



## Overview

Increase *Collective Intelligence*;  
*Train, Innovate* and *Execute* exceptionally well;  
*Thrive!*

## The Growth Workshop is where 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 working with other like-minded leaders to do more. They increase Collective Intelligence and expand perspectives in a positive setting where ideas are explored and new businesses are born.

### Growth Framework

Workshops use our Growth Framework — a lens for *extreme clarity and focus*, and a structure for fast, efficient and effective business development. Successful businesses all execute the same activities. Our Framework structures them for remarkable thinking and action.

**Increasing Collective Intelligence enables rapid, fluid on-demand thinking and action.**

**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 include 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 organization'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 Presidents/CEOs from multiple organizations who bring a wide range of knowledge, skills, and resources to develop opportunities. Peer Groups expand thinking and perspectives to explore ecosystems and opportunities and develop them in high value new ventures.

Peer Groups meet in 6-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 work with a leader group to design and lead one or more workshops or seminars. We can include topics from any of the regular Coach, Lead or Manage workshops, and customize them for the specific needs of the group.

Custom workshops typically focus on Coaching to increase Collective Intelligence, combined with Leading to explore and define new opportunities.

## More Turbulence ... Emerging Ecosystems ... *Huge Opportunities*

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 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
- Expanded opportunities from inclusion and diversity
- More solvable problems in environment, society and politics

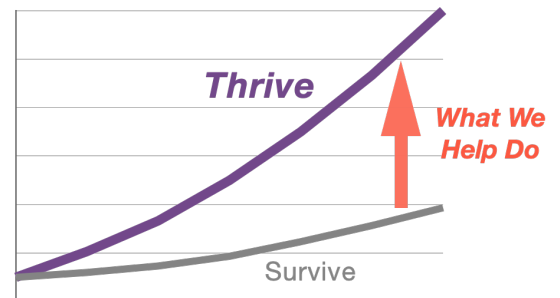
Ecosystems are transforming and emerging, creating numerous “picks and shovels” opportunities in every industry and market. Mid-size organization leaders are best positioned to find and develop them.

## Thrive

Thriving is continuously finding and developing new opportunities.

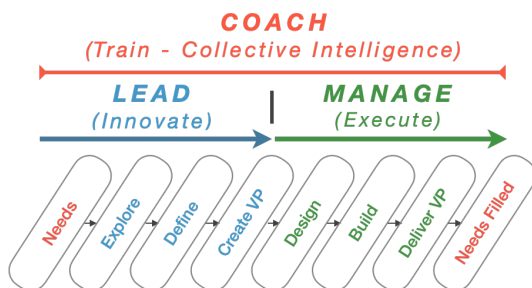
Surviving is simple growth ... **Thriving is real growth:**

- Solving big problems and improving the world
- Better filling more needs for more people
- New customers, new products, new businesses
- Continuous learning and human growth
- Extraordinary innovation and exceptional execution



## Growth Framework: **Collective Intelligence => Innovate & Execute**

All successful businesses execute the same stream of activities. Our Growth Framework organizes those activities into a lens for extreme clarity and focus, and a structure for efficient and effective business development.



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

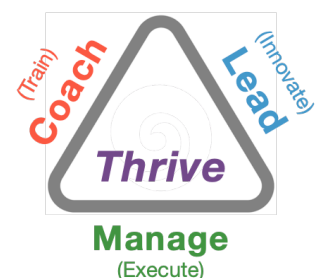
A thriving company is constantly refreshing and refining its value propositions through good Innovate and Execute activities.

**The ability to thrive is rooted in Collective Intelligence (CIQ): a group's capacity for rapid, fluid, on-demand thinking and action.**

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

Increasing CIQ expands the flow of good ideas, and clarifies and focuses the organization's core vision for *Innovating*. Increasing CIQ 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.



## 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 small group CIQ begins with individuals. It is 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 CIQ requires **committing to the group** ... developing relationships, dissolving barriers and understanding perspectives. Committing means each individual will do whatever it takes to help others succeed.

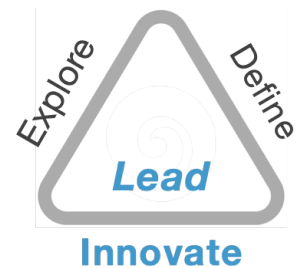
In sports, performing arts, the sciences, special forces, and many professions, **training** and **preparation** is essential. Increasing CIQ in a business is the same ... **practice** and **coaching** enables **rapid, on-demand, fluid thinking and action.**

## Lead – Innovate

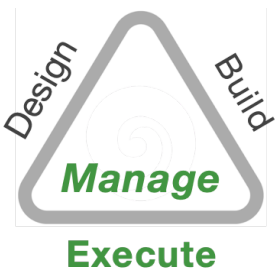
The job of *Leading* is to **explore, define and Innovate the future** ... to create a clear, compelling Vision that focuses and inspires good Value Propositions.

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

*Thriving* requires **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

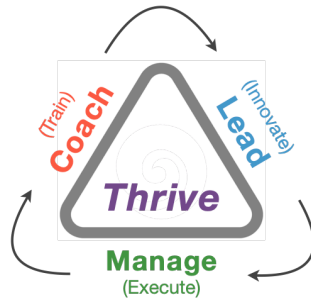


The job of *Managing* is to **build and Execute the present** ... to deliver Value Propositions extraordinarily well.

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 CIQ 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 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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