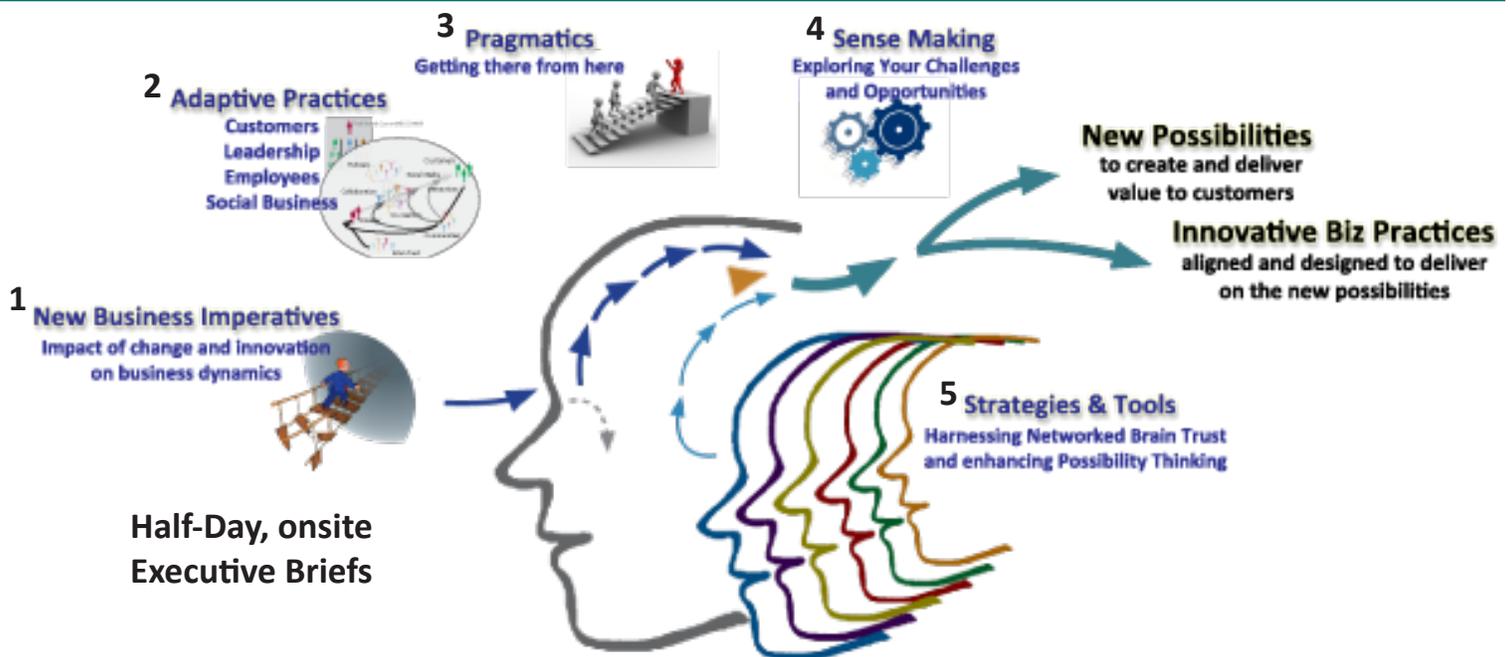


**Business conditions changing too fast for you?
Being forced to compete on price?**

**Interested in thriving in today's uncertain
and complex business climate?**



Executives briefs are focused on giving business leaders insights and perspectives into the new business imperatives brought on by rapid change and disruptive innovation. They engage executives in discussions of both the implications and emerging opportunities for their organizations. **The outcome** is a big picture view of business challenges that helps executives get past coping strategies to seeing new possibilities to create and deliver value to customers.

It is nearly impossible for busy executives to keep up with everything that is going on, let alone pull it together

into some organized perspective. As business strategists and mentors, that's a big part of what we do. Our insights are always unique in that we emphasize the role of human interactions in business. The more things change and the more complex the business climate, the more we need to interact and productively leverage these interactions. We don't work alone; rather, we constantly interact with a diverse networked brain trust to gain perspective and to validate our views. Moreover, through our frequent interactions with business leaders, our perspectives get grounded in reality.

**Executives briefs are not just talk!
They interactively get at your pressing challenges.
Executives learn about strategies and tools that will keep them ahead of the curve.**

The Importance of Executive Adaptive Potential

The more the business climate changes the faster, the value of what you know diminishes. Success hinges on the ability to participate in a growing array of knowledge flows.

John Hagel, John Seey Brown and Lang Davison

84% of C-suite executives say that disengaged employees are one the three biggest threats to their business.

Economist Intelligence Unit

Real strategy is neither a document nor a forecast but rather an overall approach based on a diagnosis of a challenge. The most important element of a strategy is a coherent viewpoint about the forces currently at work.

Richard Rumelt, UCLA

The business landscape has changed fundamentally; tomorrow's environment will be different, but no more less rich in possibilities for those who are prepared.

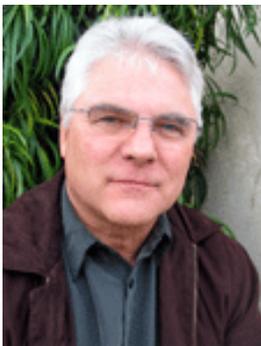
Ian Davis, Worldwide Director, McKinsey & Associates

Long before a successful business hits its revenue peaks, the basis of competition on which it was founded expires.

Paul Nunes & Tim Breene, Accenture

We must make large organizations fundamentally more adaptable, more innovative and more inspiring places to work.

Gary Hamel, London School of Economics



Executive Briefs by:

John I. Todor, Ph.D.

A business strategist, executive mentor and psychologist.

In the 1990's he helped companies bring disruptive technologies to market. Through this experience he was confronted with the realization that technology innovation and change was out-pacing customers'

ability to adapt and thrive. This led to a three year visiting scholar position at the University of California, Berkeley where he studied how intersecting forces in economics, business strategy and marketing were impacting both business sustainability and profitability.

This research and subsequent marketplace experience resulted in three books and most recently to the establishment of MindShift Innovation.

As the Managing Partner of MindShift Innovation he helps executives and organizations turn the challenges of change and disruptive innovation into new possibilities. This involves mentoring and engaging executives in an immersive process that: (i) puts an outside-in, customer-centric model into action; (ii) stimulates employee engagement; (iii) facilitates collaboration and collective intelligence to innovate and align business practices; and (iv) enhances implicit learning - seeing the implications of innovation and change to create value for customers.

In addition to his expertise in human behavior he brings diverse business perspectives. He owned and managed a marketing firm with clients that included General Motors, Ford Motor Company and Domino's Pizza. He has held executive positions with technology companies and worked as a CRM analyst. His consulting clients range from small entrepreneurial ventures to multi-nationals like Hewlett-Packard and IBM.

Social business strategies are having a growing impact on business success. John is engaged and constantly assessing the impact on business. He shares his insight through blogs and Twitter. By actively participating in a global networked brain trust, he gains insights and perspectives on all aspects of changing business dynamics and social computing for business.

As a director of the Social Media Academy he develops executive education programs and teaches courses on the strategic use of social media. As a member of the International Monitoring Organization he contributes to an ongoing effort to address global innovation dilemmas. He is a co-founder of the Alliance for Business Innovation, a nonprofit business Think Tank.

He earned a Ph.D. degree in Educational Psychology at the University of California at Berkeley and completed post-doctoral studies in cognitive science and clinical neuropsychology. Prior to his business career he spent fourteen years on the faculty of the University of Michigan and the University of California where his research focused on how people learn and make decisions.

For booking or more information

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