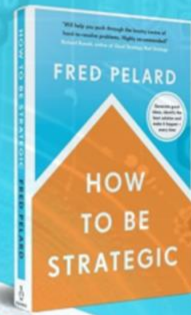


How to Be Strategic



Content Catalogue

Strategic Thinking
Training & Talks

Speaker Overview

Based in London & Paris and working globally, Fred Pelard is a strategy trainer, consultant, facilitator & coach. He specialises in helping teams and organisations solve strategic problems.

A French-British rocket-scientist with an INSEAD MBA degree, he's been lecturing on strategic thinking and complex problem solving to the CEOs and management teams of major corporations, consulting firms, and tech startups around the world for the best part of 20 years. He makes smart people smarter.

Fred has delivered 500+ training sessions and 100+ talks to a global portfolio of 70+ very happy clients (see selected **Client Testimonials** below) and 12,000+ alumni (see selected **Participants Feedback** below), both remotely (Zoom, Teams, Webex, Google Meet) and in-person.

Selected repeat clients include Allianz, BAE Systems, BBC, Barclays, Betfair, Booz Allen, Channel 4, Deloitte, Expedia, HSBC, IKEA, John Lewis, Johnson & Johnson, London Business School, Moneybox, OC&C Strategy, Sainsbury's, Sky, Thomson Reuters, etc. See fredpelard.com for more details

Fred Pelard

- French & British
- Rocket scientist by training, business strategist by trade
- 500+ strategic thinking training sessions delivered
- 10,000+ alumni trained across 60+ clients and 4 continents

Talks ("Tell")

- 60 to 90 minutes
- Audience of up to 500

Training ("Show")

- Full days
- Groups of up to 20

Projects ("Do")

- Workshops facilitation
- Turnkey solutions

Strategy Hacks Podcast with Fred Pelard

How to Be Strategic
fredpelard.com

2

- Fred currently divides his time between three areas of equal interest & excitement:
- Designing & delivering strategic thinking upskilling sessions (training, talks, etc)
 - Facilitating strategic away-days for boards and management teams
 - Conducting high-impact strategy projects & ideas generation challenges

Typical interventions include 2-hour talks for up to 500 people, 2-day senior-level training sessions for 20 executives, 1-day deep dive in AI for 50, and 5-day intensive sprint-venturing innovation sessions with participants from across the company. Footprint is truly global, from San Francisco to Shanghai, Stockholm to South Africa, and all points of the compass – both remotely and in-person.

Check out Fred's public output to get a sense of what he teaches:

- Book on Amazon = amazon.com/fredpelard
- Videos on YouTube = youtube.com/fredpelard
- Podcast on Spotify = spotify.com/fredpelard

Clients Testimonials

Happy Clients

"Sainsbury's have worked in partnership with Fred over many years, to develop 'The Strategic Mindset' of our brightest talent. His courses, lectures and talks are always hugely popular, delivered in his unique style, bringing the subject matter to life with great content, relevant case studies, challenging questions and that all-important humour! Don't miss an opportunity to turn your teams into budding entrepreneurs"

Stuart Comer, Group Head of Learning & Development, Sainsbury's

"Fred's unique workshop on 'Refresh your Strategy at Speed' has been one of the most exciting and talked about sessions at our Alumni Reunion, each year for the past 4 years. A combination of fast-paced learning, along with plenty of laughter, maximises audience engagement and inevitably ensures a full-house"

Liz Mason, Head of Alumni Career Centre, London Business School

"We asked Fred to deliver his content on 'How to Be Strategic' to 500+ people across the bank globally, through both traditional workshops and global masterclass webcasts. Fred's energy and expertise shine through irrespectively of the delivery method, and learners comment on clear frameworks, engaging style, and relevant examples every time"

Tanya Dowling, Global Academy Manager HSBC

"Fred has brought valuable approaches to strategic analysis that have fast become go-to tools for our team. His sharp intellect, deep knowledge of the tools and gallic charm make for tough, yet engaging training, which leave the team well able to use the tools in practice immediately after the training".

Jon Page, Head of Technology Strategy BBC

"Fred provided two days of strategy training to a cross-functional group. He covered a wide range of relevant topics, illuminated by insightful case-study material, all delivered in an engaging fun style that landed well with the whole group"

Mike Hurford, Corporate Strategy Director, Diageo

"The combination of Fred's experience, presentation of ideas, and example-fuelled strategic thinking tools challenges established thinking. His workshops have been engaging and a practical and efficient way to learn and put ideas into practice on real issues for our business immediately"

Simon White, Head of Learning & Development, Janssen, Johnson & Johnson

"Fred facilitated a series of brainstorming meetings for the management boards of each of our three main business services, to help them devise a new 5 year strategy. Fred introduced very pertinent tools to unlock the thinking and imaginations of the various attendees. It has been a pleasure working with Fred and I am sure there will be more opportunities to introduce his skills to all our businesses in the future"

Sanjay Patel, Group Finance Director, Strutt & Parker

"I've learned more about strategic thinking from Fred than I did in my time at Harvard Business School!"

