



**Media Kit
&
Presentation Overview**

Company Overview

Kaihan Krippendorff and Douglas Muir founded the Kai Method to help businesses unlock internal innovation. The company's methodology is rooted in decades of research into the true, underlying patterns of competitiveness. Kai Method consultants coach their clients to design and realize innovative strategies that positively impact their bottom lines and train their clients' employees to become more innovative business strategists.

Kaihan and Doug intend to make Kai Method the standardized approach for creating revolutionary strategies and real-world solutions for mid- to large-sized companies. Together they have gathered a team of talented speakers and consultants whose expertise stems from years of experience in a variety of fields. All Kai Method consultants have an intense passion for innovative thinking.

Kai Method Consultants

Kaihan Krippendorff – chief executive officer and founder of Kai Method. A former consultant with McKinsey & Co., Kaihan has spent over a decade studying corporate conflict. He is a published author and well-respected strategy expert. By applying Eastern philosophies to his presentations, Kaihan teaches companies to overcome their adversaries by tapping into hidden creativity and innovation.

Douglas Muir – chief operating officer and cofounder of Kai Method. Doug is a business strategies expert, an authority on the credit industry and a prolific entrepreneur. He is the founder of Credit Justice Services, the fourth-largest credit repair company in the United States. This is his sixth successful company in the last 12 years, and Doug speaks internationally to entrepreneurs, business owners and financial professionals about finding a competitive edge in business.

Carlos Vigil – senior business consultant with Kai Method. Carlos has over 15 years of business experience, having advised clients both as an attorney and a management consultant. He continues to add value to his clients' businesses through client leadership, negotiation, risk mitigation and creative problem solving. As a management consultant, he has helped clients achieve distinctive results through their strategy, sales and marketing, operational and organizational initiatives.

Paul Smailes – senior marketing consultant with Kai Method. Paul is an expert in brand management and has spent more than 10 years helping companies develop, manage and execute brand and marketing strategies. Companies such as Sony, Jergens and Proctor & Gamble have worked with Paul due to his extensive understanding of consumer and B2B marketing.

Ben Bewick – senior financial consultant with Kai Method. Ben is a trusted finance professional with 15 years of economic consulting experience. He has managed more than \$3 billion in corporate debt for Fortune 500 companies and outside investors and has extensive experience in antitrust lawsuits and helping company mergers pass regulatory review. Companies such as Wells Fargo, M&A, Seagate Technology and Fortune Brands have furthered their businesses by using Ben's financial expertise.

Jill Hellman – special advisor to Kai Method. Jill has spent a decade working in the area of innovation. She helps companies execute strategic initiatives while providing insight into community building and developing internal and external peer groups. Jill also has extensive experience in company acquisitions. As a consultant, Jill works closely with private companies and Fortune 500 companies, such as Pfizer, Johnson & Johnson and the Royal Bank of Scotland.

Kaihan Krippendorff



Biography

Strategic. Insightful. Profound. Creative. Stirring. These are just a few of the words that describe Kaihan Krippendorff, the chief executive officer of Kai Method. A former consultant with McKinsey & Co., Kaihan has spent over a decade studying corporate conflict. By using Eastern philosophies, Kaihan helps companies unleash new ideas and strategies to stay competitive in this global market.

Kaihan founded the Kai Method based on his decades of research into the underlying patterns of competitiveness, as outlined in his three business strategy books – *The Art of the Advantage*, *Hide a Dagger Behind A Smile* and *The Way of Innovation*. Each text delves into the keys to true competitiveness and innovation. Kaihan identifies mental patterns applied by great military strategists – from Sun Tzu to Napoleon Bonaparte – and then applies those strategies to breakthrough companies, such as Whole Foods, Microsoft and Starbucks.

Kaihan also presents his ideas and theories to conferences across the world. He 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 today ... with ease. He has delivered keynote speeches for organizations such as Motorola, Schering-Plough, Colgate-Palmolive, *Fortune Magazine*, *Harvard Business Review* and Wharton Business School that motivate participants to unleash their strategic creativity to better their organizations.

In addition to being an author and presenter, Kaihan regularly consults ambitious large and medium-sized corporations including Microsoft, Wal-Mart, and Johnson & Johnson. He helps his clients identify important innovations and develop strategies to achieve bottom-line results.

Kaihan is also the newest expert blogger on innovation for FastCompany (www.fastcompany.com), a magazine and web site that covers the economy, business and innovative strategies. His blog is called "The Outthinker," and it profiles successful business leaders who illustrate that size and resources are no match when faced with true innovation.

Beyond his research into Eastern military tactics and his own entrepreneurial success, Kaihan backs up his business expertise with 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.

Our Services



At Kai Method, we help our clients tackle critical business challenges and opportunities. But unlike traditional consultancies, we do not feed our clients answers. Instead, we facilitate workshops and coaching programs that unlock the innate strategic thinking capacity of our clients' organizations. Our programs help companies build strategic and innovative thinking skills to produce tangible bottom-line results.

Kai Method's proprietary methodology is rooted in decades of research into the true, underlying patterns of competitiveness. Kai Method consultants coach their clients to design and realize innovative strategies that will positively affect their revenues and competitiveness.

