



Overview

*Increase **Collective Intelligence**;
Innovate and **Execute** extraordinarily well;
Thrive!*

The Growth Workshop helps Leaders Do More

We work with leaders of mid size organizations in small group workshops to solve big problems and create new businesses ... to better fill more needs for more people ... *to Thrive*.

Accelerating and converging technology, new thinking, and big challenges are transforming industries and creating game-changing opportunities everywhere ... opportunities that are best developed by leaders of mid-size organizations.

Our Leader Groups are a forum for leaders to do more. They increase Collective Intelligence and expand perspectives in a positive setting where ideas are explored and new businesses are born.

Collective Intelligence

Collective Intelligence is a group's capacity for quickly and intelligently solving problems and developing opportunities. Group training can increase Collective Intelligence by an order of magnitude, to drive extraordinary Innovation and Execution.

Growth Framework

Groups use our Growth Framework to help efficiently develop opportunities into compelling new high value businesses. It is a lens for *extreme clarity and focus*,

Training increases *Collective Intelligence*, raises standards and expands capacities.

Innovate and **Execute** create and operate extraordinary businesses. *Leading* is defining a compelling future ... *Managing* is delivering.



Company Groups

Company Groups are an organization's 5-7 key leaders. Their purpose is to create new value and growth by adding new markets, customers and products, Increasing customer value, and increasing speed and flexibility.

Groups meet in workshops that are 3 - 6 hours each and are tailored to the group's needs. Workshops complete specific *Train*, *Innovate* or *Execute* activities that directly drive new growth.

Workshops can be integrated with an organization's processes and used on a regular basis, or can be as-needed. Groups begin with 2 start-up workshops to quickly increase Collective Intelligence and to clarify and focus *Innovate* and *Execute* activities.

Peer Groups

Peer Groups are each 4-6 leaders from multiple organizations who bring a range of knowledge, skills, and resources to explore and develop opportunities in high value new ventures.

Peer Groups typically meet in 4-hour workshops twice per month. Initial workshops focus on blending members' knowledge, defining the group's charter, and increasing Collective Intelligence. Workshops become more frequent for the *Innovate* and *Execute* work of bringing ventures to life.

Custom Workshops

We design and lead workshops tailored to a leader group's needs. We can include topics from Coach, Lead or Manage areas, but typically focus on Coaching to increase Collective Intelligence, and Leading to explore and define new opportunities.

Turbulence ... Opportunities ... Growth

Groups with high Collective Intelligence *like* and *seek* turbulence ... it's where new growth is found: existing markets disrupted, new markets created, market share expanded, new products created. Advancing and converging technology, new thinking and big challenges continue to drive new turbulence and reveal unfilled needs that are huge opportunities:

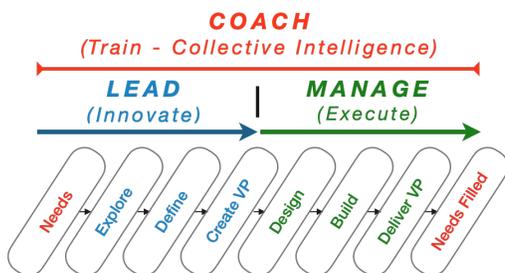
- Game-changing Value Propositions and Business Models
- Accelerated product development, reduced time-to-market
- Lower market entry costs, lower market expansion costs
- Strategic partnering & acquisitions for lower risk and rapid scaling
- More solvable problems in environment, society and politics



New ecosystems are emerging, creating numerous opportunities in every industry and market. Mid-size organizations are best positioned to find and develop them.

Growth Framework: Collective Intelligence => Innovate & Execute

All successful businesses execute the same stream of activities. Our Growth Framework organizes them into a streamlined structure for fast, efficient and effective business development.



A business is essentially a collection of good value propositions that a company creates and delivers extraordinarily well.

Thriving growth is constantly refreshing, refining and adding new value propositions through good Innovate and Execute activities.

Thriving growth is rooted in Collective Intelligence (CIQ): a group's capacity for creative abstract thinking, and for rapid, fluid, on-demand action.

Increasing *Collective Intelligence* enables extraordinary *Leading* and *Managing*. *Leading* is good ideas and clear thinking to define a compelling future. *Managing* is discipline and awareness to execute the present in order to make the future real.

Increasing *Collective Intelligence* expands the flow of good ideas, and clarifies and focuses a vision for *Innovating*. Increasing *Collective Intelligence* enables fast, flexible, nimble, and *extremely* efficient component-based operations for *Executing*.

Training is increasing Collective Intelligence, raising standards and expanding capacities. **Innovate** and **Execute** are creating and operating extraordinary businesses.

