



FAST FORWARD

A High-Impact 2-Day Approach to Achieving:

Thought Leadership

An Understanding of Future Trends

Actionable Strategies for New Business Opportunities

- **What are the assumptions your leadership team is making that no longer stand up to scrutiny?**
- **How must your executives' thinking be transformed to meet the challenges of the 21st century?**
- **Where is the economy really? And what is it going to look like in a few years? What are the major growth opportunities on the horizon?**
- **What are the initiatives that executives would be excited about undertaking, once they, themselves, created them?**

In turbulent times, it is easy to pull back, become cautious and lose sight of the future in order to muddle through the present. But the biggest challenges could lead to the most elegant and significant transformations. What is leadership if not future-oriented vision? And what is leadership if it cannot inspire the best?

The pioneering futures consulting firm, **Weiner, Edrich, Brown, Inc.**, incorporates 40 years of tracking transformation and helping companies profit from change.

"[Your latest book] FutureThink stretches the boundaries of our perception and opens new avenues for development."

- GENERAL WESLEY CLARK, FORMER NATO COMMANDER

"The thinking technologies of Weiner, Edrich, Brown, Inc. have been extremely useful to us, and we would certainly recommend them to others."

- CLAUDIA KOTCHKA, VP DESIGN INNOVATION AND STRATEGY, PROCTER & GAMBLE

"We have exposed many of our people to these thinking technologies, and they have proven extremely useful."

- BETH COMSTOCK, CHIEF MARKETING OFFICER, GENERAL ELECTRIC

"A vitamin B shot to the brain."

- BARRY HERSTEIN, CHIEF MARKETING OFFICER, PAYPAL

Weiner, Edrich, Brown has designed a special 2-day executive session that is packed with processes that change thinking, spur new ideas, and encourage new approaches. This program even helps reveal opportunities that are no or low cost to initiate!

WHAT WILL YOU LEARN FROM THE TWO-DAY SESSION?

DAY ONE IS DEDICATED TO DEVELOPING NEW BUSINESS OPPORTUNITIES THAT COME FROM THINKING IN NEW WAYS:

Based on the best-selling book, *FutureThink*, your senior executives are taken through several new pathways to insight and foresight. They are taught how to leave past assumptions behind and approach the ways in which they see the world and their business in a whole new light. By the first afternoon, working in teams, they will be ready to apply these new thinking technologies to surface new opportunities that excite and motivate them.

DAY TWO IS DEDICATED TO DEVELOPING NEW BUSINESS OPPORTUNITIES THAT COME FROM SEEING HOW ECONOMIES TRANSFORM:

Participants will be able to put into context how we got to where we are now, and where the value-added potential is in the growth businesses that are emerging. By the second afternoon, in the same teams, they will be working actively on strategic directions that can take advantage of where the opportunities will be.

AND THEN...

At the end of the two days, your executives will *think* like 21st century leaders, be *strategizing* like 21st century leaders, and be *motivated* the way such leaders should be. This is a refreshing alternative to the despair that marks many executive suites during trying times. If you are searching for a way to cut costs and still enhance executive education and training offerings with a curriculum that has powerful outcomes, the **Fast Forward** process should be a cornerstone of your program.

WHAT HAVE PARTICIPANTS SAID ABOUT FAST FORWARD?

"This is an amazing Executive Program. Based on the preview you put my Senior Team through last year, this is a sweet spot for you! The top 10 folks who got to experience your session have "passed it on." We actually have a Right of Way program in the Company with a VP leading our initiatives. In addition, we have done breakouts on Educated Incapacity, Trend/Countertrend and Relationship Marketing with our top 35 leaders. You taught us well!"

- MAGGIE WILDEROTTER, CHAIRMAN & CEO, FRONTIER COMMUNICATIONS

FEEDBACK FROM A FAST FORWARD SESSION DELIVERED TO SENIOR EXECUTIVES AT THE DUBAI HOLDING COMPANY ON NOVEMBER 10-11, 2008:

Overall event rating: **8.75** (out of 10)

Content of the Program: **8.98**

How well the program was delivered: **8.96**

It was the highest rated senior executive program EVER held at Dubai Holding Company!

FEEDBACK FROM A FAST FORWARD SESSION DELIVERED TO SENIOR EXECUTIVES AT PAYPAL ON JULY 29-30, 2009:

The Program Greatly Exceeded Expectations, Scoring: **8.6** (out of 10)

Effectiveness of the Presenter: **9.0**

100% of both events' participants said "YES," they would recommend the program to others!