



Overview

*Increase Collective Intelligence;
Train, Innovate and Execute exceptionally well;
Thrive!*

The Growth Workshop is for Leaders who want to Do More.

We work with leaders who *want to do more ... to better fill more needs for more people ... to solve more problems ... to create new businesses ... to Thrive.*

New technology, new thinking, and big challenges are spawning whole **new ecosystems** and game-changing opportunities everywhere ... opportunities that *need* leaders to find and develop them.

Leader Groups are a forum for working with other like-minded leaders who want to do more. They expand thinking and perspectives in an upbeat setting where needs are defined, ideas are explored and new businesses are born. They increase a group's energy and enthusiasm, and help forge the personal bonds that make things happen.

Growth Framework

Finding and developing opportunities requires an increasing *Collective Intelligence* ... a group's capacity to quickly and fluidly think together and solve problems. **An increasing Collective Intelligence enables rapid, on-demand, focused thinking and action.**

Our **Growth Framework** is the neuroscience of how people work together. It is a lens for *extreme clarity and focus*, and a structure for fast, efficient and effective business development.

Training increases *Collective Intelligence*, raises standards and expands capabilities.

Innovate and **Execute** explore, create and operate extraordinary businesses.

Leading is defining a compelling future ... **Managing** is delivering.



Peer Groups

Peer Groups are each 4-6 leaders from multiple organizations who bring a wide range of knowledge, skills, and resources to develop opportunities. Peer Groups expand thinking and perspectives to explore ecosystems and opportunities and develop them in high value new ventures.

Peer Groups meet in 6-hour workshops twice per month. Initial workshops focus on blending members' knowledge and defining the group's future. Workshops become more frequent for the *Innovate* and *Execute* work of bringing ventures to life.

Company Groups

Company Groups include an organization's 5-7 key leaders. Their purpose is to create new businesses by adding new markets, customers and products, increasing customer value, and increasing speed and flexibility.

Groups meet in workshops that are 3 - 6 hours each and are tailored to the organization's needs. Workshops complete specific *Train*, *Innovate* or *Execute* activities that directly drive new growth.

Workshops can be integrated with an organization's processes and used on a regular basis, or can be as-needed. Groups begin with 2 start-up workshops to quickly increase *Collective Intelligence* and to clarify and focus *Innovate* and *Execute* activities.

(Coaching / Consulting)

Consulting and coaching help increase Collective Intelligence and create new businesses where a leader group won't fit. One-on-one sessions, custom workshops, seminars, and innovation support help leaders define and realize their vision.

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More Turbulence ... New Ecosystems ... Huge Opportunities

Growth begins in turbulence. Groups with high Collective Intelligence *like* and seek turbulence ... it's where new growth is found in solving problems: existing markets disrupted, new markets created, market share expanded, new products created. Advancing technology, new thinking and big challenges continue to reveal unfilled needs that create huge opportunities:



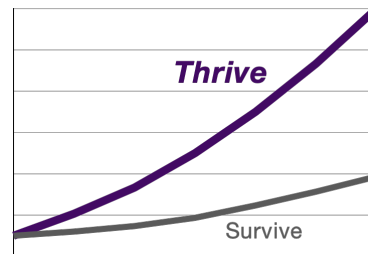
- Game-changing Value Propositions and Business Models
- Accelerated product development, reduced time-to-market
- Lower market entry costs, lower market expansion costs
- Strategic partnering & acquisitions for lower risk and rapid scaling
- Expanded opportunities from inclusion and diversity
- More solvable problems in environment, society and politics

Whole new ecosystems are emerging, creating opportunities are in every industry and market. Mid-size organization leaders are best positioned to find and develop them.

Thrive

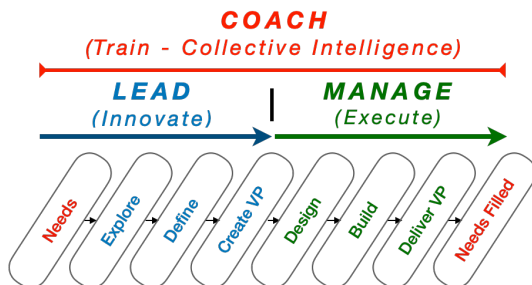
Thriving is continuously finding and developing those opportunities. Surviving is simple growth ... **Thriving is real growth:**

- Solving big problems and improving the world
- Better filling more needs for more people
- New customers, new products, new businesses
- Continuous learning and human growth
- Extraordinary innovation and exceptional execution



Growth Framework: Collective Intelligence => Innovate & Execute

Our Growth Framework is a structured approach to developing opportunities into high-value businesses. It recognizes that *Collective Intelligence* (CIQ) is the foundation of extraordinary *Innovation* and *Execution*.



A business is essentially a collection of good value propositions that a company creates and delivers extraordinarily well.

A thriving company is constantly refreshing and refining its value propositions through Innovate and Execute activities.

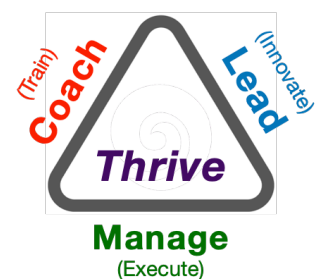
The ability to thrive is rooted in CIQ: a group's capacity to quickly solve problems through rapid, fluid, on-demand thinking and action.

Increasing *Collective Intelligence* enables extraordinary *Leading* and *Managing*. *Leading* is good ideas and clear thinking to define the future, *Managing* is discipline and awareness to execute the present in order to make the future real.

