PROUTY RED TEAMS FACT SHEET

THE FINER POINT

Prouty Red Teams are a carefully curated group of successful executives and business leaders from a broad range of backgrounds, gathered together in a structured, Creative Think Tank environment to sharpen your success.

With a Prouty Red Team, You'll:

- Uncover new opportunities by broadening the possibility horizon across multiple industries

- Solve ambiguous challenges by crafting hybrid solutions outside of standard operating procedures

- Navigate uncharted territory by taking advantage of a one-time board of advisors

- Mitigate uncertainty by stress-testing plans against the collective wisdom of outside experts

- Re-imagine tomorrow's products, marketing and people strategies, and financial hurdles by neutralizing "change blindness"

42

The Number of Proven Leaders on Our Dedicated Team of Core "RED SHIRTS"

Brainstorm with strategists like:

CHRIS O'LEARY
General Mills - COO, International

RALPH WEINBERGER
PricewaterhouseCoopers - Partner

ROBYN WATERS
RW Trend - Former Vice President of Trend & Design, Target

"I have HUGE respect for Prouty's Red Team concept. It has been invaluable."

Jill Blashack Strahan
TASTEFULLY SIMPLE - Founder/CEO and One of the Nation's Leading Female Entrepreneurs

---

INDUSTRY FELL **40%**

MORTENSON **grew**

PROVEN RESULTS: Mortenson Construction

- Prouty Red Team helped reshape their competitive advantage

- Stretched priorities beyond "on time and on budget"

- Gained market share and expanded during recession

Q / A

Who participates in my Red Team session?
Typically an experienced facilitator, a few of your own experts and a couple of our own specialists, plus several carefully selected C-suite executives borrowed from highly successful organizations and powerhouse brands.

How do you attract such high-powered executives?
Since 1987, the Prouty Project has cultivated a diverse group of leaders thrilled about the opportunity to help others stretch their thinking.

How long do we work together?
For at least half-a-day. Sometimes up to a full week.

Doesn't the military use Red Teams?
Developed as a tool to help circumvent linear thinking, Red Teaming is defined by the U.S. Army as "a structured, iterative process executed by trained team members that provides commanders an independent capability to continuously challenge plans."

Assemble a winning Prouty Red Team today. Untangle a thorny business issue. Catapult your strategic plan to the next level. Stretch beyond what you already know and do. Abandon predictable strategies.

prouty project