

Kaihan Krippendorff's

# OUTTHINK THE COMPETITION

COURSE OUTLINE



Powered by



GROWTH INSTITUTE  
SCALE IMPACT & REDUCE DRAMA

## About the course

In business, you can overcome disruption in one of two ways. Like most people—and most companies—you can fall back on rules of the past. They've worked before, and you hope they'll work for you again. Or, you can recognize that the game has changed, and look beyond your current playbook to create an entirely new strategic reality.

If you pick the second option, then you are ready to *Outthink the Competition*. Written by business strategist and top-selling author Kaihan Krippendorff, this groundbreaking guide identifies and appeals to a new generation of “outthinker” entrepreneurs and business leaders. These innovators succeed in today's breakneck business environment by spotting overlooked opportunities, leveraging underutilized resources, and seizing asymmetric advantages.

Companies who apply the tools delivered in this course accelerate their growth rates by 120%, expand their profit margins, and prepare themselves to thrive in the faster-paced, digital 21st century. Based on rigorous research of the strategic concepts applied by well-known military victors, athletes, and today's most disruptive companies, this course condenses millennia of strategic knowledge into a compendium you can apply in your own organization immediately. It gives you and your team a proven system to harness strategic creativity, and inspires action with stories of outthinker companies successfully reshaping their industries, including Apple, Google, Rosetta Stone, Tesla Motors, and many more.

This course is broken down into three parts:



### WATCH

3+ hours of pre-recorded videos in which Kaihan leads you through Outthinker strategies and methodology



### LEARN

9 Live sessions with Kaihan sharing with you his experiences and insights on the best approach to Outthinker Strategies



### GUIDED IMPLEMENTATION

A full-length workbook on the Outthinker Process plus access to the powerful 36 Strategems Selector tool

## KEY LEARNING OBJECTIVES

- Imagining and creating your strategic vision
- Analyzing your current strong leverage points, as well as weak ones
- Brainstorming and developing countless strategic options
- Utilizing a logical approach to sorting through ideas to focus on the best ones
- Aligning your key stakeholders to your message and goals

## Resources Provided

- 9 live discussions with Kaihan Krippendorff
- 9 weeks totaling 3+ hours of pre-recorded video content
- Outthinker workbook to guide you in implementation
- 36 Strategems Selector to identify your winning moves

## Class Dynamics

**Active participation is highly encouraged.** In order to get the most out of this class, it will be necessary to spend time outside of class to complete homework assignments to be discussed in the following session. Homework is not mandatory, but it is highly encouraged. Furthermore, questions and comments are encouraged during every class as they help build a learning environment and improve the overall class experience for everyone.

Attendance is encouraged at every class, but each class is recorded to give you access at a later time. Please plan to attend as many classes as possible to get as much out of the course as possible.



“A professional approach, cutting edge business concepts with unique tools presented in a way that inspires leaders to think differently. The process holds up against the most sophisticated and experienced audiences.”

-Robert Cancalosi, *Director of Global Customer Leadership Education, GE*

## The IDEAS Framework

Outthink the Competition is modeled after the five steps of the Outthinker process:



### IMAGINE

In this step, you'll envision the future, analyze current trends, and define your long-term vision to then determine your short-term strategic plan. The goal is to have a focused idea of what you're headed toward with crystal clear context.



### DISSECT

Here you will break down your problem and analyze your key leverage points. You'll not only identify *what* your strategy should focus on, but analyze your weak points as well. You'll achieve this by using the 8Ps, a more comprehensive model of the traditional 4Ps of marketing.



### EXPAND

The focus point for this step is generating countless (200+!) potential strategies for your organization. With so many options, the likelihood of finding your disruptive idea—or *fourth option*—increases. You'll end up with three phases of priorities. These ideas will be developed through understanding and implementing key strategic narratives used by top competitors from various industries.



### ANALYZE

At this point, you'll take all of the ideas you generated and sort through them, categorize them, and form a plan for which ones are worth pursuing. The tools in this section will guide you in this process step-by-step. By the end of this section, you should have a solid plan in place with your best strategies identified and ready to be implemented.



