

Strategic Thinking Services

The Outthinker Group has facilitated hundreds of strategy sessions, leading teams through our innovative strategic discovery process. Our clients span a broad cross section of industries and include global brands such as Johnson & Johnson, L'Oréal, McDonalds, Nestlé, Macmillan, Red Bull, Microsoft, Hewlett Packard, Aetna, Citibank, Experian, and TIAA-CREF. Together, we generated innovative ideas to uncover new growth opportunities to give them an edge over their competitors. In other words, to outthink their competitors.

OUTTHINKER HELPS CLIENTS OUTTHINK THEIR COMPETITORS

Outthinker has carefully studied what distinguishes teams that produce unique options to create a competitive advantage and breakthrough performance, versus teams that only generate predictable “me too” strategies and average results.

We found that most organizations inevitably follow one of two strategic approaches:

- **Option Narrowing:** The team lays out their options and applies fact-based analysis to rule each out until they reach what appears to be the most logical choice
- **Rules:** The team follows a set of rules or best practices drawn from aspirational competitors

These approaches rarely lead to distinctive strategies. They produce easily imitated solutions and average results.

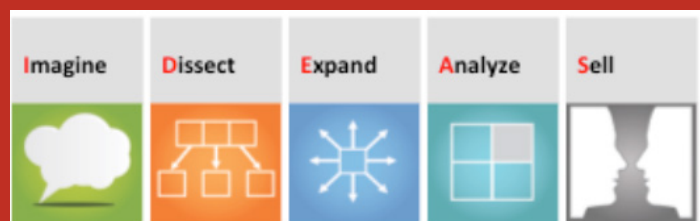
THERE IS ANOTHER WAY

Over the past ten years, we have synthesized our research and experience into a highly effective and efficient process. The Outthinker Process® enables teams to reach strategic clarity and rapidly solve problems that make a difference.

THE OUTTHINKER PROCESS

The Outthinker Process impacts the three key levers that define the strategic thinking capacity of your organization: people, processes, and tools. Outthinker has successfully worked with top executives and employees to apply this process and create new paradigms in strategic and innovative thinking, as well as breakthroughs in creativity and agility within their organizations. The Process encompasses five phases:

- IMAGINE
- DISSECT
- EXPAND
- ANALYZE
- SELL



Outthinker consults with corporations and organizations, working with senior management and employees to develop strategic thinking habits. We arm them with a repeatable process and proprietary tools (including a digital strategy tool) to make more efficient, effective, and agile decisions every day. Our services can be engaged through a variety of programs, including:

- The Corporate Offsite
- The 1-Day Workout
- The 5-Session Series
- Ongoing Strategic Consulting



The **Corporate Offsite**



The **1-Day Workout**



The **5-Session Series**

<p>Situation</p>	<p>You have a corporate offsite, retreat, or recognition event coming up. While everyone expects a motivational speech, you'd like to leverage the opportunity of having a group of great employees assembled to develop some truly innovative ideas in a risk-free environment.</p>	<p>Your team needs to tackle a strategic issue fast. There may be a truly innovative solution available, if you could just create the forum to find it. You can't wait for the formal planning and budgeting process to play out. You want to proactively come up with the winning idea now, but the daily pressures of running your business leave little time for your team to think.</p> <ul style="list-style-type: none"> • How can you squeeze in the "think time" you need? • How can you find an exciting answer now? 	<p>It's time for you and your team to step back and take a fresh and unbiased look at your strategy. Whether you want to seize new opportunities to grow or need to protect your core business from threats, you want clarity.</p> <ul style="list-style-type: none"> • Do you still have the right priorities? • Are you overlooking one you will regret? • Do you have the strategic agility you will need to win? • Does everyone understand, and believe in, your strategy?
<p>Solution</p>	<p>1-hour to 1-day strategy session, to generate compelling options while motivating the audience and building strategic thinking capability.</p>	<p>1-day Outthinker workshop, attended by a group of up to 15, to create bold ideas and align on potential strategies.</p>	<p>5 half-day or full-day strategy sessions, spread over 2-3 months, each tackling one step in The Outthinker Process®.</p>
<p>Outcome</p>	<p>Motivated, engaged, employees; 1-3 compelling new options for solving immediate strategic challenges.</p>	<p>50-150 potential ideas and a short list of your 3-5 most compelling options.</p>	<p>Team-wide clarity on the 3-7 strategies you will execute or validate to realize your vision.</p>

In addition to these facilitation services, Stradeation, in partnership with Outthinker, provides more comprehensive consulting services to a core group of our clients. This consulting relationship includes Outthinker's analytic services, strategy tune-up sessions, assessments, and culture-creation to allow innovation and strategic thinking to flourish.

For more information on Stradeation, contact:

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