

Helping executives make high-payoff strategic decisions.

Strategic Choice Architecture is a technique used by leading organizations such as Procter & Gamble and Dun & Bradstreet to enhance the effectiveness of their strategy development and deployment processes. It is built on the proprietary Strategic Choice Structuring™ process, which was created by Roger Martin.

Roger Martin is Dean of Rotman School of Management at the University of Toronto and a senior advisor to CEO's of leading global firms. He is devoted to transforming business education and the practice of management through Design and Integrative Thinking.

Roger is retained by leading corporations and non-profits for:

- Speaking Engagements
- Workshops
- Advisory

On the following devotions:

- Integrative Thinking™
- Design Thinking
- Strategic Choice Architecture
- Incentives, Executive Compensation & Governance
- Jurisdictional Competitiveness and Prosperity
- Social Innovation

For books, articles, columns, blogs, videos and podcasts on these subjects, please visit

www.rogerlmartin.com

WHAT IT DOES:

Helps executives facing complex competitive environments determine what the most critical strategic choices are, structure those choices and convert the highest-value decisions into winning actions.

WHO IS IT FOR?:

Executives who would like to make more powerful strategic choices and see more consistent conversion of strategy into action.

OFFERINGS:

Speaking Engagements: Presentation and follow up discussion that introduces the audience to the proprietary Strategic Choice Structuring™ process using practical business examples

Workshops: One-day executive workshop on the art and science of Strategic Choice Architecture. The workshop is practically-oriented and is designed to utilize the day-long session to teach the concepts through working on a particular strategy issue that the organization is facing. Participants learn the Strategic Choice Structuring™ process, the Logic Flow of Strategy and the technique for reverse-engineering strategic options.

Advisory: Advisory work with senior executives on the architecture of their strategic choices. Works with leader and/or team on identifying and making the critical strategic decisions in their organization. Can be one-time work on a single strategic issue, periodic help on issues as they arise, or an ongoing advisory relationship.

RESULTS:

Executives and managers empowered with expanded strategic choice skill-set.

COST:

Please call 212.706.0812 for costs of various offerings.

REPRESENTATIVE CLIENTS:

Procter & Gamble, Dun & Bradstreet, Barrick Gold, Steelcase, Bose, Rogers Communication