

**DAY 1**

7:45AM – 8:30AM	Registration and Continental Breakfast
8:30AM – 10:00AM	Brahma Case Discussion
10:00AM – 10:15AM	Break
10:15AM – 12:00PM	Five Myths of Strategy Execution
12:00PM – 1:00PM	Lunch
1:00PM – 2:30PM	The Execution Loop 1
2:30PM – 2:45PM	Break
2:45PM – 5:00PM	The Execution Loop 2
5:00PM – 6:00PM	Reception

**DAY 2**

7:45AM – 8:30AM	Continental Breakfast
8:30AM – 10:00AM	Strategy for Execution
10:00AM – 10:15AM	Break
10:15AM – 12:00PM	FAST Goals
12:00PM – 1:00PM	Lunch
1:00PM – 2:30PM	Simple Rules
2:30PM – 2:45PM	Break
2:45PM – 4:30PM	Implementing Simple Rules
4:30PM – 4:45PM	Program Closing and Feedback