John Smith, COO Burberry

"Fred delivered 4 days of high quality strategy training to the BAE Systems Group Strategy team. The material was delivered with pace and high energy and Fred really brought it to life with insightful case-studies and anecdotes. I would have no hesitation in recommending his services. Personable, Expert, Good Value"

Llyr Jones, Head of Group Strategy, BAE Systems



Content Overview

Design your perfect strategic thinking upskilling session (talk or training), by choosing from a menu of 40 modules. The 24 lecture modules (in orange below) are all around 1 hour in length, whilst the 16 exercises (in blue below) typically last 2 hours (including participants presenting back their solutions).

Talks typically comprise 2-3 lectures, delivered as punchy entertainment over 2-3 hours, with lots of laughter alongside the learning. No exercises involved here, and audience size can go up to hundreds.

The most popular & effective training sessions on the other hand, have often proven to be for 12-20 people over 2 consecutive days. A balanced diet for each day then typically contains 3-4 lectures and 2 exercises. You'll find overleaf more detailed content for Fred's 4 most popular courses:

- **Core Training:** the most versatile & universal of courses for improving strategic thinking. Suitable for anyone with 4+ years of professional experience, all the way to senior executives
- **Advanced Level:** only suitable to the strategic community (management team, head of functions, heads of BUs, strategy team, etc) across the company (8+ years of experience)
- **Entry Steps:** an introduction to analytical & strategic thinking, for junior strategists or analysts in consulting, with limited experience (from graduate recruit up to 3 years)
- **AI Day:** a day for everyone in the company, covering all the tips & tricks on using AI tools in 2024 for the purpose of strategic thinking – from research, to strategy formulation, and bossing LLMs

-----> Difficulty & Seniority ----->

	Entry Steps		Core Training		Advanced Level
AI Day	Analytical Consulting Overview		Landscape Analysis I		Strategic Mindset
	Business Story-Telling		Landscape Analysis II		Happy Line
	10 Ways to Convince		So What Factory		Lean Startup
	Style & Formats Preferences		Research with AI		Magic Tree
	Football Super Powers		Tesla		Strategic Thinking with LLMs
					Hyperspeed Testing
					Zeitgeist Inventory
					Innovator's Dilemma
					Payoff Profiles
					Granularity of Growth
				Future Tech	
				Strategy with AI	
				Guest Ready	
				Deloitte	
				Amazon	
				BBC	
				N26	
				Uber	
				Coca-Cola	
				IKEA	
				Live Issues	
				Universal Music	
				Virgin Trains	
				Marriott	
				Mutation Game	
				Pyramid Principle	
				Beautiful Constraint	
				Strategic Mindset	
				Happy Line	
				Lean Startup	
				Magic Tree	
				Strategic Thinking with LLMs	
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"How to Be Strategic"

Core Training

Target Audience:	The central teams (strategy, finance, product, marketing, etc), and future leaders across the company (4+ years of professional experience)
Duration & Content:	2 consecutive days (8 lectures, 4 exercises) of 8 hours each Very aligned to the content of the "How to Be Strategic" book (Penguin)
Key Benefits:	A very different mindset, seeing solutions much faster with greater clarity A shared language & toolset, to crack a large variety of problems

- **Strategic Mindset:** introduces the markedly different ways in which people approach problem solving. Builds upon the 4 Routes to Completion model to put into perspective the relative importance of data, structure and logic. Explains the differences between the operational, analytical, creative, and strategic approaches, and illustrates how to become more strategic.
- **Beautiful Constraint:** shows participants how to answer the age-old question of "how to do more with less". This approach rests on an easily understood mind twist, and contains 9 practical tips to help tap into the less structured parts of one's brain for new creative solutions.
- **Pyramid Principle:** covers the best way to structure any presentation, and shows how to bring this forward in time to structure any qualitative problem. Particularly useful when working with colleagues from different professional backgrounds, and strategic problem-solving abilities.
- **Mutation Game:** a powerful reminder that evolution starts with apparent mistakes. A great idea is a quirky idea that just *can not* be killed. Play the Mutation Game to have thousand such ideas!

am	Strategic Mindset	Happy Line
	Beautiful Constraint	Strategic Thinking with LLMs
	Live Issues	IKEA
pm	Pyramid Principle	Lean Startup
	Mutation Game	Magic Tree
	Universal Music	Uber

- **Live Issues:** participants volunteer real life current business issues at their firm, and we apply our newly seen technique to finding a way through
- **Universal Music:** how to plan for success in a world of competing high-risk ventures?
- **IKEA:** what are the best ways to satisfy various stakeholders at the same time?
- **Uber:** how to quickly increase revenues when a downturn has just evaporated your business?

