

The Outthinker Process

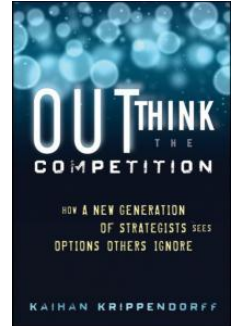
A Strategic and Innovative Thinking Process

In times of change the ability to see innovative strategic options becomes critical for continued success. Leaders are divided into two groups: those flexible enough to embrace new perspectives (“outthinkers”) and those who work within old points of view (“thinkers”). The success of your company and your career depends to a great extent on your ability to shift your paradigm and inspire others to do the same.

This program draws on the study of hundreds of history’s most innovative strategic thinkers and competitive companies from Wal-Mart and GE to Google and Apple. It shows that businesses can unlock breakthrough growth when a team collaborates to make seemingly minor innovative choices – “fourth options.” These options make it difficult for competitors to respond effectively.

The Outthinker Program has participants work through seemingly simple strategic and innovation tools (IDEAS) to define a creative strategy:

1. **Imagine:** Explore key environmental and competitive factors, defining a long-term ideal vision, and agreeing on a clear strategic question
2. **Dissect:** Break down the problem you are trying to solve to find new points of leverage
3. **Expand:** Use “strategic narratives” and examples from other industries to inspire new, innovative potential strategies
4. **Analyze:** Rapidly select the most disruptive strategic options, avoiding the common pitfall of killing off “crazy” ideas too early
5. **Sell:** Wrap the resulting strategy in a compelling framework that builds support



During this one and a half-day program participants first work through a business case to master the process, habits, and core tools. Participant then deepen their skill by applying what they have learned to a real-life, immediate business challenge. By immediately practicing what they learn, participant build their comfort designing innovative strategies, begin thinking intuitively in ways that help them see breakthrough solutions to every-day business problems, and solve real time problems.

1.5 Day Program Outline and Outcomes

First half day - Practice

- Learn IDEAS framework and apply it to a case

Application Day (either one full day or split between day one and two)

- Deepen understanding of IDEAS and apply it to a business challenge

Program topics

- The Fourth Option®
- The five habits of the innovative strategist
- The Eight Ps: eight dimensions along which innovative companies unleash innovation
- Thirty-six strategic questions that unlock breakthrough business ideas
- Helping your team collaboratively reach strategic clarity

Learning objectives

- You will learn and gain command over a set of strategic and innovative thinking tools
- You will have experience applying these tools to real problems
- You will be ready to apply these tools to problems you face every day
- You will work on a current initiative or problem to come up with fourth options to solve it

“Using the [Outthinker] process created an entirely different way of solving business problems. It was as though someone suddenly opened the floodgate; there was a whole new flow of ideas and energy.”

- Fortune 500 Country Manager

“I take the strategic thinking tool-kit [from The Outthinker Program] everywhere I go. It helps me get my team to look at issues from a more strategic perspective.”

- Fortune 500 Customer Service Manager