

**INNOVATIVE ENTREPRENEURIAL MODELS THAT DRIVE
ECONOMIC GROWTH**

**RELEVANT USE OF CASE STUDIES IN THE
SEED TRANSFORMATION PROGRAM**

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Stanford | Seed
Stanford Institute for Innovation
in Developing Economies

WORKING TO END THE CYCLE OF GLOBAL POVERTY



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MISSION

TO ENABLE BUSINESS LEADERS IN DEVELOPING ECONOMIES TO LEAD THEIR REGIONS TO PROSPERITY.

VISION

ENDING THE CYCLE OF GLOBAL POVERTY.



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OUR PROGRAM HORIZONS



IMMEDIATE
IMPACT

**SEED
TRANSFORMATION
PROGRAM**



MEDIUM-
TERM IMPACT

**SEED
STUDENT
PROGRAM**




LONG-TERM
IMPACT

**SEED
RESEARCH
PROGRAM**



SEED TRANSFORMATION PROGRAM

Stanford Seed



A 12-month intensive leadership program designed to help established business leaders (business turnover between \$150,000 - \$15 million) create exponential growth, generate new jobs, and lead their region to greater prosperity.

WHAT IS DIFFERENT.. VERY HIGH TOUCH



IMMERSION WEEKS



LEADERSHIP LABS



IN-COMPANY WORKSHOPS



COACHING AND CONSULTING

Path to Growth

Seed Transformation Program



- 4 Intensive Week-Long Sessions**
Interactive classes led by world-renowned Stanford faculty & local experts
- 4 In-Company Workshops**
Customized workshops delivered to your management team
- 5 Leadership Labs**
Meet in a mastermind peer group for feedback and continued leadership development

Months 1-10

Key Transformation Touch Points

Over the course of 10 months, you will engage in a combination of interactive class sessions, In-Company Workshops, and Leadership Labs.

Know Your Company

- Accounting
- Operations
- Value Chain Innovations

Develop Your Growth Plan

- Corporate Governance
- Finance/Investing
- Managerial Performance Measurement
- Human Resources

Month 12

Seed Transformation Continues

Coaches, consultants, Stanford interns, ongoing Leadership Labs and Network events are now available to you!

Receive Statement of Completion

Build Your Strategy

- Strategy
- Organizational Design
- Leadership/Team Building
- Business Model Canvas

Know Your Product & Customers

- Product Innovation/Design Thinking
- Marketing
- Business Ethics

Month 10

Transformation in Action

Present and implement your growth plan. Join the global Seed Transformation Network.

HOW ARE WE INNOVATING THE CASE STUDY TEACHING APPROACH?

Using a fellow Seed Company – Havilah Nigeria, to demonstrate how companies can use internal levers to raise cash

WHAT WE DO..

- Discover how another Seed company made changes within its value chain to increase cash flow for working capital in order to finance company growth.
- Work through the value chain improvement initiatives in the Company (Havilah Nigeria) by Receivable, Payable, and Inventory accounts to observe effects.
- Try Generate additional improvements for company, and in doing so identify ideas that would apply to their company.

THE FORMAT

Workshop Format – Business leader & Leadership team in company:

1. Participants asked to read the Havilah case as pre-work. A version with the calculated benefits to each of the initiatives was distributed. As a group, recapped the background and summarized the company's dilemma.
2. As smaller groups brainstorm improvement options, considering both benefit and feasibility
3. As smaller groups narrow top 6, irrespective of lever type
4. Enter top ideas into a tool to Look at total impact and Gains for Havilah
5. Reflect and consider what might be applicable to their company.

WHAT IS INNOVATIVE?

1. Case Study is of a company “just like mine”
2. The companies have support tools to see immediate impact of changes made in the case study, so can apply the same ideas to their business
3. It is practical, relevant and easy to understand
4. The workshop is done with the business leader *and their leadership team*

DOES IT WORK?

- Yes!
- Many companies implement ideas immediately after the workshop

Some Examples:

- Negotiate for credit from suppliers
- Stop supplying non paying customers
- Put in place stock management systems
- Re-evaluate their costing models
- Request Deposit payments



EVALUATING SEED'S EFFECT



AVERAGE ANNUALIZED GROWTH

11.7%
FULL TIME
JOBS

15.4%
REVENUE



THANK YOU



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