

Strategic Transformation & Scaling in the APJ Corridor

The "Master of Scale" Curriculum

In a 2026 global economy defined by volatility and rapid digital shifts, the ability to scale an organization is the ultimate competitive advantage. This 12-week intensive course provides a comprehensive blueprint for leading at every stage of the business lifecycle—from the governance of global tech giants to the high-velocity growth of mid-market firms and the agile launch of entrepreneurial ventures.

Led by **Les Mansour, MBA**, an industry veteran with 25+ years of APJ executive experience, students will move through a proprietary "Multi-Scale" framework:

- **Enterprise Mastery:** Navigating the complex matrix of firms like **HPE** and **Lenovo** to execute regional Go-To-Market strategies.
- **The Scaling Engine:** A deep-dive into the "Science of Scaling," using the **860% revenue growth** trajectory (from \$5M to \$48M) at Bay6 Consulting as a primary roadmap.
- **Founder Agility:** Analyzing the end-to-end journey of the premium brand **Skill Luck Go®**, with a focus on International IP protection and ethical supply chain management.

Learning Outcomes

Students will graduate with a "Tactical Toolkit" for **GPM Optimization**, **International Trademark Strategy**, and **Operational Scaling**. This is not just a study of business; it is a masterclass in executive execution within the Australia-ASEAN trade corridor.

Module	Phase	Theme
1-3	The Enterprise	Global Strategy: Matrix management and high-stakes APJ GTM.
4-6	The Engine	The Scaling Framework: Moving from \$5M to \$50M. GPM and Operational Scaling.
7-9	The Venture	Entrepreneurial IP: Launching a premium brand and protecting global IP.
10-12	The Leader	Executive Agility: Pivoting leadership styles across business sizes.