Workshops: Extraordinary Thinking & Action

Collective Intelligence peaks in trained small group workshops of 5 - 7 people. More is too much noise, fewer is too little stimulation.

Workshops are what high Collective Intelligence leader groups train for. They are where information flow and Collective intelligence reach critical mass. Creativity explodes, new possibilities and perspectives emerge.

Workshops become the high leverage tool for leader groups to make big leaps forward, and for executing critical design and build activities extraordinarily well.



Coach – Train

The job of *Coaching* is to continually increase **Collective Intelligence (CIQ)** ... to raise standards and expand capacity for rapid, fluid, on-demand thinking and action ... to enable extraordinary **Leading (Innovating) and Managing (Executing)** ... to more quickly and intelligently solve problems and develop opportunities.



Increasing Collective Intelligence begins in the **neuroscience** of training and controlling your brain: how it works, what it does, and how it interacts. We direct our brains to learn, process and communicate information to increase our capacity to think and generate ideas individually and collectively.

Curiosity and an appreciation of excellence is vital. **Learning expands thinking and the ability to ask intelligent questions.** Experiencing new people adds new perspectives. Our brain uses new knowledge to ‘experiment’ with new connections that generate ideas. When we master a subject or skill we understand excellence. All contributing to increased critical thinking skills.

Increasing Collective Intelligence requires **committing to the group** ... continuous learning, developing relationships, dissolving barriers and understanding perspectives. Committing means being a friend and doing whatever it takes to help others succeed.

In sports, performing arts, the sciences, special forces, and many professions, **training** and **preparation** is essential. Increasing Collective Intelligence in a business is the same ... practice and coaching enables *extraordinary Leading and Managing*.

Lead – Innovate

The job of **Leading** is to *explore, define and Innovate the future* ... to create a clear, compelling vision that inspires and directs good Value Propositions.



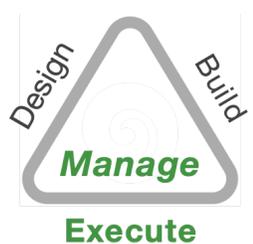
A vision is born when someone sees an unfilled need and has an idea. An increasing Collective Intelligence expands capacity to explore, evaluate and define more opportunities to better fill more needs ... it leads to first principals thinking and intelligent, effective information flow.

Exploring is continuously expanding knowledge and perspectives of technology and thinking. A high Collective Intelligence leader group knows and understands all that is happening at the leading edge across many industries.

Thriving growth emerges from **massive idea generation** in innovating Value Propositions and Business Models. Ideas lead to new businesses, new customers, new markets, new products, and increased customer value.

Manage – Execute

The job of **Managing** is to *build and Execute the present* ... to deliver Value Propositions extraordinarily well.



Business Plans are a critical link in exceptional Execution. Good component-based **business design** ensures processes and activities are flexible, simple, and self-correcting, and are aligned and tested before becoming operational.

When good operations are executed well, products deliver what customers expect, marketing and sales is fast and efficient, and customers give positive feedback through re-orders, new product requests and endorsements.

A high Collective Intelligence expands people’s capacity to focus and attend to details. It enables them to more quickly notice anomalies and exceptions, and to realign or correct issues before they become a customer’s problem.



Are YOU Thriving?

- Do you have an unfilled desire to do more ... to pursue more opportunities?
- Do you feel like there is more you can do with your resources?
- **Are you seeing the new ecosystems and opportunities emerging?**
- **Do you want to be part of leading those big changes?**
- Do you want to have deep conversations with other like-minded leaders?
- Do you want the adventure of creating high-value businesses?
- Do you want to lower the risk and increase the return of trying new things?
- Do you want to do more with your knowledge and experience?

Is your Leader Group Thriving?

- Do people share *active* values of desire, curiosity and commitment?
- Are people continuously learning and expanding perspectives?
- Are new peoples and cultures regularly engaged in the organization?
- Are people committed to whatever it takes to help each other succeed?
- **Is there a clear, compelling vision that everyone has internalized?**
- **Are people exploring and is there a flow of good new ideas?**
- **Are people innovating new Value Propositions and Business Models?**
- Is there a Business Plan and is its implementation tight and well-controlled?
- Are acquisitions and partnering regular options for access and speed?
- Is the entire organization focused on thrilling customers and improving people's lives?
- **Are you regularly adding new customers and products?**
- **Do you know precisely what your customers like and dislike about your products?**
- Do you know what you are doing next to improve your products?
- Is customer value increasing?
- Is your current growth opening new options for further growth?
- Is the work environment exciting, positive, and a place people enjoy being every day?

Do you want to do more?

If you aren't sure you or your leader group are *thriving* ... call today to discuss!
 If you want to join a peer group that fills your need to do more ... call today to discuss!

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