



**BOOT CAMPS**

We build creative capability in today's most relevant disciplines: strategic thinking, design thinking, and lean thinking. Our bootcamps are high-energy, hands-on, and perfect for busy professionals who want basic training delivered in a crash course format.

<u>Boot Camp</u>	<u>Description</u>	<u>Formats</u>
Playing-to-Win	<i>Strategic choicemaking framework. Learn to craft a winning aspiration, build a strategy, reverse engineer it, and construct initial strategic tests.</i>	1/2-day, 1-day
Design Thinking	<i>Human-centered innovation methods. Learn to frame problems, conceptualize solutions, build effective prototypes, and design user tests.</i>	1/2- day, 1-day
Lean Thinking	<i>Toyota continuous improvement. Learn to simplify workflows using Toyota's process improvement, kaizen, and lean testing methods.</i>	1/2-day, 1-day
Business Big 3	<i>Strategy + Design + Lean. Learn all three frameworks: Playing-to-Win strategy, Design Thinking innovation, and Lean Thinking operations.</i>	1-day



**CREATIVE SESSIONS**

Creative sessions are our strong suit. We design and guide highly engaging workshops, sprints and summits that get teams aligned and moving quickly to turn ideas into action. Each session is custom, but these are the broad categories.

<u>Creative Session</u>	<u>Description</u>	<u>Formats</u>
Strategy Summits	<i>Playing to win. Deliverables include a minimum of two complete strategies, including reverse engineering and initial strategic test design.</i>	1 or 2 days
Ideation Workshops	<i>Framestorming + brainstorming. Deliverables include needs identification, problem framing, ideation, concept development, and initial storyboard design.</i>	1/2-day, 1-day
Design Sprints	<i>Rapid prototyping and testing. Deliverables include critical risk identification, hypothesis definition, prototype construction, and user experimentation.</i>	2 - 3 days
Kaizen Sessions	<i>Operational process improvement. Deliverables include process mapping, problem statement, root cause analysis, process redesign, targets/metrics, and pilot test plan.</i>	1- 3 days



**COACHING & ADVISORY**

We offer deep insight, guidance and support on strategy, innovation and operations gained from over thirty years of front-line experience and professional counsel to senior leaders of the world's most admired companies.

<u>Engagement</u>	<u>Description</u>
Innovation Strategy	<i>Guidance on portfolio mix. Objective: where to play, how to win, critical capabilities and management systems in the context of innovation.</i>
Innovation Centers	<i>Guidance on structures and spaces. Objective: Establish an internal center of excellence for building innovation capability throughout the organization.</i>
Operational Strategy	<i>Guidance on optimizing for agility. Objective: Transform operations into an agile competitive advantage that fuel company revenue growth.</i>
Go-to-Market	<i>Guidance on value delivery. Objective: Consistently guide and launch new products and services to marketplace commercialization.</i>

**SCHEDULE OF PRICING\***

Basic Day Rate:	\$7500/day
Large Group Rates:	\$10,500/day (audience size 10-25); \$12,500/day (audience size 25+)
Long-term Retainer Rates:	\$26,000/month (4 days/month); \$30,000/month (5 days/month)

\* (NOTE: Fees are continental U.S. only. Exclusive of all travel/lodging cost. Fractions of days not sold. Long-term defined as 6+ months.)