



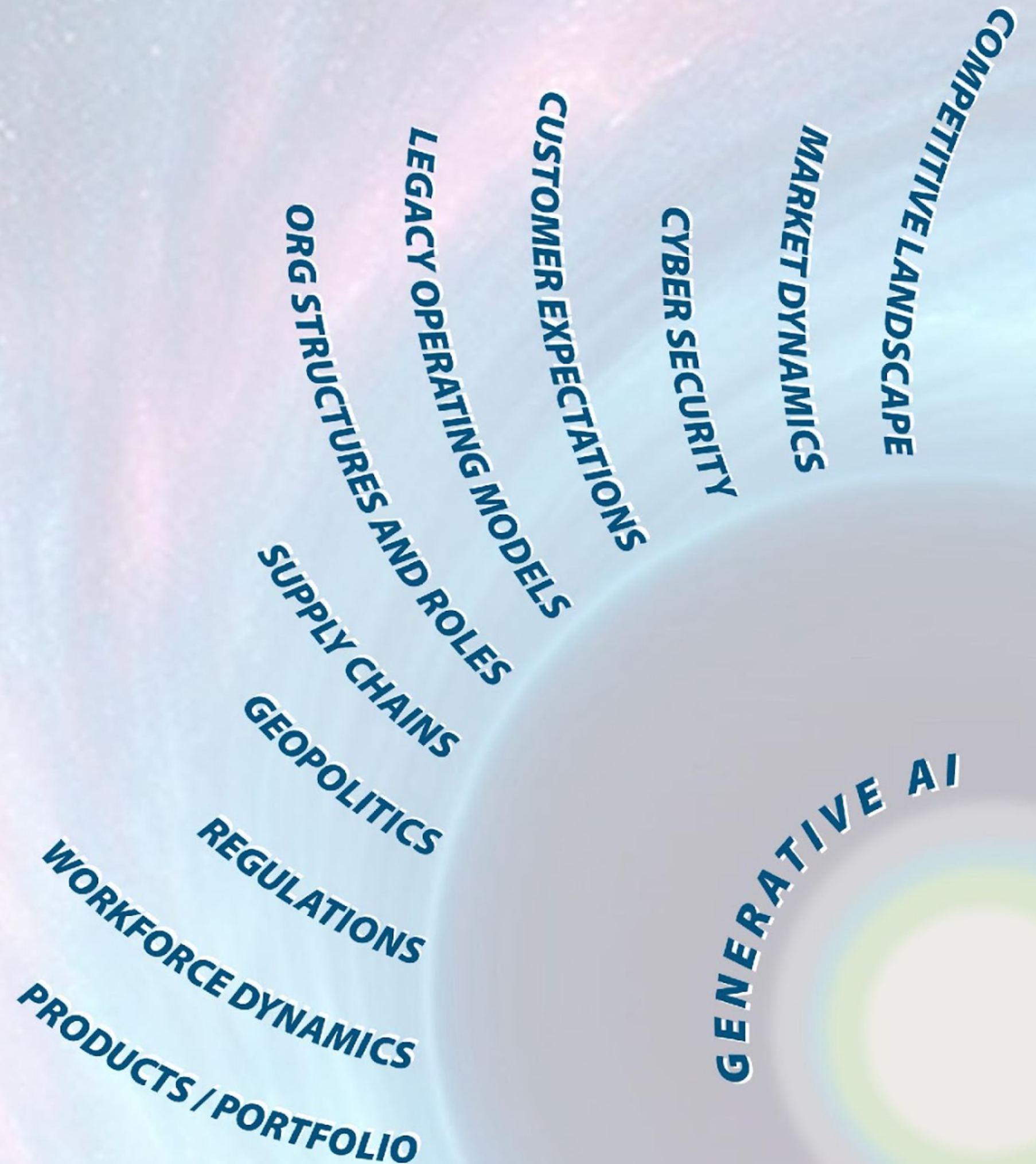
# Event Horizon Intensive

## Navigating the Future of Business Strategy



# The *Event Horizon* for Businesses

In the vast expanse of the cosmos, the **Event Horizon** marks a boundary around a black hole, beyond which there is no return. It's an apt metaphor for today's business and technology landscape. It is a landscape where many leaders find themselves standing at the precipice of immense change and uncertainty. And where they are asking themselves a critical question regarding their future success: "Are we prepared to navigate through this cosmic abyss of unknowns with the realization that a new universe lies on the other side?"



