

# Venturist<sup>®</sup>, Inc.

Strategy for the 21<sup>st</sup> Century

## Enable Your Leaders and Managers with Strategic Planning and Execution Skills

### Prometheus Academy

The Prometheus Academy provides hands-on Prometheus Process learning opportunities with leaders and managers from many different business disciplines.



*An intensive five-day program to learn and practice a unique start-to finish strategy methodology.*

### Program Outline

Strategic success requires a strategic methodology. Venturist, Inc. developed and uses the Prometheus Process--a high energy, high probability of success methodology to create and execute winning strategies. The Prometheus Academy provides an opportunity to learn this process hands-on with leaders and managers from many different business disciplines. The program consists of lectures and discussions on each part of the Prometheus Process followed by small group mentored breakout sessions that provide the opportunity to apply the lessons just learned to a business case study. By the end of the week, participants have a working understanding of theory and practice alike.

*"A can't miss, must do- Had I done this 10-20 years ago I would be where I planned to be not just to where I arrived"*

Shane Reeder, Campus Director, Stevens Henager College, Boise Campus

### Who Should Attend

CEOs, executive and senior vice presidents, executive directors, directors, senior managers, division managers, business owners and other managers with strategic leadership, planning roles and requirements.

## The Academy Leader

**John A. Warden III** is an executive, strategist, planner, and author whose work has had a worldwide impact in business, in the military, in government, and in education. Vietnam combat pilot, author whose books include **The Air Campaign** and **Winning in FastTime**, Air Force Fighter Wing Commander, credited by Norman Schwarzkopf and Colin Powell as the architect of the Desert Storm Air Campaign, Special Assistant to the Vice President of the United States, Commandant of the Air Force's Command and Staff College, successful business founder - he has capitalized on his studies and experience to create the Prometheus Process, a unique approach to strategy and success applicable wherever competition exists.



**At the Academy, participants learn and apply the Prometheus Process--a unique, holistic, start-to-finish strategic planning and execution methodology.**

- **Scope the Environment:** How to think about an organization's operating environments.
- **Design the Future:** How to build and measure high resolution pictures of the future an organization desires and how to craft the rules of behavior that will be an integral part of realizing the Future Picture.
- **Target for Success:** How to understand your organization and markets in system terms in order to find the key Centers of Gravity (the leverage points) that will provide the most return on capital and personal energy investments.
- **Campaigning to Win:** How to execute strategic plans based on parallel operations concepts in order to overcome system resistance and produce the highest possible probability of success at the least possible cost.
- **Finish with Finesse:** How to craft exit points and exit plans to preserve gains and minimize penalties for ventures that do not proceed as conceived.
- **Cardinal Rules:** How to use a handful of strategic principles to increase the probability of success in planning and execution.
- **Open Planning:** How to capitalize on the intelligence and energy of the organization's own people to create and execute winning business and product strategies in collaborative environments and how to use a strategic vocabulary to align people at all levels of the organization.
- **Red Teaming:** How to find and overcome problems and obstacles before they occur.

*“An experience that will change forever how you will act today in order to benefit from what you want it to be like tomorrow”*

--Danny Betelet-CFO, Top Aces, Canada, Division of Discovery Air

## The Academy

The course consists of presentation and discussions on each part of the strategy process followed by small group sessions, personally mentored by John Warden that provide the opportunity to apply the lessons just learned to a realistic case study. By the end of the course, participants have a working understanding of theory and practice alike and have benefited extensively from the experiences of fellow participants.

### Tuition:

**Fee per person \$5,500 (20% discount applies if paid 30 Days in advance ).** Fee includes materials, daily breakfast and lunch, two dinners, snacks and refreshments. Discounts are available for organizations with two or more attendees.

Register at [www.venturist.com](http://www.venturist.com) or call 334.272.9800