



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?"

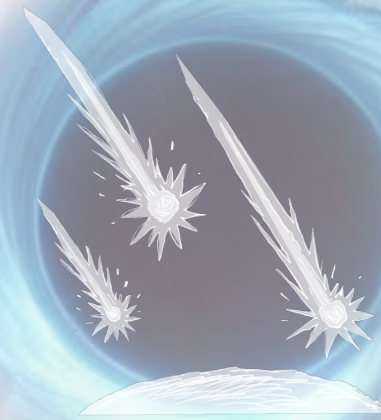


Event Horizon Intensive | *When Status-Quo Changes, Can You?*



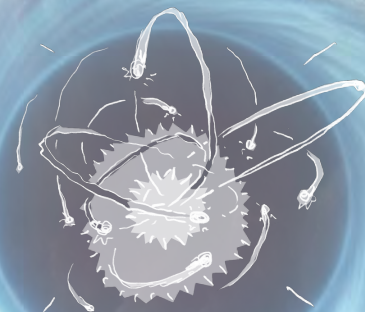
Unpredictability

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.

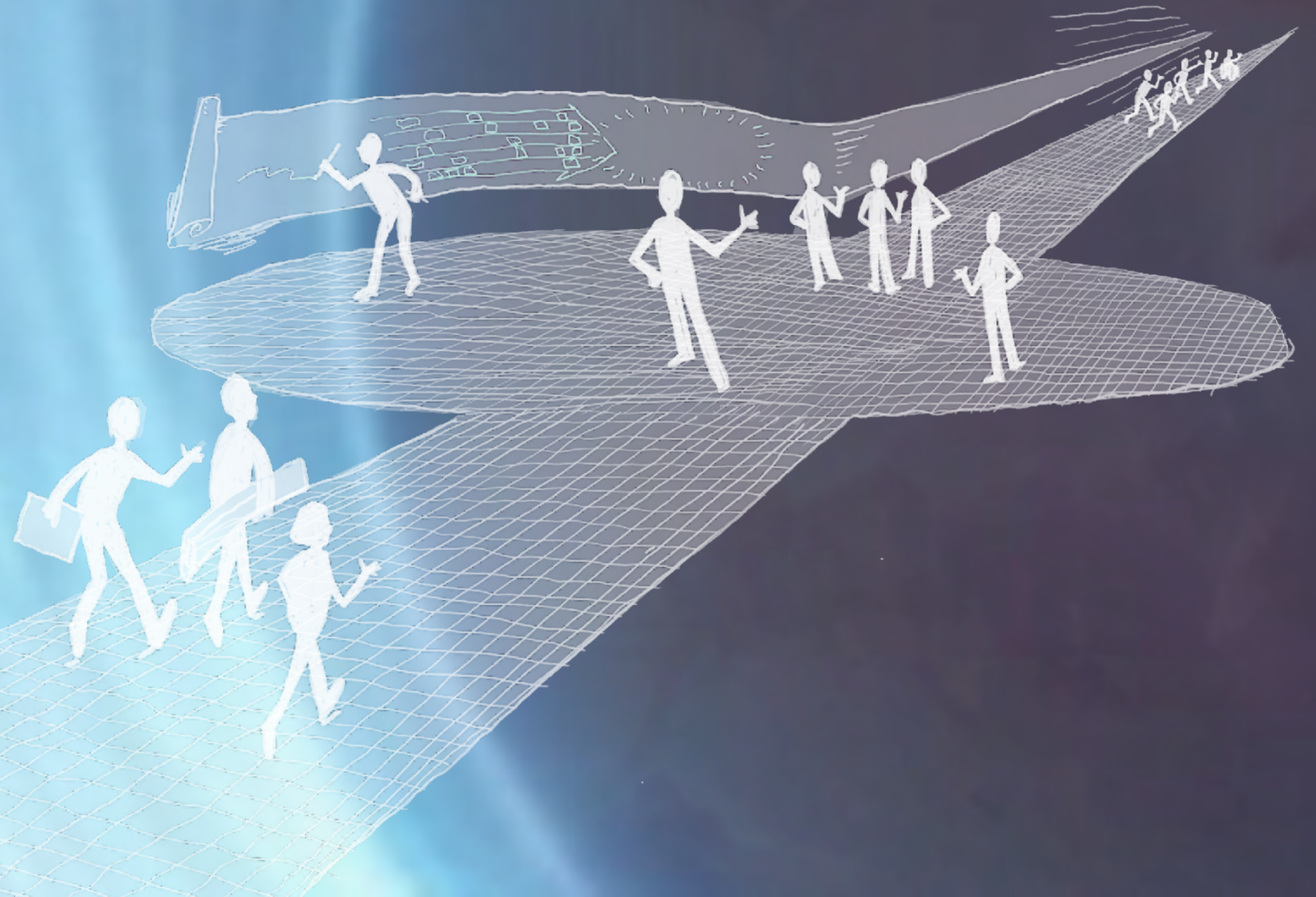
To thrive in dynamic and disruptive times, businesses need creativity, agility, and foresight like never before.

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.

