

# Innovation and Strategy

## The Outthinker Process

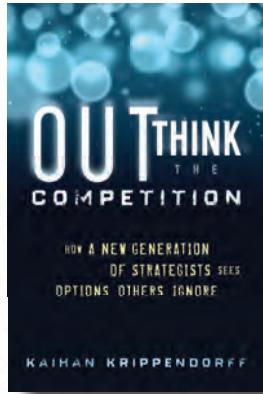
### An Overview of Strategic and Innovative Thinking

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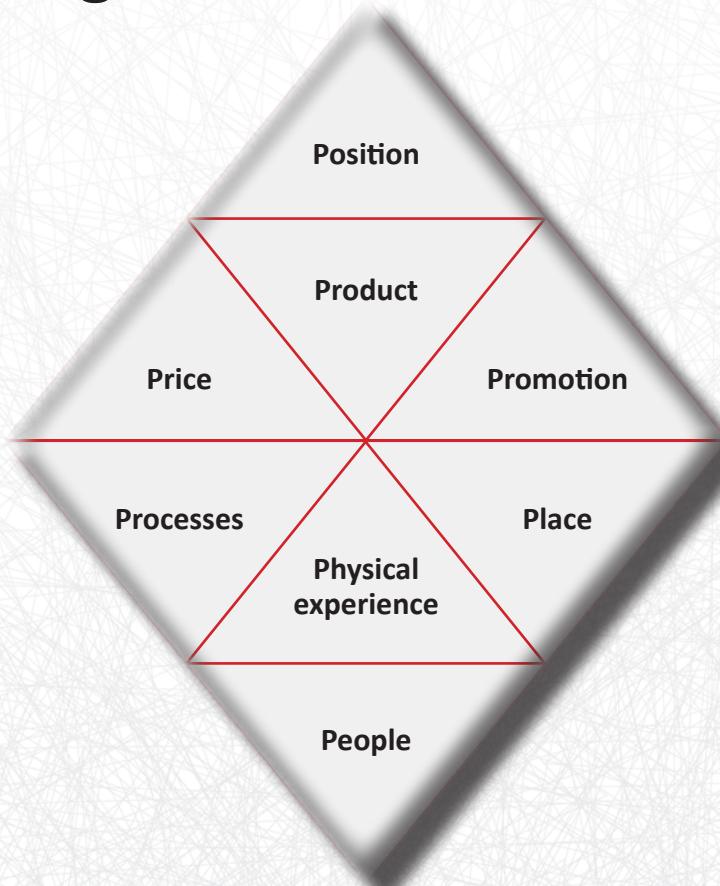


“Outthinkers” see opportunities others ignore and unleash strategies that disrupt their markets. *Outthink the Competition* dissects the success of breakthrough companies who defy traditional explanation and will inspire you to outthink the competition.

- Discover the Eight Dimensions of Disruption
- Learn to play by the Outthinker Playbook
- Learn to adopt Five Habits of the Outthinker
- Implement the Outthinker Process

It's time to buck tradition and get ahead. Outthink the competition and uncover opportunities hiding in plain sight.

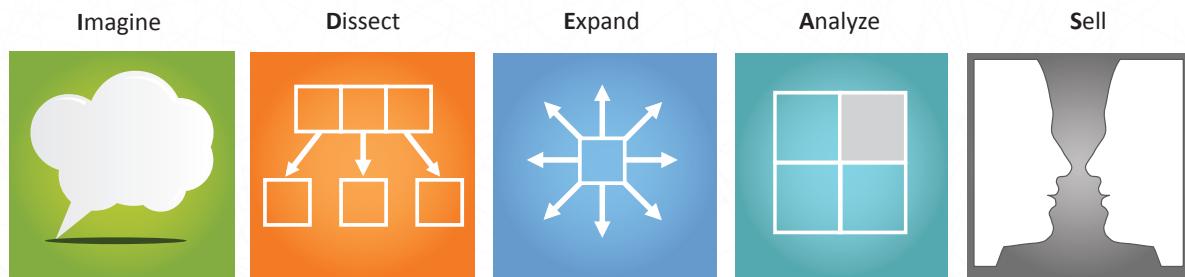
## Eight Ps



For each “P,” assess your competitive advantage giving yourself one of the three scores:

- 0 - What you do is essentially the same as the competition
- 1 - You do this differently but the competition is likely to copy you within 4 years
- 2 - You do this differently and it will likely take the competition 5 or more years to copy

# The Outthinker Process



## Five Habits



## Key Questions

• What is your long-term ideal and how will you measure this? • What is your strategic question?	• What are the causes of your current challenge? • What new “points of leverage” do you see?	• What 5-7 stratagems can unlock new solutions for you?	• How will your competition respond to each idea? • What 3-7 strategies will you validate or execute now?	• Who do you want to convince first? • What message would result in you achieving your goal with that person?
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## A New Playbook

#22 Move easily to the next battleground	►	Where is the next battleground?	
#34 Coordinate the uncoordinated	►	Who could you coordinate?	
#7 Force two-front battle	►	How can you project into a new sector?	
#33 Be good	►	How can you be good?	
#32 Create something out of nothing	►	What can you create?	



# The Outthinker Process

## A Strategic and Innovative Thinking Workshop

Times of major change, like the one we are experiencing today, disturb the order of power. They divide leaders into those flexible enough to embrace new perspectives ("outhinkers") 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 competitive companies from Wal-Mart and GE to Google and Baidu. It shows that businesses unlock breakthrough growth when a team of managers collaborate to shift their perspectives and thereby see strategic options that their competitors overlook.

It packages a set of simple strategizing tools that help a team collaboratively define a creative growth strategy by facilitating a five-stage process (IDEAS):

- 1. Imagine:** Exploring key environmental and competitive factors, defining a long-term ideal vision, and agreeing on a clear strategic question
- 2. Dissect:** Breaking down the challenge in order to see an opportunity to scope down the problem and/or find a new point of leverage
- 3. Expand:** Use "strategic narratives" and examples from other industries to inspire new, innovative potential strategies
- 4. Analyze:** Assess your strategic options considering the impact potential and the execution complexity of each, avoiding the common pitfall of killing off "crazy" ideas too early

- 5. Sell:** Wrapping the resulting strategy in a compelling story that builds support

During this half-day program participants will work through a real-world, relevant business challenge. By immediately practicing what they learn, we aim to both build their comfort leading this collaborative strategy design process to every-day business problems and develop new strategies with the potential to drive real business results.

### Program Topics

- The Fourth Option®
- The five habits of innovative strategist
- Eight dimensions along which disruptive 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 thinking tools
- You will have experience applying these tools to real problems
- You will feel ready to apply these tools to problems you face today
- You will feel more confident in your ability to facilitate your colleagues in designing creative growth strategies

### Comments from past participants

*We chose this workshop to train a group of high-potentials on innovative and strategic thinking skills. Participants were able to immediately apply the tools they learned to tackle real business problems and develop more creative solutions with the potential to have a real impact on our business . . .*

- Fortune 500 Learning and Development Executive

*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 Kai program] everywhere I go. It helps me get my team to look at issues from a more strategic perspective.*

- Fortune 500 Customer Service Manager

