

Seminar / Workshop

PIVOTAL Strategy & Executive Leadership Program

The 10 Steps of the Infinity Marketing Canvas®

Endorsed by Global Thought Leaders

David Aaker, UC Berkeley: *“PIVOTAL Marketing will replace the 4Ps.”*

Marshall Goldsmith, #1 Executive Coach: *“The future compass of management.”*

Bernhard Kowatsch, UN WFP: *“Purpose is the start. PIVOTAL is THE framework.”*

Abstract

The **PIVOTAL Strategy & Executive Leadership Program**, developed and led by **Prof. Dr. Marc Oliver Opresnik**, is designed as a ***Future Compass of Management***. It provides leaders with a holistic framework that integrates operational, strategic, and leadership dimensions into one clear 10-step flow.

From **Purpose & Customer Segments** to **Jobs-to-be-Done, Innovation, and Value**, through the **Micro & Macro Analysis (the strategic crossroads)**, and finally to **Advocacy and Lifetime (Retention & CLV)**, the program equips executives with both advanced analytical tools and the leadership mindset to align purpose, innovation, and execution.

By applying the **PIVOTAL Infinity Marketing Canvas®**, created by Prof. Dr. Marc Oliver Opresnik, participants address real business challenges, develop actionable strategies, and leave with a roadmap that connects **vision, execution, and sustainable growth**.

Target Group

- Executives and senior managers leading organizations, transformation, strategy and growth.
- Marketing, sales, and product professionals seeking strategic impact.

- Entrepreneurs and innovators aiming for sustainable growth.
- Cross-functional managers who need a unifying strategy tool.

Program Structure

The program follows the **10 Steps of the PIVOTAL Infinity Marketing Canvas®**.

1. Purpose & Mission

- Clarify the organization's deeper why, strategic intent, and value compass; align with UN SDGs where relevant.
- Tools: Purpose/mission drafts, visioning canvases, values cards, SDG mapping.

2. Customer Segments

- Identify and analyze target segments, decision makers, and influencers; create personas and journeys.
- Tools: Segmentation matrices, ICP definition, persona design, empathy maps, journey mapping.

3. Problems & Jobs to Be Done

- Understand functional, social, and emotional jobs; define desired outcomes and acceptance criteria.
- Tools: JTBD interviews, outcome statements, problem trees.

4. Innovation & Solutions

- Translate JTBD into solutions and business model options; explore differentiation and Blue Ocean moves.
- Tools: Business Model patterns, Design Thinking sprints, Blue Ocean canvases.

5. Value (Proposition & Model)

- Shape the value proposition (benefits vs. alternatives) and the value model (monetization, pricing logic, value capture & delivery). Integrate pains/gains insights without making them separate steps.
- Tools: Value Proposition Canvas (adapted), price architecture, willingness-to-pay tests.

6. Outreach (Channels, Brand, Market Logic)

- Decide how to reach, persuade, and convert: channels, communication, brand positioning, and competitive context.
- Tools: STP (Segmentation–Targeting–Positioning), brand key, PESTEL, Porter's 5 Forces, media mix modeling.

7. Transfer (Execution & Operations)

- Move from plan to practice: operating model, processes, enablement, KPIs, and change management.
- Tools: Operating blueprint, RACI, OKRs/Balanced Scorecard, rollout playbooks.

8. Analyzing the internal and external environment: Micro & Macro Analysis

- Macro: PESTEL, Porter's Five Forces, trends, scenarios.
- Micro: STP (segmentation–targeting–positioning), brand strategy, channels, initial transfer & execution logic.
- Tools: PESTEL, Five Forces, positioning frameworks, channel maps.

9. Advocacy (Trust & Community)

- Build trust and communities; turn customers into advocates and ambassadors.
- Tools: Referral design, NPS, UGC programs, community health metrics.

10. Lifetime (Retention & CLV)

- Secure sustainable growth via retention, expansion, and responsible customer lifetime management.
- Tools: CLV models, cohort analysis, loyalty programs, ESG KPIs.

Learning Outcomes

Participants will:

- Master the PIVOTAL Framework and apply the Infinity Marketing Canvas® end-to-end.
- Connect purpose with innovation, strategy, execution, and long-term growth.
- Apply classical tools (PESTEL, Five Forces, STP, pricing, branding) inside a modern PIVOTAL logic.
- Develop actionable deliverables: purpose statement, personas, JTBD list, value proposition, Crossroads brief, advocacy program, CLV growth plan, and a one-page strategy roadmap.

Format, Duration & Certification

- Format: Interactive workshop with lectures, case studies, and group sprints.
- Duration: 2–3 days (customizable).
- Participant cases.
- Certificate: PIVOTAL STRATEGY & EXECUTIVE LEADERSHIP PROGRAM

Exclusive Participant Package

Each participant will receive the official **Certificate**, a distinguished **PIVOTAL Infinity Pin®** in a handcrafted wooden case, and a matching box with a branded USB drive. Together, these items represent a **Badge of Excellence** and a lasting connection to the global PIVOTAL Community.

Coach

- Prof. Dr. Marc Oliver Opresnik, Creator of the PIVOTAL Infinity Marketing Canvas®, Global Thought Leader, Distinguished Professor of Marketing & Management, and Co-Author of international bestsellers with marketing legend Philip Kotler.