Our programs counteract the natural bias of most organizations that restrict the flow of innovative business ideas. The Kai Method identifies what blocks innovation and the appropriate set of tools to unblock it, addressing the following five steps of strategy development:

- 1. Discontent:** We begin by helping our clients dissect their challenges, envision a desired future, define goals and clearly articulate the most critical strategic challenge in a way that raises urgency sufficient to stir the creative exploration of alternatives.
- 2. Imagine:** We then use a proprietary methodology to help our clients conceive of creative strategies for delivering their vision. Our approach is based on pattern recognition rather than logic and is grounded in principles developed in Kaihan's books, *Hide a Dagger Behind a Smile* and *The Way of Innovation*. It produces "strategic clarity."
- 3. Formation:** History is littered with companies that committed to flawed strategies or failed to fully execute good ones. Our strategic-thinking workshops and coaching sessions introduce decision makers to a scientific method that avoids making the wrong choices. Our influencing-skills programs empower would-be innovators with the capability to more quickly and completely build support for an innovation among key stakeholders.
- 4. Breakout:** Most successful innovations are quickly consumed by the competition because the innovators find it difficult to maintain their lead. Kai Method applies a structure that shortens the time in which a company responds to competitive and market changes. By accelerating the strategy cycle, we help clients maintain, and, better yet, extend their lead over their peers.
- 5. Consolidation:** Extracting the greatest value from a new idea ultimately depends on a company's ability to build sustainable defenses against its competition. History proves only three sources of advantage provide meaningful long-term protection. Kai Method consultants help clients shift their priorities during this phase of innovation to begin erecting barriers that last.

Presentation Overview



It is a common – but inaccurate – assumption that a company’s size and resources play the most important roles in the game of business. Yet, once-small and resource-poor companies continue to dominate The Fortune 500 list because they tapped a more important source of advantage: strategic creativity. Kaihan Krippendorff, the chief executive officer of Kai Method, wants to share how your business can benefit from this phenomenon.

This theme repeatedly surfaces throughout thousands of years of military history. There are many stories of seemingly weak armies overcoming larger enemies. By studying winning military strategies, and the unique mental practices of great military strategists, Kaihan has clearly identified 36 strategies that can be applied to the corporate environment.

Through his provocative presentations, Kaihan helps audiences generate untapped creativity. He teaches that imagination and flexibility are more important than money or size. Kaihan knows that businesses beat their competition by outthinking them, not by outspending them. Kaihan can teach groups how find their own innovative ideas by introducing:

- The seven strategic plays that trigger prolonged breakthrough performance
- The five phases that strategic innovation travels through from idea to reality
- Seven language tools for enrolling key stakeholders in an innovation
- The three fundamental sources of sustained competitive advantage

The key to gaining a competitive advantage is to find a “winning move” to which a competitor will not respond. History’s greatest military strategists – from Sun Tzu to Napoleon Bonaparte – shared an ability to shift their perspective and see winning moves that their adversaries overlooked. Similarly, the companies that have created the greatest value in the last decade – from Wal-Mart to Dell – made creative strategic moves that competitors viewed as illogical.

Kaihan helps his audiences find their natural strategic creativity and apply this power to their own companies, thereby gaining a competitive edge over their competition. His presentations are delivered in 30-minute, 90-minute, and three-hour formats.

Presentation talking points include:

- **Outthink them:** It is easier to outthink your competitors than to outmuscle them
- **The innovation shift:** All innovations begin with a mental shift and you can learn to consistently produce such shifts
- **Openings vs. end games:** Why logic will not help you beat your competition
- **The five phases:** The five phases all innovations pass through and what you must do to successfully navigate them
- **The breakthrough playbook:** The “7 openings” that most often trigger a decade of breakthrough performance over the competition
- **Managing breakthrough:** How to rapidly isolate the strategies that will propel you past your competition and continue expanding your lead
- **Three sources of sustained advantage:** The three things great companies do to immunize themselves against competition over the long term

Praise for Kaihan Krippendorff

“Kaihan has an innate ability to captivate his audience. He brings a **fresh, unique and passionate perspective on strategy and leadership**, his style is brilliant and engaging and he is clearly a rising star.”

- Kal Mistry, **Senior Vice President, VITAS Healthcare Corporation.**

“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 is a great strategic thinker across a broad spectrum – his books give some idea of the breadth of his thinking. Unlike other strategy consultants, **he gets audiences to think but brings it back to a hands-on practicality and execution.** The go-to source for insightful analysis combined with a ‘get it done’ approach.”

- Jay Lucas, **Group Director, Strategy & Development, Ryder**

“An enlightened strategist, a visionary and a philosopher, Kaihan stands far apart from other strategy ‘gurus’ by drawing from the millennia-old fund of human ingenuity to **offer a truly innovative approach to modern business strategy.**”

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

“Kaihan’s groundbreaking work has **captured the essence of corporate strategy in an insightful, memorable and pragmatic manner.** Extremely intelligent and entertaining, his work presents compelling alternatives to lead your business amidst highly competitive forces. Definitely a trusted advisor, his presentations challenge the audience members to think ahead of the curve.”

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

“Kaihan Krippendorff’s perspective of strategy and innovation is unique. Unlike other strategy experts, he **transforms the complex into simple, understandable concepts one can immediately apply.**”

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