### SELL

In this final section, you will set up your plan for success by ensuring all your stakeholders are aligned. You'll do this by identifying your stakeholders, crafting an effective communication strategy, and evaluating your plan from all perspectives to maximize buy-in.

## Course Outline

### 1 WEEK 1: OVERVIEW

- Course Introduction
- Framework Overview

### 2 WEEK 2: IMAGINE

- Define the mess
- Assess long-term trends
- Define your long-term vision
- Define your near-term strategic goal

### 3 WEEK 3: DISSECT

- The 8 Ps (leverage points)
- Pick your P

### 4 WEEK 4: EXPAND I

- The 3 Horizon Framework
- Lock up resources
- Customer Captivity
- Economies of Scale

### 5 WEEK 5: EXPAND II

- The New Playbook
- Narratives to find a fourth option
- Stratagem Selector

6

## WEEK 6: ANALYZE I

- Disruptive ideas
- The 2x2 matrix
- 4 types of crazy ideas
- Work on a crazy idea

7

## WEEK 7: ANALYZE II

- Examples of clear strategies
- Defining your alignment

8

## WEEK 8: SELL

- Communicating your strategy like James Lancaster
- Identify stakeholders
- Define your game

9

## WEEK 9: CONCLUSION

- Conclusion and putting it all together

“

“The 4th Option® is a powerful framework helps companies figure out and get unstuck on their strategy. The course allows companies to look at ideas they never thought they would be able to implement and then implement them to win. As a coach it is great to have these tools to help my clients move forward and be successful.”

-Shannon Byrne Susko, *Serial Entrepreneur, CEO Coach/Advisor, Best Selling Author of 3HAG Way, Speaker and Corporate Director*

## About the Author



### Kaihan Krippendorff

BUSINESS STRATEGIST, DISRUPTIVE INNOVATION EXPERT,  
BEST-SELLING AUTHOR, AND CONSULTANT

Dr. Kaihan Krippendorff is committed to helping organizations and individuals thrive in today's era of fast-paced disruptive technological change. Kaihan is known for his ability to turn difficult concepts into easy-to-understand ideas that drive meaningful outcomes and actions. He is an internationally - recognized thought leader, battle-tested consultant, and sought-after keynote speaker on the topics of business strategy, growth, transformation and innovation.

Kaihan worked as a consultant with McKinsey & Company before founding the growth strategy and innovation consulting firm Outthinker. An accomplished author, Kaihan has written four books on business strategy, growth, transformation, and innovation. He is also a consultant with Wharton Executive Education, faculty member of Florida International University, teacher of design strategy at Parsons School of Design, and international lecturer. He is regularly featured in key business media outlets, including BusinessWeek, Harvard Business Review, Forbes, Time, Fox Business, Fast Company, PBS, and Bloomberg Radio.

With a mother from Bangladesh and a father from Germany, Kaihan brings a holistic, diverse, and global perspective to everything he does. His work has brought him to 58 countries all over the world. He speaks three languages and has lived or spent significant periods of time in Asia, Africa, Latin America, Europe, and the Pacific.

## About Growth Institute

Present in over 40 countries around the world, Gazelles Growth Institute is leading current movements in hybrid education to provide you access to the best content for professional education.

The Internet is flooded with information and learning opportunities...but the wrong content can often lead to poor results. At the Growth Institute, we curate the world's best content to ensure you have a program specific to your biggest challenges.

The Growth Institute handpicks the brightest thought leaders from around the world to bring together the most proven business methods for you to improve in growth, leadership, marketing, sales, productivity, and many others.

Combining online video lessons, live discussions, and implementation plans, you will maximize results in the least amount of time possible. Upon completion of the program, each student is mailed their Master Practitioner Certificate.

We were accredited by AdvancED in 2014, and therefore follow strict quality standards around content and student engagement.



AdvancED is the largest community of education professionals in the world. A non-profit, non-partisan organization that conducts rigorous, on-site external reviews of PreK-12 schools and school systems to ensure that all learners realize their full potential. While their expertise is grounded in more than a hundred years of work in school accreditation, AdvancED is far from a typical accrediting agency. The goal isn't to certify that schools are good enough. Rather, their commitment is to help schools improve.