

The Masters Forum®

2010 First Semester

Because the Future Arrives too
Fast ... and in the Wrong Order



Maps Mindset

These are uncertain and volatile times. Risk is shifting and accelerating. To survive and succeed in today's world, businesses must be able to balance defensive coping strategies with strategies that acknowledge risk and then exploit the opportunities within it. Doing that requires more than just reducing or containing costs and improving risk-management tools; it demands shifts in mindset and focus that include:

1. Understanding the new forces changing the contours of the business world
2. Developing new competencies and approaches to leading, learning, and decision-making
3. Cultivating internal and external networks to help scan for unforeseen changes
4. Finding and engaging employees who are willing and able to master new challenges

The 2010 Masters Forum was built with these challenges firmly in mind. Here's what's planned for the first semester.

March 2, 2010 – Barry Chudakov – Metalife: A new way of seeing; A new way of thinking



Barry Chudakov is the founder of Metalife Consulting is a multidimensional communications, brand, marketing and organizational development consulting firm that explores the effects of the tools of technology from a breadth of perspectives

He describes Metalife as an exploration of the ways in which communication tools affect us and our businesses by unwittingly altering our lives. Having adopted these tools, we (often unconsciously) change and revalue our time, our focus, our bodies, our self-image, our health, our relationships, our social interactions, among other things.

Among the things you will learn are:

- A way to see what you haven't seen before
- A way to make what is unconscious conscious
- A new way to re-think, re-view, re-imagine, re-form
- New ways to grow sales and improve productivity

March 24, 2010 – Steven Spear – *Chasing the Rabbit: How Market Leaders Outdistance the Competition*



Steven Spear is an expert in how organizations—particularly those in exceptionally competitive sectors—outpace their rivals with unmatched rates of sustained innovation in products, services, and delivery. A *Harvard Business Review* commentator observed, "Spear has dazzled readers with his insights into how any organization can use his ideas to improve its effectiveness."

Among the things you will learn from this session are:

- How competitive advantage can be generated in even the most arduous markets;
- How to foster and sustain high-velocity, high-endurance improvement, innovation, and invention;
- How to respond to small problems as indications of what needs to be better understood, where improvement is needed, and what must be learned.

May 11, 2010

Deb Roy – *Customer Experience Redesign*



Deb Roy heads MIT's prestigious Media Lab Cognitive Machines Group, is founding director of the Center for Future Banking, and chairs the academic program in Media Arts and Sciences. He's a pioneer in cognitive modeling, communication theory, and human-machine interaction, whose research is frequently featured in publications that include the *New York Times*, the *Wall Street Journal*, *WIRED*, *National Geographic*, and *Science*.

Among the things you will learn from this session are:

- How emerging technologies can and will transform the consumer experience;
- How physical retail spaces can be fluidly transformed in real time based on consumer usage patterns;
- The sophisticated new analytical methods that are dramatically expanding the capacity to understand, predict, and affect human behavior.

Josh Klein – *Opportunities of the Networked World*



Josh Klein finds his greatest joy in the skill called "hacking"—combining unexpected elements to create a result that works in new and better ways. His rare ability to do that has made him an important advisor to organizations that include Nokia, Oracle, and Microsoft. His book, *Hacking Work: Saving Business from Itself, One Bad Act at a Time*, has been called "the right book at the right time...exactly how we need to save business and ourselves."

Among the things you will learn from this session are:

- How to use techniques like crowdsourcing, social currencies, and virtual worlds to create new, more profitable, more collaborative business models with lower costs, greater reach, and deeper customer involvement;
- How to disintermediate, reorganize, and rearrange the components of any business;
- How to create a workplace that breaks free from old-fashioned models to genuinely engage the "Millennials" who can supply much-needed new perspectives.

June 2, 2010 – Kevin Maney – *Trade-Off: Why Some Things Catch On and Others Don't*



Kevin Maney is an acclaimed author and award-winning journalist who has interviewed many of the biggest names in business in a career spanning 25 years. He writes for *Fortune*, *The Atlantic*, *Fast Company* and other magazines, and he is a former technology columnist and senior technology reporter at *USA Today*. His best-selling books include *The Maverick and His Machine* and *Megamedia Shakeout*. From all this observation and thought he has developed a simple, compelling framework for understanding the success or failure of new products and services in the marketplace.

Among the things you will learn from this session are:

- How two conflicting forces—fidelity and convenience—determine the success or failure of new products and services in the marketplace;
- Why falling in the middle between fidelity and convenience makes success very unlikely;
- How to choose the right strategy, or multiple strategies, to fit your business and your best possible customers.

◇ Details

Tuition:

Full Year - \$1900 (Includes audio and video recordings of the presentations)

Single Semester - \$995

Flex 5 - \$1235 (Five individual session tickets)

Single Session - \$295 each

Virtual Membership - \$950 (audio recordings and written summaries of each session)

Register:

Online—www.mastersforum.com

Call—612-617-1075, or fax 612-617-1074.

Times: All sessions are from 8:30 a.m. to 11:30 a.m.

Location: Thrivent Auditorium, 625 4th Ave. S., Minneapolis