

## DIAGNOSTIC

Today, and in the years to come, the **automotive industry** will need to face more radical developments and fast-paced social trends than ever before.

Dealerships, will have to cope with changing and increasingly challenging customer behaviors and needs as well as innovative technologies and purchasing habits.

With a need for more qualified staff and other **strategic** investments, the industry will have to adopt a new mindset and new business ways to be prepared to face this new generation of costumers.

The Nissan DP<sup>2</sup> Program has been thought out specifically to meet these challenges. **Tailored** to the requirements of Nissan dealers and as a result of close cooperation between **5 leading and prestigious Business Schools in Europe**, the program will provide state of the art Business Research concepts and ideas directed towards achieving excellence giving Nissan and Nissan Dealers that special competitive edge.

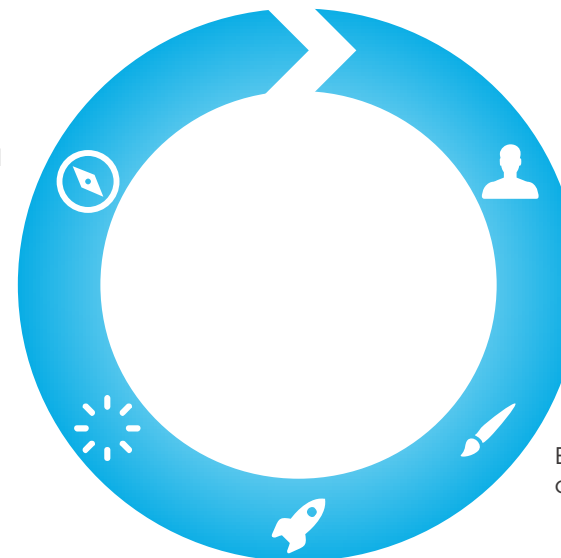
Because excellence is the key to **success**.

**OBJECTIVE**  
Develop new leaders, managers, businessmen and overall brand ambassadors.

**IMPACT**  
Strengthen the relationship between the dealership network and the Nissan brand.

**TARGET**  
150 Dealer Principals  
Worldwide location

**PROGRAM DESIGN**  
Each phase is feeding the next one - co-creating the program with Nissan Academy



## LEARNING JOURNEY

A Mind opener followed by a learning expedition - 1,5 days:

**Phase 1** : : 1 day of assessment to identify the participant's strenghts and development priorities.

**Phase 2** : Learning Expedition

## COACHING

