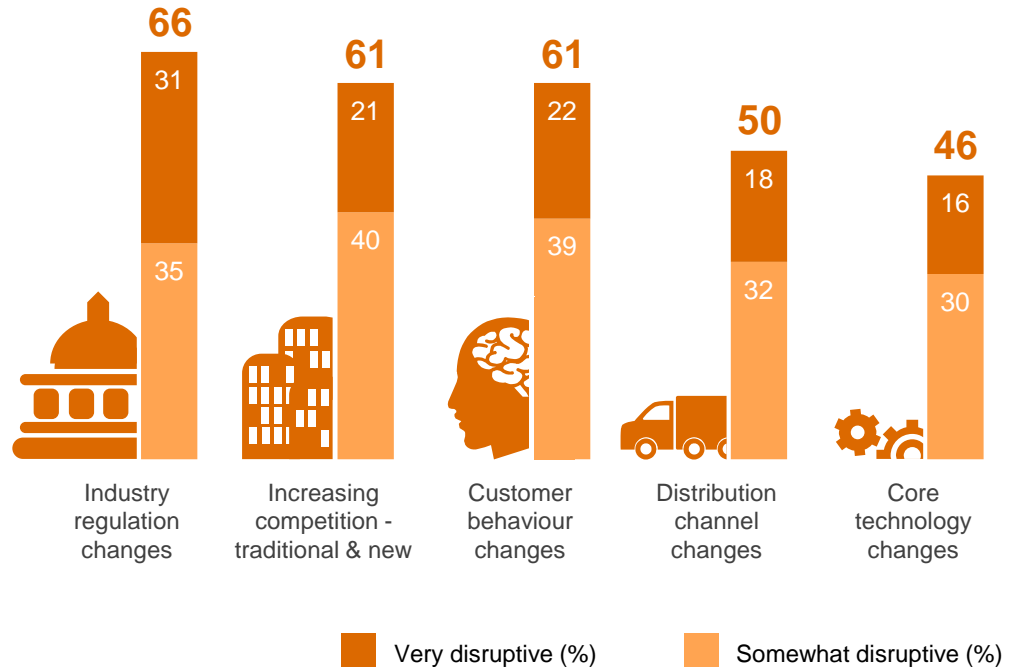
# 18th Annual Global CEO Survey at a glance



# Fundamental forces of change are sweeping across industries

The impact on CEOs' thinking?

Focus on the value their companies offer to meet customer needs and stay competitive.



# ***Challenges for your business***

Finding growth in a disrupted world – four discussion topics

***Growth issues and challenges*** – where will real growth come from ?

***An Age of Disruption***

– Consumer, Retail, Competitive?



***Organizational and Operational Transformation***  
– An increasing mandate for future success?

***Winning in the future***

– capabilities driven strategies – technology, process, and people?



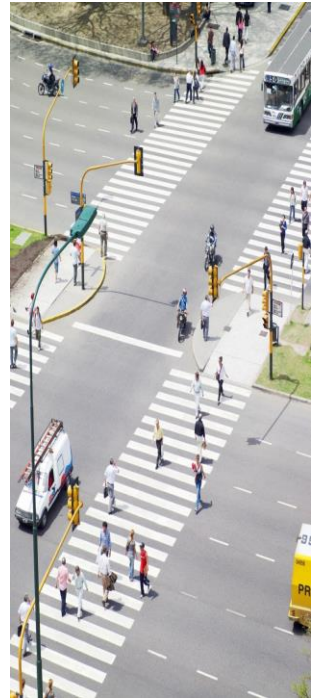
# *Challenges for your business*

## Finding growth in a disrupted world – Discussion Guide #1

*Growth issues and challenges* – where will real growth come from ?



- *What are today's key industry growth inhibitors?*
- *What is changing at retail ?*
- *What is happening to the CPG landscape?*
- *How is growth viewed today – incremental or transformational ?*
- *Can there be real growth?*



# *Challenges for your business*

## Finding growth in a disrupted world – Discussion Guide #2

- *Who is the new consumer and what are their behaviors?*
- *How will the retail channel landscape develop?*
- *Who is and where does the new competition come from?*



### *An Age of Disruption*

– Consumer, Retail,  
Competitive?



# *Challenges for your business*

## Finding growth in a disrupted world – Discussion Guide #3



- *How must organizations transform to be future competitive?*
- *What operational entities must be transformed?*
- *What are the needed new skills sets for differentiation?*
- *How will digital play in the new organizational model?*

### ***Organizational and Operational Transformation***

– An increasing mandate for future success?





# *Challenges for your business*

## Finding growth in a disrupted world – Discussion Guide #4

- *What capabilities need reinvention to drive value?*
- *What role will technology play as a change enabler?*
- *How must workflow change in order to be differentiated?*
- *What does your new workforce look like?*



***Winning in the future***  
– capabilities driven strategies – technology, process, and people?



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## *One final question*

*“What do you believe should be the most important take away from today’s conversation?”*