TRANSFORM. INNOVATE. GROW.
WITH STANFORD Seed
Within two years I have gone from employing 10 people to 39, in addition to providing indirect employment for approximately 150. Now, the boy from the streets of Nigeria has been invited by the White House for the Global Entrepreneurship Summit; that is all thanks to Stanford Seed. Isn’t that amazing?”

Afolabi Abiodun, MD and CEO, SB Telecoms, Nigeria
At Stanford Seed we believe that business is one of the most powerful engines of change to move emerging economies to greater prosperity. Through training, coaching, and the facilitation of peer-to-peer engagement, Stanford contributes its expertise to support international economic growth and, ultimately, the creation of a more equitable world.

Start with Stanford Graduate School of Business (GSB) expertise. Mix in Silicon Valley innovation. Add high-potential business leaders with the drive and desire to scale and grow. It’s a powerful combination that yields amazing results for you, your business, your region, and the world.

Conducted largely outside of the classroom, Stanford Seed’s high-touch, one-year leadership program empowers CEOs/founders of established businesses to become more confident and skilled leaders. The result is growth and impact: for teams, companies, and communities.
Seed TRANSFORMATION PROGRAM DETAILS

THE CURRICULUM
In conjunction with local business practitioners and other experts, Stanford’s world-renowned faculty travel to your region to share strategic business skills and insights, covering areas such as marketing, strategy, accounting, operations, organizational design, and human resources. The content is designed to help strengthen your leadership, transform your team, and grow your business dramatically within a rapid timeframe.

THE SUPPORT
Beyond the immersive class sessions, you’ll also benefit from continued support, guidance, and online engagement. Through numerous in-person workshops delivered at your company, Seed facilitators will help you transform your management team and address the specific obstacles and opportunities you face.

THE NETWORK
The impact of the Seed Transformation Program extends far beyond the 12-month program itself. The power of the network—both in your region and around the world—gives you access to support and ideas from like-minded leaders. Once a member, you are eligible for ongoing resources including Seed coaches, consultants, and Stanford student interns.
**Seed TRANSFORMATION PROGRAM DIFFERENCE**

**HIGH-PERFORMANCE LEADERS**
The Seed Transformation Program is specifically designed for CEOs/founders of established businesses, not early stage entrepreneurs. We’re looking for senior decision makers of for-profit companies and social enterprises—from agriculture to IT—who want to capitalize on what they’ve already created…and take it to the next level.

**HANDS-ON LEARNING**
This is unlike other classes you’ve attended. Stanford is known for its hands-on teaching methodologies and collaborative approach to learning. You’ll experience it firsthand with Seed.

**HIGH-TOUCH EXPERIENCE**
The Seed Transformation Program is about more than acquiring business skills. We’re focused on mindset shifts, impact, and growth. And that means we don’t walk away when classes end. Instead, faculty, facilitators, peers, coaches, consultants, and Stanford students walk with you throughout your journey.
Path to Growth
Seed Transformation Program

Key Transformation Touch Points
Over the course of 10 months, you will engage in a combination of interactive class sessions, In-Company Workshops, and Leadership Labs.

1. **Build Your Strategy**
   - Strategy
   - Organizational Design
   - Leadership Team Building
   - Business Model Canvas

2. **Know Your Company**
   - Accounting
   - Operations
   - Value Chain Innovations

3. **Know Your Product & Customers**
   - Product Innovation/Design Thinking
   - Marketing
   - Business Ethics

4. **Develop Your Growth Plan**
   - Corporate Governance
   - Finance/Investing
   - Managerial Performance Measurement
   - Human Resources

5. **Transformation in Action**
   - Present and implement your growth plan.
   - Join the global Seed Transformation Network.

Monthly Breakdown:
- **Month 10**: Receive Statement of Completion
- **Month 12**: Seed Transformation Continues

The Seed Effect
Participants have reported the following results:
- 62% created new jobs
- 86% increased number of customers
- 58% doing business with other Seed Participants
- $25M USD capital raised
CONNECT WITH Seed
seed.stanford.edu