



Announcing Special One-Day Workshops:

Strategic Thinking for Senior Management

*held at your location
with strategy expert Mike Robert*

- What is your company's DNA—it's Driving Force?
- What strategy will lead to competitive supremacy in your "sandbox"?
- How can you guarantee total buy-in and commitment to implementation from your management team?
- Why should you create your own strategy and not outsource your strategic thinking to a consultant?

Find out the answers to these make-or-break questions in a dynamic, one-day workshop at a location of your choice.

DPI Decision
Processes
International
"Leader in Critical Thinking"

"If you want to maintain your leadership or even survive, Mike Robert's process is better than any I've seen. The creation of shareholder value has been rather spectacular."

—DON FITES, CEO, CATERPILLAR, INC.

Mike Robert, author of fifteen best-selling books on strategic thinking, extends a special, one-time invitation to a full-day, interactive workshop:

Strategic Thinking for Senior Management

In this intensive, hands-on session, Mike Robert will provide an in-depth look at the concepts that have helped companies such as Caterpillar, LandAmerica, Pulte Homes, FedEx Custom Critical, and hundreds of others to achieve long-term competitive supremacy.

Here's what CEOs say about Mike Robert's Strategic Thinking Concepts

“You can't even begin to understand what the genetic code of your company is until you know what your Driving Force is. You don't know who you are or what you are or in what sandbox you should be playing. Once you understand that, you can begin to understand where you fit in the sandbox and begin to redesign that sandbox.”

—KEVIN HOBEN, CEO, OMEGAFLEX, INC.

“Mike Robert's process allows you to think independently, much more so than in my prior experience working with (strategy consultants). The Porter process is an example where they try to put you in a box—one of four quadrants. Most consultants seem to try to put people in boxes. Mike doesn't put you in a box. He allows you to form your own outline as to where you think you should be.”

—JACK PICKARD, CEO, FEDEX CUSTOM CRITICAL, INC.

“It has caused us to raise our level of strategic thinking both in the field and at the corporate office.”

—ROBERTBURGESS, CEO, PULTE HOMES

“We were floundering, despite help from the top consultants available. We had too much good advice. Mike Robert helped us to sort everything out. We knew, soon after involving DPI, that we were moving in a more orderly and focused fashion.”

—GEORGE A. SCHAEFFER, CEO, CATERPILLAR, INC.

“Without DPI's Strategic Thinking Process, we probably would be much more on the target end of the range than the shooting end.”

—CHARLES FOSTER, CHAIRMAN & CEO, LANDAMERICA
FINANCIAL GROUP, INC.

“The results are spectacular ... three consecutive years of record earnings; we've got double-digit top line growth.”

—STEVEN BONNER, PRESIDENT & CEO, CANCER TREATMENT
CENTERS OF AMERICA, INC.

“In the first full year of our strategy, we're way ahead of where we thought we'd be. We've had the best year in our history. Our sales volume increased 20% versus a typical 6%. We're ahead of our 5-year target. Revenue growth and total company value is continuing to exceed our expectations.”

—PETER SAMOFF, PRESIDENT & COO, T.D. WILLIAMSON, INC.

Strategic Thinking for Senior Management

In this highly interactive workshop you will learn:

- How to determine if your current strategy suffers from the *Sybil syndrome*
 - How to determine if your current strategy suffers from *schizophrenia*
 - How to determine if your current strategy suffers from *Darwinism*
 - How to determine the *strategic quotient* of your company
 - How to determine your company's DNA – its *Driving Force*
 - How to determine your company's *areas of excellence*
 - How to construct a *future strategic profile* for your company
 - How to determine which products, customers and markets you should pursue and which ones you *shouldn't*
 - How to build a *strategic filter* that will allow you to allocate resources and choose opportunities more strategically
 - How to strategize for the *future*, not the present
 - How to *decode the future*
 - How to *demystify the sandbox*
 - How to determine who sets the rules, who influences the rules and who is at the mercy of those that do
 - How to develop a strategy that will control the rules and breed supremacy over your competitors
 - How to delimit the sandbox you wish to play in
 - How to choose your competitors, not let your competitors choose you
 - How to identify potential new *stealth* competitors
 - How to predict your competitors' behavior and manage their strategy to your advantage
 - How to determine the *rules of war* in the sandbox
 - How to *control the sandbox*
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A Partial List of DPI Clients

3M
CATERPILLAR
FEDEX (CUSTOM CRITICAL)
VOLVO
MUELLER INDUSTRIES
UCAR CARBON CO.
METROPOLITAN LIFE
RADIO POPULAR
ORGANTEX
OUTOKUMPU
CANANDAIGUA BRANDS
VISTEON
GATX
CASTROL
FIRSTRAND
FLEXCON
FIAT
SINGAPORE AIRLINES
SINGAPORE TECHNOLOGIES
FAGOR
MANULIFE FINANCIAL
HARTFORD INSURANCE
UNION PACIFIC RESOURCES
ALLIANCE DATA SYSTEMS
BEKAERT
FLORIDA PUBLIC UTILITIES
LORD CORPORATION
BALL CORPORATION
NEW CENTURY FINANCIAL
SETON HEALTHCARE NETWORK
KRUGER INC.
CHICAGO FAUCET
OM GROUP
MESTEK INC.
LANDAMERICA
HERAEUS ELECTRO-NITE
PHELPS DODGE
SILICON LABORATORIES
SACHEM
COLUMBUS MCKINNON
WELLMAN
CANCER TREATMENT CENTERS
OF AMERICA
POWELL INDUSTRIES
WORLD MINERALS
MAGNETEK
LEICA
HENKEL

UNITED STATES • ARGENTINA • BRAZIL • CANADA • CHILE • ENGLAND • FRANCE • LATIN AMERICA • MALAYSIA • MEXICO • PORTUGAL • SINGAPORE • SOUTH AFRICA • SPAIN • SWEDEN • SWITZERLAND

ABOUT THE WORKSHOP FACILITATOR:

Michel (Mike) Robert is the world's most noted authority on Strategic Thinking and the concept of Driving Force.

The founding partner of Decision Processes International, a global strategy consulting firm, Mike is the principal architect of the Strategic Thinking Process. This unique common-sense critical thinking process demystifies the concepts of strategy, enabling management teams to create their own strategies, not those of a consultant.

Strategic Thinking has enabled companies such as Caterpillar, Pulte Homes, LandAmerica, FedEx Custom Critical, GATX and many others to build long-term competitive supremacy.

Mike is the author of fifteen books on the subject of Strategic Thinking, such as *The Strategist CEO*, *Strategy Pure and Simple*, and *Strategic Product Innovation Pure and Simple*, and several others.

He is best known for developing concepts that break the mold of traditional strategic planning, making corporate strategy understandable to managers of all levels and disciplines.



A Worldwide Consulting Organization Specializing in

CRITICAL THINKING PROCESSES

Decision Processes International is a worldwide consulting organization built on the belief that rational, or critical, thinking is essential to the survival and growth of every enterprise.

Our critical thinking processes are applied common sense. They were developed and proven in the real-world laboratory of organizations like yours. And they work, transforming the way our clients do business. In hundreds of companies around the world, DPI processes are producing exceptional, measurable results every day, simply by improving people's ability to make better strategic and operational decisions.

For more information, call:

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