Certificate Overview

In today’s fast-paced, hyper-competitive business environment, companies need to grow rapidly to stay ahead of competitors and capture market opportunities. Blitzscaling can help organizations achieve this by focusing on rapid growth and innovation. Blitzscaling is an aggressive growth strategy that prioritizes speed over efficiency in the face of uncertainty. The goal is to quickly achieve market dominance and establish a competitive advantage in a rapidly evolving industry or market.

Blitzscaling is not one-size-fits-all, and comes with challenges and risks related to cash burn, maintaining quality, regulatory compliance, and maintaining organizational culture during hyper-growth. In today’s challenging bear market, even the fastest growing companies have learned that it’s crucial to be aware of these risks and adjust their scaling strategy accordingly.

Participants will learn how to apply the Blitzscaling framework and make use of a series of tools designed to evaluate the scalability of new and existing business models and identify the highest-impact strategies to increase scaling.
Who should attend?

- Startup Founders, CEOs, senior leaders, senior executive leadership of large organizations, owners and managers of small and medium-sized enterprises, and owners of small and mid-sized companies.
- Corporate strategy and corporate development teams, mergers and acquisitions teams.
- Corporate venture capital teams, startup mentors and advisors, service providers serving the startup community, family office managers and investors, angel investors, and venture capitalists.

Learning outcomes

- Spot business model patterns that have been proven highly scalable.
- Prepare for the challenges of blitzscaling in large, established organizations and develop strategies to overcome them.
- Develop the counterintuitive management techniques necessary to stay one step ahead of growth.

Curriculum

The curriculum is based on the book “Blitzscaling: The Lightning-Fast Path to Building Massively Valuable Companies,” and also includes original hands-on materials and other content.

Since the book was released in 2018, Blitzscaling has taken the world of startups and innovation by storm. In it, co-authors Reid Hoffman and Chris Yeh lay out the company-building and scaling strategies developed by Reid over the course of his legendary career in Silicon Valley.

The Five Stages of Blitzscaling: The book outlines five stages of scaling, each with different priorities and challenges. These stages are: (i) Family (ii) Tribe (iii) Village (iv) City (v) Nation. Companies must navigate each stage successfully to continue their growth trajectory.

Growth Factors: Blitzscaling requires companies to consider 2 essential elements winner-takes all market opportunity (characterized by network effects of a land grab opportunity), scalable distribution (evidence of strong distribution or advertising partnerships, and or product virality), product market fit, market size, high gross margins, organizational scalability and operational scalability. These factors help businesses identify opportunities and evaluate the potential for rapid scaling.

The Counterintuitive Rules: Blitzscaling involves embracing counterintuitive rules and making unconventional decisions. Some of these rules include letting fires burn, prioritizing speed over efficiency, letting fires burn, and ignoring your customers.

Management and Talent: As companies grow and scale, management and talent strategies need to evolve. This includes hiring generalists vs specialists, building a strong company culture, and enabling effective communication.

Challenges and Risks: Blitzscaling is not without its challenges and risks. Companies may face issues related to cash burn, maintaining quality, regulatory compliance, and organizational culture. It’s crucial for businesses to be aware of these risks and manage them effectively.

In summary, Blitzscaling offers a framework for rapid growth, urging companies to prioritize speed and market dominance in a rapidly evolving business landscape. By understanding the stages of scaling, growth factors, counterintuitive rules, and key transitions, businesses can successfully navigate the challenges and risks associated with aggressive growth.

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