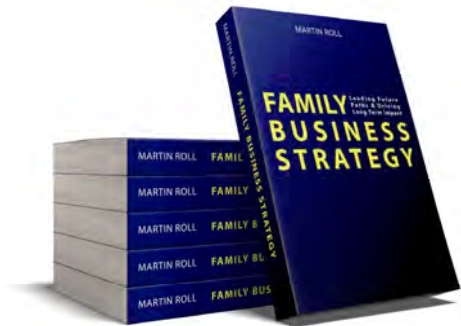


MartinRoll



A global perspective on courage

Superson Symposium

8 October 2019

www.martinroll.com

MartinRoll

What do you want your legacy to be?

MartinRoll



Courage: 5 key perspectives

MartinRoll

1

Keep a long-term lens

2

Be daring, bold and different

3

Thrive outside the comfort zone

4

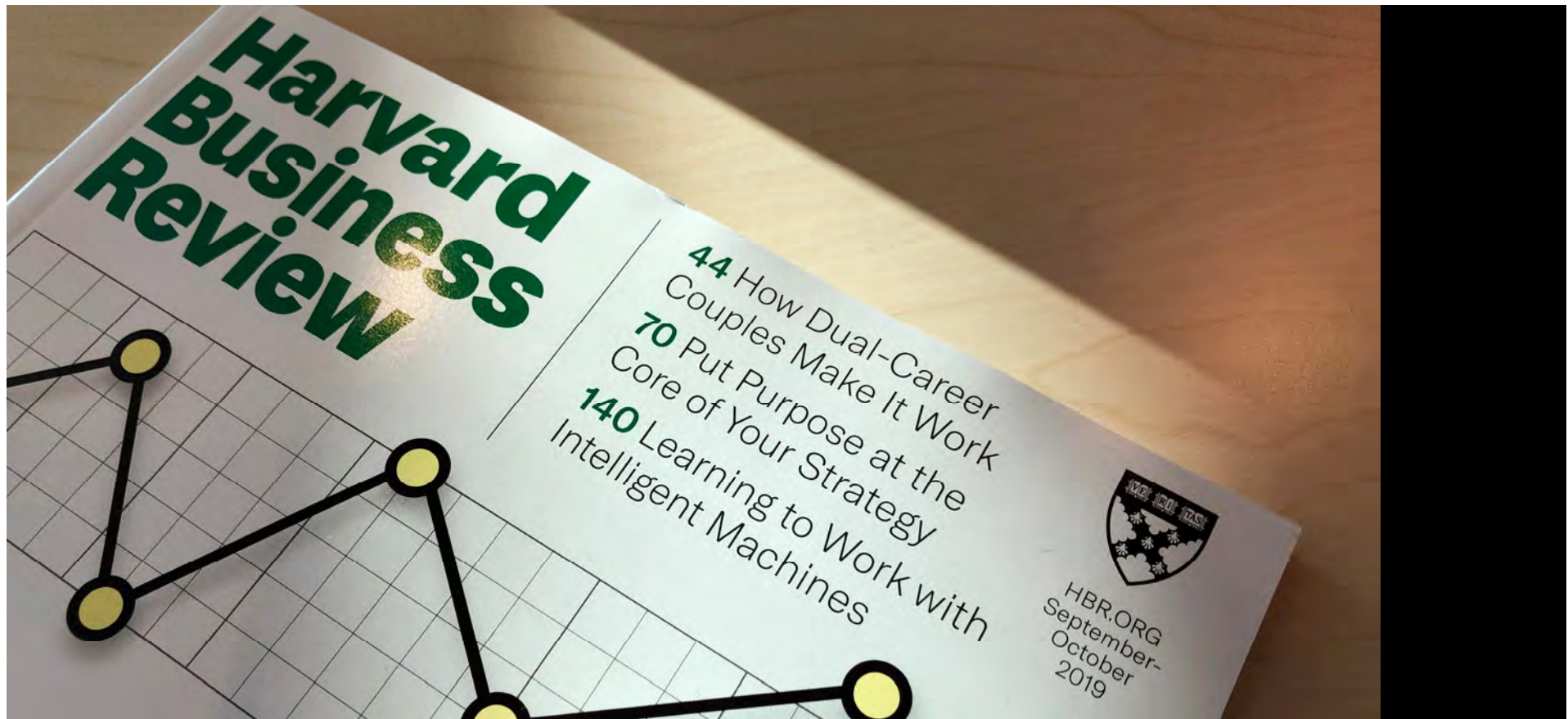
Embrace uncertainty

5

Be resilient

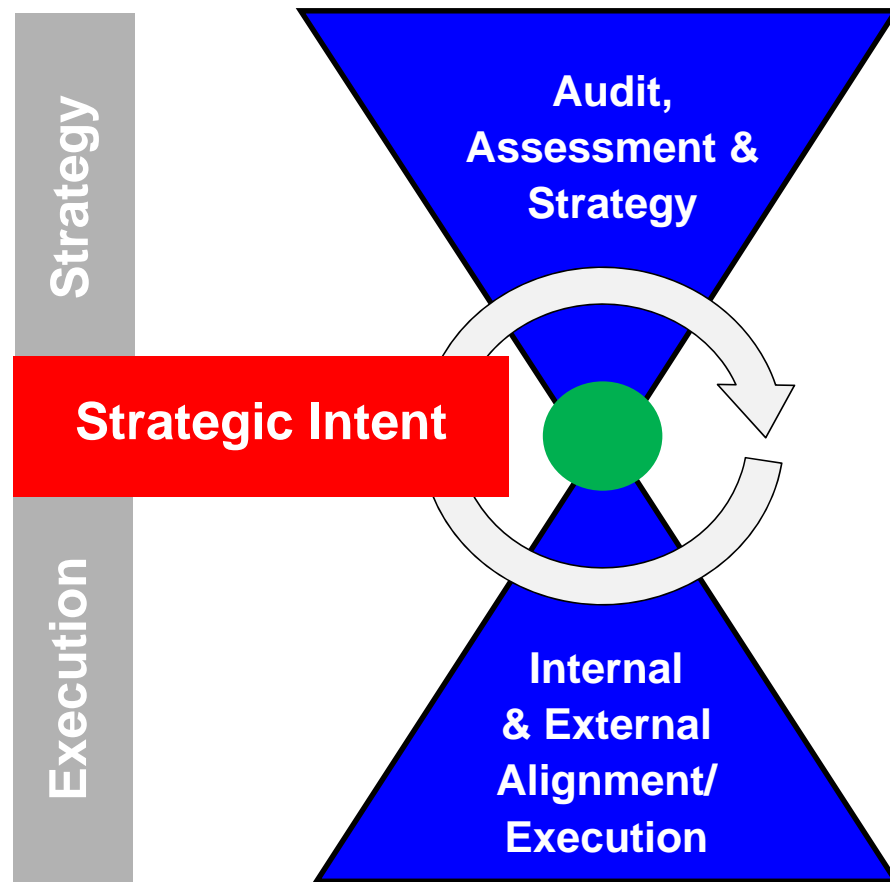
Put purpose at core of strategy

MartinRoll



The strategy process

Define a distinct, strong and differentiated strategic intent



Strategic thrusts

- What business are we in? Why?
- Who are our customers? What do they want?
- What will we give them?
- What do we tell them?
- How will we service them?
- How will we make money?



Role of the family

- Balance past, present & future
- Balance Art & Science
- Balance internal & external focus
- Balance people, time & resources
- Balance governance, risks & rewards

MartinRoll



MartinRoll

“Only while sleeping one makes no mistakes.”

Ingvar Kamprad

Founder, IKEA

“I have reformulated the traditional idea of the long-term with the idea of ‘we can be impatient for a very long time’...”

*Johan H. Andresen, Owner and Chairman
(5th generation)*

Ferd (Norway)

A reflection on the world

MartinRoll

Fast



Slow



Conclusion

MartinRoll



**”Without action, the world would still be an
idea...”**

Georges Doriot

Founder, INSEAD Business School

Insights

www.martinroll.com/resources/insight/

MartinRoll

MartinRoll BUSINESS & BRAND LEADERSHIP

ABOUT SERVICES RESOURCES NEWS MEDIA CONTACT search

LATEST INSIGHTS

LEADERSHIP

- Are You A Leader? 10 Questions To Understand The Essence Of Leadership
- Next Generation Leadership: How To Enhance Performance
- Chief Strategy Officer – Evolution of A New Corporate Role

GROWTH

- Branding By The Numbers – Measuring Brand Value, Equity And Marketing Activity
- Who Should Innovate?
- Strong Brands Are Business Drivers

STRATEGY

- Kering – Evolution of a Global Luxury Brand Company
- Ralph Lauren – A Brand Capturing The American Spirit

ASIA

- Shang Xia – Chinese Luxury Fashion Brand With A French Soul
- Unleashing The Asian Brand

BRANDING

TWG Tea – The Asian Brand That Made Tea Drinking A Luxury

