



CAPABILITIES TRAINING

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

<u>Course</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 Design	<i>Strategy + Design + Lean. Learn all three frameworks: Playing-to-Win strategy, Design Thinking innovation, and Lean Thinking operations.</i>	1-day



WORKSHOP 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>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
Innovation Sprints	<i>Ideation, rapid prototyping and testing. Deliverables include problem framing, concept development, critical risk identification, and user testing.</i>	2 - 3 days
CX Journey Maps	<i>Customer experience design. Deliverables include empathy maps, customer jobs-to-be-done, and compete customer journey canvas ready for field validation with customers.</i>	1/2-day, 1-day
Kaizen Events	<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>
Enterprise Strategy	<i>Guidance on corporate competitive strategy. Objective: where to play, how to win, critical capabilities and management systems at the highest level.</i>
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>
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:	\$8500/day
Large Group Rates:	\$12,500/day (audience size 10-25); \$15,000/day (audience size 25+)
Long-term Retainer Rates:	Available and variable based on usage.

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