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Keynote Proposal

“Clarity and Ownership of Strategy”

Abstract

Why don't existing approaches to strategy work? How can you really know if your strategy is 'good'? Does good mean winning?

No, good strategy is anti-fragile. It adapts and leverages change.

Do that better than everyone else and the byproduct is winning.

This entertaining and interactive keynote leverages a lifetime of experience, working across multiple continents, leading early and late stage tech companies as well as time served in the NZ Army.

Learning Objectives

1. A more intuitive framework for strategy
2. Group Wisdom: The team sees themselves in the plan
3. Group Wisdom: Hacking the 80/20 rule for clarity
4. How to use battle rhythm
5. Why failure is inevitable and why that's good

Deliverables

1. 45 min keynote plus 15 min Q&A
2. Interactive with anonymous voting throughout session

References

Carl Jackson – Country Manager, The CEO Institute CarlJ@CEOInstitute.com

Johnny Quinn – CEO, Audience Alive [jq@audiencealive.com](mailto:jquinn@audiencealive.com)