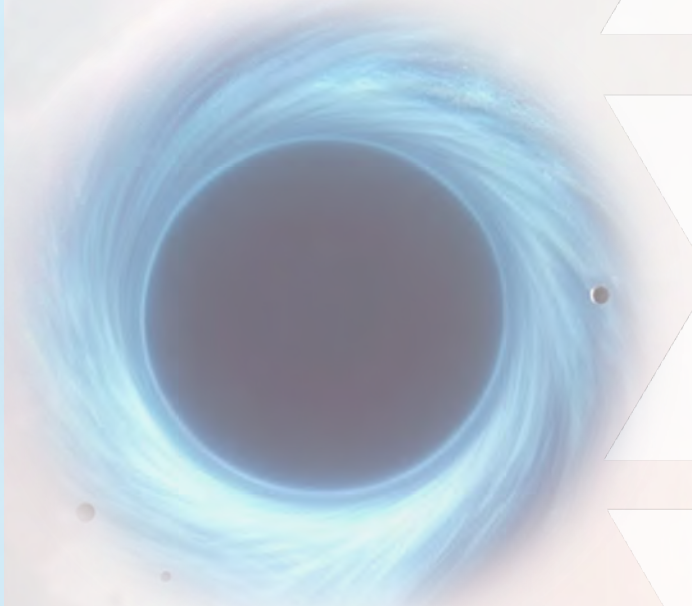


Event Horizon Intensive

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. Success in planning for an uncertain future requires a break from the constraints of traditional planning methodologies and approaches.



the 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.

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 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

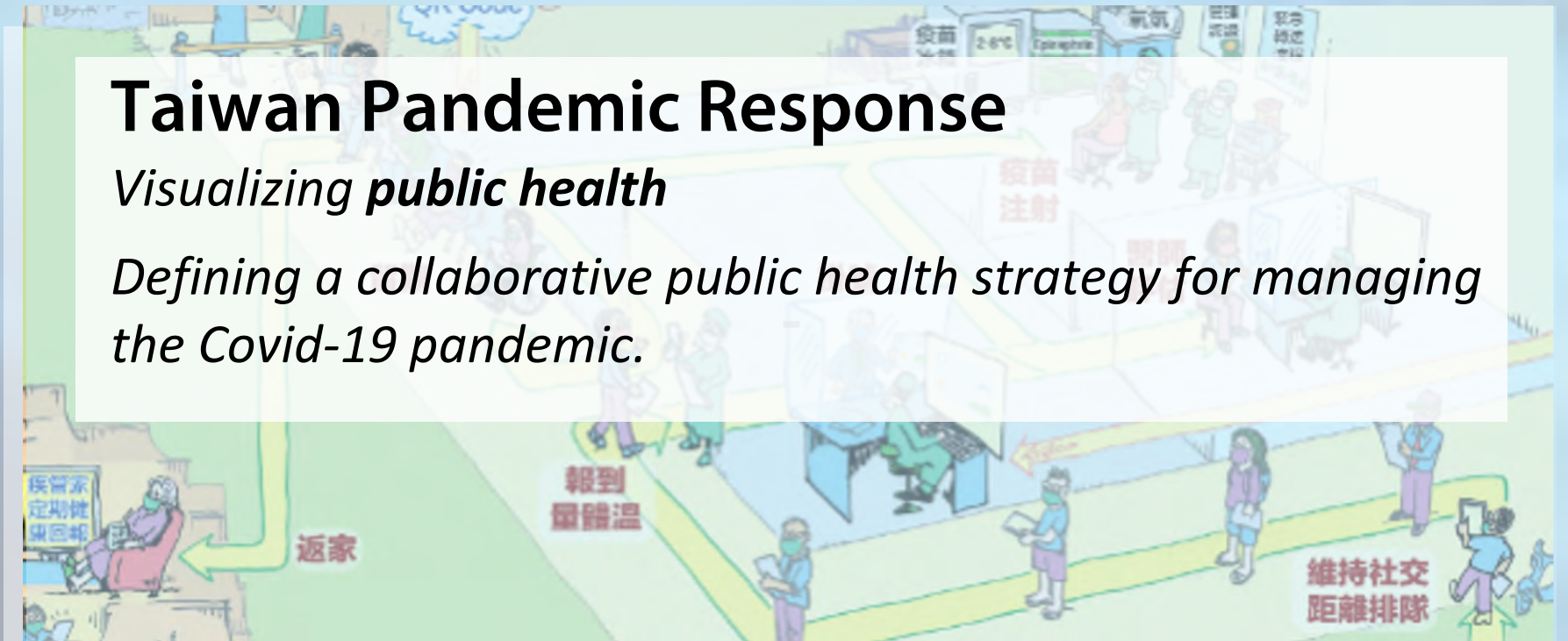
Leveraging visionary collaboration and innovation to forge a path for the financial services industry's future.



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 tomorrow's business landscape 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 to the boardroom that he does to the wilderness, 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 prepares leaders to 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 a visionary strategist and artist, renowned for his ability to capture complex ideas and future visions in real-time through his art. As a Visual Catalyst, he brings a unique blend of creative thinking and strategic acumen to every Event Horizon Intensive. Kevin's artistic talents transform complex information and abstract concepts into visual masterpieces, making the intangible tangible and inspiring teams to see their future in a whole new light. His work in meetings is exciting and energizing, and he catalyzes change and innovation within organizations.

Meet the change head-on

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

Steve King
Enterprise Guide



steveking@revenuegrowthassociates.com

Kevin Woodson
Visual Catalyst



kevin@kevinwoodson.com



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