

# Gino Chirio

Keynote Speaker • Growth Strategy Expert • EVP at Maddock Douglas



## MEET GINO

**Gino has helped drive growth-through-innovation projects for many Fortune 100 companies** over nearly two decades at Maddock Douglas. As a keynote speaker, he focuses on the power of strategy to support the right types of growth for every organization.

Gino has helped large organizations develop strategies and solutions to maintain relevance, create competitive advantage and realize growth. He is uniquely positioned to help senior leaders focus their efforts based on who they are, what they can leverage and where they are best suited to deliver on market needs and “win.”

He advises leaders who are driven to continually find new ways to create value — by first crafting a growth strategy and then developing the organizational capabilities that turn objectives into results.

## SPOTLIGHT: GINO'S ARTICLE IN HARVARD BUSINESS REVIEW

“The 6 Ways to Grow a Company”

Published June 14, 2018

The first step to generating real growth is to understand where it comes from. It can be boiled down to six simple categories: new processes, new experiences, new features, new customers, new offerings, and new models.

Deciding which ways to grow needs to be intentional — not based on luck.



Expert Speaker  
**Gino Chirio**



## IN-DEMAND TOPICS

### **The Principles of Successful Growth**

Uncover what is absolutely necessary to successfully realize growth in large organizations. Use a clear framework and a portfolio approach to organize your growth efforts.

#### **KEY TAKEAWAYS**

- + How to apply the “6 Ways to Grow” framework to your business
- + A balanced portfolio approach to innovation initiatives

### **How to Grow a Business: First, Simplify**

Expose the unnecessary complexity organizations experience while attempting to do anything new, especially in finding ways to realize growth from sources other than their core business.

#### **KEY TAKEAWAYS**

- + Questions that reveal the potential of new projects (or lack thereof)
- + Ways to avoid roadblocks created by core-business metrics

### **Market Positions for the Future: Perception to Reality**

Who gets to decide where you’ll play today and in the future? Determining the best position for an organization to occupy is no longer a game of perception — it’s reality.

#### **KEY TAKEAWAYS**

- + The pitfalls of equating your goals with your current position
- + How to marry market positioning to strategy and new value creation