STRATECHIA

team events

breaks for breakthrough

Popular Formats

Summits: *Playing to Win*

Our strategy summits leverage the *Playing-to-Win* framework, which centers on two tightly bound choices: *where to play* and *how to win*. The process begins with identifying the most pressing strategic issue, which is then reframed as at least two mutually exclusive high-level alternatives. From there, multiple where-to-play/how-to-win possibilities are produced, clustered and culled to arrive at the most attractive strategic themes, each of which is then fully developed into an integrated cascade of choices. The logic of each strategy is reverse engineered to determine conditions for success. The final deliverable is a portfolio containing at least two unique strategies, complete with a first strategic test of validity.

Event format: 1-day or 2-day

Sprints: *Concept to Value*

The half-life of even a good idea is shrinking rapidly. Our innovation-focused sprints are highly engaging and accelerated creative sessions designed to produce new business concepts and then rapidly develop them into to a viable working prototypes validated through testing with real users in the shortest possible time. Sprints revolve around an iterative 3-step cycle of *guess–test–learn*. *Guess* is focused on identifying an idea's riskiest assumptions and producing falsifiable hypotheses. *Test* is focused on constructing a low fidelity prototype and devising a simple, fast, and frugal experiment to capture measurable human response to the idea. *Learn* is focused on comparing experimental results with expectations, then deciding the next best step.

Event format: 2-day minimum

Hackathons: *Rethink, Reinvent, Redesign*

Hackathons have become a valid method of bringing a diverse and passionate group of people together over a short time to solve real world problems and/or produce a basket of strong ideas. Creativity is a contact sport, and having dozens of talented individuals rub shoulders and put their heads together is bound to produce something profound. Hackathons are generally private events, but public hackathons have become a popular means of solving high-altitude, high-difficulty, high-visibility challenges.

Either way, we can help you organize and facilitate a successful hackathon for your company.

Event format: generally 2-day

Custom Offsites & Retreats: *Reconnect, Refresh, Restart*

Bringing your team together to tackle a specific challenge or objective in a neutral space is often the antidote to complacency and corporate inertia. There are several reasons why a well-designed offsite meeting can yield amazing results, including fostering greater focus by eliminating distractions, building camaraderie and enthusiasm, strengthening working relationships, inspiring creativity and innovation, introducing new/different technology, providing a refreshing change of pace, and improving the level of shared understanding.

Still, care must taken in structuring just the right blend of activities. As designers and facilitators of hundreds of successful offsite meetings, we know what it takes.

Event format: designed to specification

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