



STRATEGY FACTORY

Our Ideation & Executive Education Program

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Executive Education is a critical tool for cultivating top leadership talent. In today's complex business environment, leaders are looking for ways to forge their own future and stay ahead of the competition. Our Strategy Factory program does just that. Strategy Factory is an executive session packed with proven techniques and tools that change thinking, spur new ideas, cultivate true thought leadership and encourage new approaches. This program even helps reveal unrealized opportunities that are no or low cost to initiate.

Our Strategy Factory sessions combine presentations, workshops and interactive discussions. Each program is tailored to an individual client's specific needs. We work both independently, or within whatever existing Executive Education series you are providing. Strategy Factory sessions are offered both as a one-off session, and as a part of our annual Whiteboard client retainer program.

Not only does this program have a proven ROI, but it also comes at a fraction of the cost and time when compared to other big-budget, large-house innovation and ideation programs.

The content of our Strategy Factory sessions are based on, but not limited to:

THINKING TECHNOLOGIES

(<http://www.thefuturehunters.com/our-work/thinking-technologies/>)

These are meant to help open up the thinking patterns that better prepare executives for the future.

THE METASPACE ECONOMY

(<http://www.thefuturehunters.com/our-services/metaspaces-economy/>)

This highlights the fundamental changes taking place that will reshape the world of leadership and management.

Before Innovation, There are Questions

- What assumptions have your leadership made that no longer stand up to scrutiny?
- How must your executives' thinking transform to meet the challenges of the 21st Century?
- Where is the economy going? And what is it going to look like in the years to come?
- What are the 10 major growth opportunities on the horizon?
- What are the initiatives that executives would be excited about undertaking, once they, themselves, created them?



What Will be Your Strategy Factory Outcomes?



NEW OPPORTUNITIES FROM THINKING IN NEW WAYS

Based on the best-selling book, *FutureThink*, your senior executives are taken through several new pathways to insight and foresight. They are taught how to leave past assumptions behind and approach the ways in which they see the world and their organization in a whole new light. Working in teams, they will be ready to apply these new “thinking technologies” to surface new opportunities that excite and motivate them.



NEW OPPORTUNITIES FROM SEEING HOW ECONOMIES TRANSFORM

Participants will be able to see how we got to where we are now, and will be able to identify the 10 value propositions of the new economy. In the same teams, they will work on innovative strategies to take advantage of where the opportunities will be.



POWERFUL OUTCOMES

At the end, your executives will be *thinking* like 21st Century leaders, be *strategizing* like 21st century leaders, and be *motivated* the way such leaders should be. If you are searching for a way to cut costs and time, and still enhance executive education and training offerings with a curriculum that has powerful outcomes, the Strategy Factory process should be a cornerstone of your program.

Email us at info@TheFutureHunters.com to inquire about working with The Future Hunters to mount your own proprietary Strategy Factory session.



What Have Participants Said About Strategy Factory?



“ This is an amazing Executive Program. Based on the preview you put my Senior Team through, this is a sweet spot for you! The top 10 folks who got to experience your session have ‘passed it on.’ We actually have a Right of Way program in the Company with a VP leading our initiatives. In addition, we have done breakouts on Educated Incapacity, Trend/Counter-trend and Relationship Marketing with our top 35 leaders. You taught us well! ”

MAGGIE WILDEROTTER

*Chairman & CEO
Frontier Communications*

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One of the breakthroughs we made will add approximately \$25 million to our bottom line next year (2013). Not bad for a day’s work! This was done by starting a workshop off with a discussion around ‘Educated Incapacity’ (one of The Future Hunters’ main ‘Thinking Technologies’) and then addressing a major placement issue we have with one of our products.

DAN REYNOLDS

*Head of Group Logistics
Anglo American (UK)*

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Using the ‘Right of Way’ concept, were we able to get about \$850,000 per year from following ‘right of way’ leases: ATM’s, Billboards, Ice/Water Kiosks, Mineral Leases (natural gas deposits). People are thinking about opportunities very differently now.

MAUREEN AUSURA

*Executive Vice President, Human Resources
Lowe’s*

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FEEDBACK FROM A SESSION WITH SENIOR EXECUTIVES AT DUBAI HOLDING

It was the highest rated senior executive program EVER held at Dubai Holding Company!

Overall Rating: **9** (out of 10)

Program Content: **9**

Program Delivery: **9**

FEEDBACK FROM A SESSION WITH SENIOR EXECUTIVES AT PAYPAL

100% of both events’ participants said “YES,” they would recommend the program to others!

Scoring: **8.6** (out of 10)

Presenter Effectiveness: **9.0**

The Program Greatly Exceeded Expectations

STRATEGY FACTORY PROGRAMS HAVE BEEN MOUNTED FOR (AMONG OTHERS):

GE Healthcare | GE Energy | Johnson & Johnson | Medco | Costa Farms
Abu Dhabi Council For Economic Development | American Express OPEN
U.S. Customs and Border Protection | Crowe Horwath