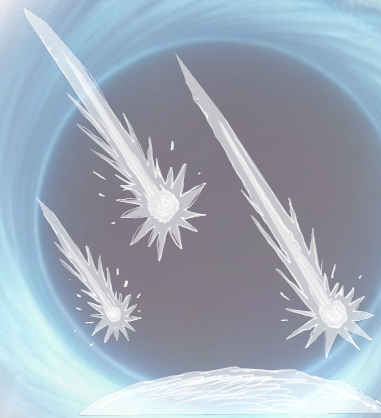


# Event Horizon Intensive | *When Status-Quo Changes, Can You?*



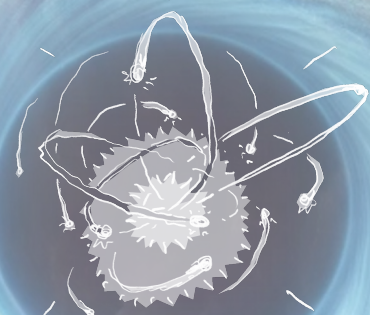
## **Unpredictability**

Markets and technology are rapidly evolving in unpredictable ways.



## **Disruption**

New innovations and competitors can disrupt business models overnight.



## **Complexity**

Global systems and supply chains are increasingly complex and interconnected.

***To thrive in dynamic and disruptive times, businesses need creativity, agility, and foresight like never before.***



# *Introducing* the Event Horizon Intensive

Embark on the Event Horizon Intensive – a transformative 48-hour on-site experience designed to navigate the complexities of modern business landscapes. The intensive combines strategic foresight, creative visioning, and hands-on planning to redefine your organization's trajectory.

## ***Visual Strategic Blueprint Methodology***

Explore the future with a unique blend of business acumen and artistic visualization, forging a path through uncertainty and unlocking innovative growth opportunities. It's not just a planning session; it's a journey to the edge of business innovation.





# Event Horizon Intensive

## Injecting Creativity Into Planning

### Planning for a Paradigm Shift

To succeed when the future holds so many unknowns, leaders and teams must now possess and leverage the strengths of foresight, innovation, transformational thinking, and agility like never before. They must be able to effectively collaborate across their organizations to create and capture a truly differentiated vision for the future, and then translate this vision into an actionable and measurable roadmap that works today.

You're probably used to seeing side-by-side comparisons like this...

#### Traditional Planning Approach

**Top-Down Driven:** Leadership sets goals and objectives, often with limited input from various organizational levels.

**Static Planning:** Creates fixed, rigid plans.

**Limited Vision:** Focuses on near-term objectives, often lacking long-term perspectives.

**Reactive Strategy:** Responds to current market conditions without deeply considering emerging trends.

**Siloed Approach:** Departments plan in isolation, leading to disjointed strategies.

**Risk-Averse:** Prefers known strategies, avoiding bold moves.

**Output Format:** Standard slides, spreadsheets, and documents.

#### Event Horizon Intensive Approach

**Collaborative and Inclusive:** Encourages diverse input, ensuring a comprehensive perspective.

**Dynamic Visioning:** Adapts to evolving conditions with a flexible vision.

**Futuristic and Visionary:** Emphasizes long-term impacts and potential future scenarios.

**Proactive Strategy:** Anticipates and integrates future trends into planning.

**Integrated Collaboration:** Promotes cross-functional teamwork for a cohesive strategy.

**Embraces Risk and Innovation:** Encourages experimenting with new ideas.

**Output Format:** Visual art piece encapsulating a collaborative future vision, accompanied by an adaptable, dynamic roadmap.



# Event Horizon Intensive

## Injecting Creativity Into Planning

### EVENT HORIZON INTENSIVE APPROACH

Futuristic and Visionary

Dynamic Visioning

Collaborative and Inclusive

Proactive Strategy

Integrated Collaboration

Embraces Risk

Output: *visual art + actionable execution plan*

### Visual Strategic Blueprint Methodology

Today's complexity is too great for past approaches and traditional strategies. Today's leaders need to access their creativity and see a collective picture of the future to succeed. The future beyond the event horizon requires leaders to embrace new methodologies and techniques.



### TRADITIONAL PLANNING APPROACH



# Event Horizon Intensive

## *Choosing The Right Strategic and Creative Catalyst Partner*

### Strategy Expertise

Our team has decades of experience in business strategy across industries.

### Visual Thinking

We use visual thinking techniques to help capture and clarify complex strategies.

### Collaborative Workshops

We facilitate collaborative sessions to align your leadership team.

### Implementation Roadmaps

We help you create implementation roadmaps to execute your strategy.