The TWG Tea brand strategy is built on the promise of providing a high-quality tea experience and education for the discerning global tea consumer.

8:00 PM 2/1/2018

Martin Roll

Business & Brand Strategist

MartinRoll

- Martin Roll delivers the combined value of an experienced global business strategist, senior advisor and facilitator to Fortune 500 companies, Asian firms and family-owned businesses on how to build and manage strong, global brands as well as leadership of high-performing, marketing-oriented businesses
- Martin Roll is very experienced in engaging and advising clients at all management levels from business owners and C-suite leaders to functional staff across multiple industries and cultures.
- Martin Roll has been a Senior Advisor to McKinsey & Company
- Martin Roll is a keynote speaker at global conferences, an experienced conference moderator and executive workshop facilitator
- He teaches MBA, EMBA and Executive Education programs at Nanyang Business School (Singapore), and is a frequent guest lecturer at INSEAD, ESSEC and other leading global business schools
- He is a Distinguished Fellow and an Entrepreneur in Residence at INSEAD

Martin Roll

Business & Brand Strategist

MartinRoll

- Martin Roll is a member of the global Advisory Council of Welspun Group (Mumbai), a Senior Advisor to Cocoon Capital (Singapore) and a Senior Advisor to Superson (Finland/ Singapore)
- Martin Roll is the author of global bestseller “Asian Brand Strategy” (Updated edition 2015) and co-author of “The Future of Branding” (2016)
- New books in pipeline: Family Businesses Strategy (2020) and How Successful Leaders Raise the Bar (2021)
- He is a business columnist with INSEAD Knowledge, a prolific management writer, and a regular commentator in global media
- Martin Roll has lived in Asia for two decades and serve clients on all continents
- MBA from INSEAD
- **Specialties:** Branding, Marketing, Strategy, Leadership, Digital Transformation, Change & Transformation, Family Business, C-suite Mentoring, Turnarounds, Business Coaching, Asia & Emerging Markets, China, India, Business Models, Retail, Luxury, Private Equity, Innovation & Start-Ups

Contact details

Engage Martin Roll to drive impact

MartinRoll

Martin Roll Company

Mobile: +65 91 26 35 04

Mobile: +45 20 72 18 15

roll@martinroll.com

www.martinroll.com

