



Outthink the Competition: Seven Strategies to Trigger Disruptive Growth

Kaihan Krippendorff presents his proven approach to developing innovative strategies in a one-day workshop designed for executives, managers and business owners. This program will blend fundamental strategic concepts with cognitive science, systems thinking, and Eastern philosophy into a practical set of tools. It will teach attendees how to create a playbook of calculated approaches to help them confront strategic challenges and drive growth. Companies such as Microsoft, Citigroup, and Johnson & Johnson have successfully implemented Kaihan's methodology because their executive leadership sees the value of his innovative technique.

This approach teaches a systematic way to reveal "fourth options" - strategic alternatives others ignore. By identifying multiple fourth options, companies can create disruptive strategies that trigger breakthrough performance.

During this hands-on workshop, participants will come to understand why adding "pattern recognition" to traditional strategic approaches is critical for resolving business challenges. Kaihan teaches participants seven key strategies that have been proven to drive growth, as well as how to build your own company playbook filled with time-tested approaches. He will introduce the role that strategic narratives play in business strategy, and attendees will leave with a set of tools to help them consistently identify and seize opportunities others overlook.

This session will cover:

- **The role of pattern recognition in business innovation.**
- **The Fourth Option™ approach to developing new innovative strategies.**
- **Application of the seven strategic patterns that reveal unorthodox solutions.**
- **Developing the skills needed to design a successful company playbook.**
- **Reaching strategic clarity with a list of options offering the greatest potential for solving challenges.**
- **The role of strategic narratives in developing company strategy.**

Kaihan's program is different than traditional lectures and achieves the above objectives by engaging the audience in an energizing, problem-solving clinic. By applying this approach, Kaihan teaches executives how to identify their true goals, create potential solutions, and clarify a focused set of priorities. Workshop attendees will be able to tackle real-world challenges with a set of solutions that haven't before been considered while also focusing on driving profitable growth.

Attendees will walk through three phases:

- **Goal:** *Detail a future scenario that raises important strategic questions and leads to choosing the right strategic goal.*
- **Solutions:** *Look at the challenge through seven strategic patterns to generate 30+ possible solutions.*
- **Clarity:** *Rapidly identify the top five to 10 options your company should consider employing.*

One Day Workshop Agenda

Open with an introduction and an engaging brainteaser about a particular business strategy
(10 minutes)

Review the session's agenda and objectives
(5 minutes)



Delve into strategy theory (1 hour)

- Great strategists share an ability to see “Fourth Options”
- What cognitive science and chess players reveal about how great strategists think
- How to overcome the mathematical challenge to consistently seeing “Fourth Options”
- The eight dimensions along which great companies seek disruptive strategies
- The five phases an innovation travels through to reach reality

Learn seven strategies that trigger disruptive growth (2 hours)

1. Ally with a partner outside your market
2. Move early to the next battleground
3. Lock up resources
4. Attack from two fronts
5. Introduce a new piece to the game board
6. Coordinate the uncoordinated
7. Embrace what others abandon

Note: These strategies may change to match audience composition and industry.

Lunch Break (1 hour)

Reaching strategic clarity (1 hour)

- The risk of not reaching strategic clarity
- The risk of prioritizing strategies competitors can easily copy
- Overcoming a company's natural tendency to rule out innovative ideas
- How to rapidly and systematically identify the most disruptive business strategies

The role of strategic narratives in determining strategy (2 hours)

- How narratives can affect the long-term company strategy
- Three emerging narratives companies should know to win today
- How to embed these strategic narratives so that individuals can intuitively apply their approaches to solve problems and drive growth

Recap and Q&A (30 minutes)

About Kaihan Krippendorff

Kaihan Krippendorff is the creator of The Fourth Option™ approach, a strategic methodology that teaches executives and businesses how to seize opportunities others ignore, unlock innovation, and build strategic thinking skills.

A former consultant with McKinsey & Co., Kaihan has spent over a decade studying corporate conflict. He is the author of three business strategy books – “The Way of Innovation,” “The Art of the Advantage,” and “Hide a Dagger Behind a Smile.”



Each text delves into the keys to true competitiveness and innovation. Kaihan identifies mental patterns applied by great military strategists – from Sun Tzu to John Boyd – and then applies those strategies to modern breakthrough companies, such as Whole Foods, Microsoft and Starbucks.

Kaihan is an expert blogger with FastCompany.com, and he has been featured in key business media outlets, including *BusinessWeek*, *The Miami-Herald*, and *Bloomberg Radio*. He also presents his ideas and theories at conferences across the world. Kaihan teaches participants that agility and flexibility are more important than strength and resources, and he shows that with creativity, companies can consistently outthink their competition with ease.

Kaihan works regularly with ambitious large and medium-sized corporations including Microsoft, Wal-Mart, and Johnson & Johnson. He has delivered keynote speeches for organizations such as Motorola, Schering-Plough, Colgate-Palmolive, *Fortune Magazine*, *Harvard Business Review*, The Asia Society and Wharton Business School that motivate participants to unleash their strategic creativity to better their organizations.

Beyond his research into Eastern military tactics and his own entrepreneurial success, Kaihan has master's degrees in business administration from Columbia Business School and London Business School, a Bachelor of Science in Finance from the University of Pennsylvania's Wharton School, and a Bachelor of Science in Engineering from the University of Pennsylvania's School of Engineering. Kaihan is fluent in English with conversational command of Spanish and German.

Praise for Kaihan Krippendorff

"Kaihan's approach has a **profound, positive impact** on our top management."

- Mariana Castro, **Microsoft**

"Kaihan was **quick to understand our issues** and our mission and was **an immense help in developing our strategy.**"

-Mary E. Power, **Executive Director, HR Certification Institute Society for Human Resource Management**

"**Kaihan stands far apart from other strategy 'gurus'** by drawing from the millennia-old fund of human ingenuity to offer a truly innovative approach."

- Michael Gousev, **PhD, Director, Morgan Stanley**

"Kaihan offers **practical lesson, drawn from ancient and modern principles for overcoming the challenges of leading innovation.**"

- Mohammad Yunus, **2006 Nobel Peace Prize winner**

"Kaihan's ability to reflect on history and **keenly link to the current business environment displays his rich respect** and creativity for businesses."

- Melinda Large, **Regional Director-Americas, Wal-Mart**

"Kaihan is a trusted strategic advisor to an ever-growing base of corporate executives. With wide-ranging expertise, he **offers a unique perspective into how companies innovate, compete, and win.**"

- Juan Jose Gonzalez, **Global Vice President, Johnson & Johnson**

"Kaihan's groundbreaking work has **captured the essence of corporate strategy** in an insightful, memorable and pragmatic manner."

- Mariano G. Dall'Orso, **Vice President, Western Union**

"Unlike other strategy experts, **Kaihan transforms the complex into simple**, understandable concepts one can immediately apply."

- Hector Aguilar, **HR Regional Business Partner, GE Latin America**