Increasing *Collective Intelligence* expands the flow of good ideas, and clarifies and focuses the organization's core vision for *Innovating*.

Increasing *Collective Intelligence* enables fast, flexible, nimble, and *extremely* efficient operations for *Executing*.

Training is increasing *Collective Intelligence*, raising standards and expanding capabilities. **Innovate** and **Execute** are creating and operating extraordinary businesses.



Coach – Train

The purpose of **Coaching** is to raise standards and expand capacities and capabilities ... to continually increase **Collective Intelligence (CIQ)**. CIQ is the foundation for exploring, defining and innovating opportunities to realize a vision. It is the foundation for the skills and attention to detail required for extraordinary execution.



Increasing CIQ in a group begins with expanding and releasing individual capacities. It is the **neuroscience** of how the brain works and how people interact ... of how to direct our brains to learn, process and communicate information to increase capacity to think and generate ideas.

Curiosity and an appreciation of beauty and excellence is vital. Learning expands thought. Experiencing new people and cultures adds new perspectives. Our brain uses new knowledge to 'experiment' with new connections that generate ideas. When we master a subject or skill we understand excellence and accomplishment. All contributing to increased critical thinking skills.

Increasing CIQ requires **committing to the group** ... developing relationships, dissolving barriers and understanding perspectives. Committing means each individual will do whatever it takes to help others succeed.

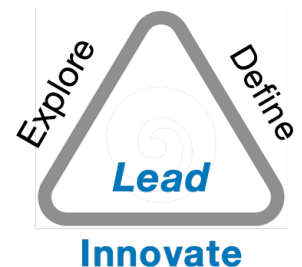
In sports, performing arts, the sciences, special forces, and many professions, **training** and **preparation** is essential. Increasing CIQ in a business is the same ... **practice** and **coaching** enables **rapid, on-demand, fluid thinking and action**.

Lead – Innovate

The purpose of **Leading** is to **explore, define and Innovate the future** ... to create a clear, compelling Vision that focuses and inspires good Value Propositions.

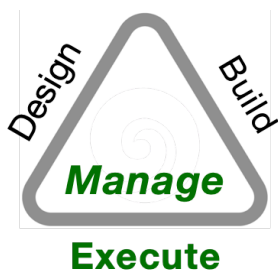
A vision is born when someone sees an unfilled need and has an idea. An increasing CIQ expands capacity to explore, evaluate and define more opportunities to fill needs better ... it allows for **first principals thinking** to reveal opportunities that really *aren't* out of reach.

Thriving requires **massive idea generation** in innovating Value Propositions and Business Models. Ideas lead to new businesses, new customers, new markets, new products, and increased customer value.



Manage – Execute

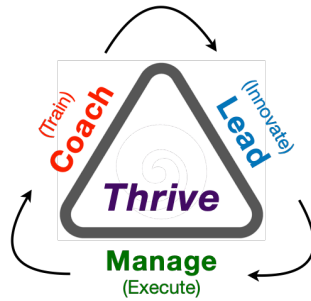
The purpose of **Managing** is to **build and Execute the present** ... to deliver Value Propositions that emerge from a vision.



Business Plans are a critical link in exceptional Execution. Good **business design** ensures processes and activities are flexible, simple, and self-correcting, and are aligned *and tested* before becoming operational.

When good operations are executed well, products deliver what customers expect, marketing and sales is fast and efficient, and customers give positive feedback through re-orders, new product requests and endorsements.

A high CIQ expands people's capacity to focus and attend to details. It enables them to more quickly notice anomalies and exceptions, and to realign or correct issues before they become a customer's problem.



Are YOU Thriving?

- Do you have an unfilled desire to do more ... to explore and pursue more opportunities?
- Do you feel like there is more you can do with your resources?
- **Are you seeing the new ecosystems emerging? Seeing the changes that are happening and will happen?**
- **Do you want to be part of leading those big changes rather than just watching them?**
- Do you want to have deep conversations with other like-minded leaders about possibilities?
- Do you want the adventure of quickly and efficiently creating high-value businesses?
- Do you want to dramatically lower the risk and increase the return of trying new things?
- Do you love learning and would like to do something with your knowledge and experience?

Is your Leader Group Thriving?

- Do people share *active* values of desire, curiosity, connection and commitment?
- Are people continuously learning and expanding perspectives?
- Are new peoples and cultures regularly engaged in the organization?
- Are people committed as caring, supportive friends and to whatever it takes to help each other succeed?
- **Is there a clear, compelling vision that everyone has internalized?**
- **Are people exploring and investigating and is there an increasing flow of good new ideas?**
- **Are people innovating new Value Propositions and Business Models?**
- Is there a Business Plan and is its implementation tight, tested and well-controlled?
- Are acquisitions and partnering regular options for product and market access and speed?
- Is the entire organization focused on thrilling customers and improving people's lives?
- Do KPIs and controls reflect the customer's perspective?
- **Are you regularly adding new customers and products?**
- **Do you know precisely what your customers like and dislike about your products?**
- Do you know what you are doing next to improve your products?
- Is customer value increasing?
- Is your current growth opening new options for further growth?
- Is the work environment exciting, positive, fulfilling, and a place people enjoy being every day?

Do you want to do more?

If you aren't sure you or your leader group are *thriving* ... call today to discuss!
 If you want to join a peer group that fills your need to do more ... call today to discuss!

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