### Measurement Frameworks

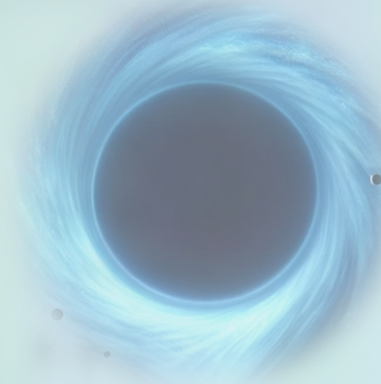
We focus on metrics that matter by defining measurement frameworks to track progress and results.

### Change Management

We guide you through organizational change management considerations and best practices for strategy adoption.



# Event Horizon Intensive | *Creativity unlocks the emerging future*



When complexity becomes so great that words and figures can not keep up with the speed of change, art is the universal ‘app’ to unlock a new level of creativity and collaboration and imagine the emerging future.

**Visual Strategic Blueprint Methodology** combines a strong strategic planning foundation with visual engagement at all points during a workshop.

**Visual capture** ensures that presentations, dialogues, and new ideas are pictorially represented throughout all points of a workshop.

**Innovative visual approaches** are embedded in proven planning exercises to activate new thinking, collaboration, and help people see the future they are rapidly approaching.

**Immersive and stimulating environment** focuses participants on the demands of the future, clearly indicates that this is not business as usual, and invites them to contribute.

**Thorough preparation** ensures that the setup, agenda, metaphors, and level of engagement produces the greatest level of engagement.



# Event Horizon Intensive | *Visual Strategy Blueprint Methodology*

## Pre-session

(~2-4 weeks before session)

*Success in an 'Intensive style' strategy planning session depends heavily on the quality and extent of advance preparation.*

Our pre-session work delves deep into your unique challenges and objectives to design a personalized agenda. We focus on creating a strategic foundation with targeted research, custom visual tools, and a seamless logistical setup, ensuring you're prepared for a transformative experience.

## On-site

(~1.5-2 days)

*Balancing structured planning with out-of-the-box thinking maintains flexibility to adapt to the group's dynamics and achieve results.*

Our on-site engagement is a dynamic journey from vision to strategy. We start with an agenda overview and creativity exercises to align and inspire. Participants then engage in a facilitated exploration of current realities and future possibilities, using visual tools to shape a clear, actionable roadmap. The experience is rounded off with a synthesized visual map that captures the collective vision and sets the stage for execution.

## Post-session

(~1-2 weeks)

*Most strategic planning sessions that fail suffer from a disconnect between the event's visionary ideas and the plan to achieve them.*

After the workshop, we'll help you blend the new insights and vision into your plans, creating clear milestones and a digital roadmap that ensure the outcomes of the intensive are actionable. You'll receive a polished vision map for immediate strategic use. To complete the transition, we'll provide targeted recommendations for managing the strategic changes, supporting your team in bringing the envisioned future to life.



# Through the Event Horizon | *Benefits and Outcomes*

## **New strategy for new times**

to embrace new technologies and new generations of customers and employees, to create and enter new markets, and to own the operating model of tomorrow.

## **Lead your team**

to a future reality you conceived of and committed to together.

## **Adapt**

to changes and future events as they occur with new tools to navigate uncertainty.

## **Actionable roadmap**

to overcome roadblocks, engage stakeholders, and achieve goals.

## **Long-term mindset**

and tools to meet the demands of the future.

## **Engagement + team morale**

increased through seeing themselves in the vision.



# Event Horizon Intensive | Case Studies

## Financial Services Leadership Summit

*Envisioning the future of financial services*

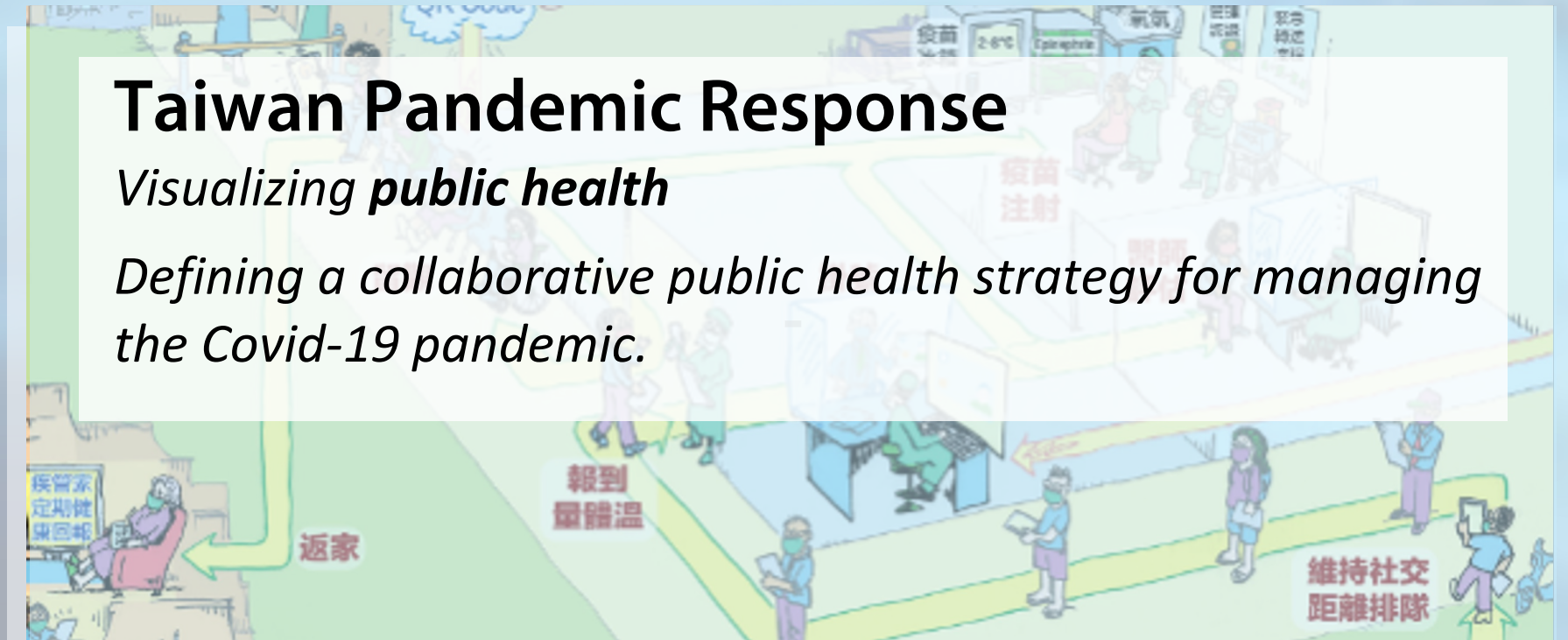
Leveraging visionary collaboration and innovation to forge a path for the financial services industry's future.



## Taiwan Pandemic Response

*Visualizing public health*

*Defining a collaborative public health strategy for managing the Covid-19 pandemic.*



## Global Technology Enterprise

*Transformation to service oriented operating model*

Achieving technology industry leadership by spearheading a new model for consumption-based solutions.



## Global Industrial Software Provider

*Strategic go-to-market realignment*

Accelerating growth by unlocking the value of a complex industrial software and services solution portfolio.





# Event Horizon Intensive | *Meet the Facilitators*

*Success in navigating through new and unfamiliar business terrain demands facilitators who understand historical legacy models, today's realities, and tomorrow's possibilities.*



**Steve King**   
Enterprise Guide

Steve King, a Strategic Innovation Architect and Enterprise Guide, harmonizes his extensive experience in global business leadership and technology innovation with the adaptive expertise he has honed as a commercial outdoor adventure guide. He brings the same strategic planning, risk assessment, and visionary guidance skills to the boardroom that he does to wilderness expedition planning, enabling organizations to navigate through uncharted business challenges and explore new horizons. His deep knowledge of strategy, operational design, and disruptive technologies like generative AI enable him to help leaders not only envision a bold future but also chart a tangible path to success. With Steve, companies don't just plan; they embark on a strategic expedition, equipped to conquer the peaks of market evolution.



**Kevin Woodson**   
Visual Catalyst

Kevin Woodson is an internationally recognized artist and master of visionary strategy, renowned for his dynamic illustrations that make complex concepts and future possibilities clear and engaging. As a pivotal Visual Catalyst for the Event Horizon Intensive, Kevin infuses a unique blend of creative thinking and strategic insight, transforming abstract ideas into vivid, tangible visions of the future. His art energizes workshops and sparks transformative thinking, propelling teams towards innovation and meaningful organizational change. Kevin's talent for synthesizing intricate information into compelling visual narratives makes him an invaluable asset in any strategic exploration.



# Let Us Help You Meet the Change Head-on

Ready to transform your organization's future? Contact us to schedule your complimentary Event Horizon Intensive Exploration call today and discover how our Visual Strategic Blueprint Methodology can help propel you forward and enable you to chart a course through new horizons.

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**Where are you on your Event Horizon journey?**