- **Happy Line:** explains the theoretical premise behind this powerful stakeholder management framework, and shares practical ways to use it on a wide range of complex business problems - strategy formulation, business unit marketing plans, change programme implementation, etc.
- **Strategic Thinking with LLMs:** demonstrates how LLMs enhance strategic decision-making in business, with their ability to analyze vast data, generate creative solutions, and offer diverse perspectives, thereby augmenting human expertise in strategy & strategic thinking processes.
- **Lean Startup:** discusses in details the most successful business approach of the 21st century so far. Invites participants to share their examples of using lean (or agile) successfully on business problems. Ensures that the common misconception ('test & learn', 'just do it') are shown to be wrong, and corrected with a few clear & applicable tips
- **Magic Tree:** shows how to provide early structure in framing confusing problems, project roadblocks, etc. Introduces the often-overlooked Mind Maps, the robust OR Tree, the heavily quantitative Dupont tree, and the surprisingly insightful Magic Tree.

This course works best with 12 to 20 participants, who all comment on how they acquire in a few days a radically different mindset, seeing solutions much faster with much greater clarity – including around new revenue streams generation, business resilience, and overall long-term strategic thinking.



“How to Be Strategic”

Advanced Level

- Target Audience:** The strategic community (management team, head of functions, heads of BUs, strategy team, etc) across the company (8+ years of experience)
- Duration & Content:** 2 consecutive days (8 lectures, 4 exercises) of 8 hours each
Going in-depth into advanced strategic thinking techniques
- Key Benefits:** A very different mindset, seeing solutions much faster with greater clarity
A shared language & toolset, to crack a large variety of problems

- **Core Taster:** goes quickly through the main elements of the Core Training (Strategic Mindset, Magic Tree, Happy Line, Beautiful Constraint, etc). Having attended another course with Fred (Core Training, s201, ST2, etc) is highly recommended ahead of this Advanced Level course.
- **Zeitgeist Inventory:** examines the most sought-after non-tech elements in any strategic answer right now (subscription, moats, purpose, etc) and how to deploy them for your business. Asks participants to volunteer other business successes that are worth deriving inspiration from.
- **Payoff Profiles:** shares a words-based technique for prioritising options, looking at the risk-reward profile of each option – one by one, and as a whole - and re-working them to create a ‘new & improved’ version of each idea with a better risk profile.
- **Hyperspeed Testing:** offers a comprehensive overview of all the popular action-based methods for fast testing of options (Agile, Scrum, Lean, Sprint, etc). Develops a unique “best of breed” suggestion for using them together for maximal impact in practice.

am	Core Taster	Granularity of Growth
	Zeitgeist Inventory	Innovator's Dilemma
	Marriott	Deloitte
pm	Payoff Profiles	Future Tech
	Hyperspeed Testing	Strategy with AI
	BBC	Guest Ready

- **Marriott:** what are the best ways to complement one’s traditional business with new revenue streams, when customers stay away?
- **BBC:** which of these 10 options is the best one to ensure the long-term success of the organisation, and how do we prove this?
- **Deloitte:** how to reinvent products, services, and experiences using brand new technologies?
- **GuestReady:** how to create a sustainable competitive advantage in an industry that is getting ever more commoditised?

- **Granularity of Growth:** revisits this robust, ‘bad-weather’ McKinsey framework, perfect for identifying pockets of growth when the economy around you is indisputably rough.
- **Innovator’s Dilemma:** describes how successful companies can fail by ignoring disruptive technologies that initially serve smaller markets & don’t look very impressive – until they eventually overtake established market-leading products.
- **Future Tech:** examines the most sought-after tech elements in any strategic answer right now (AI, autonomous vehicles, 4D Printing, etc) and how to harness them with Christensen’s Innovator’s Dilemma in mind.
- **Strategy with AI:** discusses integrating artificial intelligence into strategic planning. It focuses on AI’s role in data analysis, trend prediction, decision support, and scenario planning, demonstrating how AI tools can enhance strategic decision-making, improve foresight, and foster innovative approaches in corporate and competitive strategy development.

This course works best with 8 to 16 participants, who each lead their business towards a successful future, including in an AI world. The content builds on the core “How to Be Strategic” training, and adds complexity & sophistication.

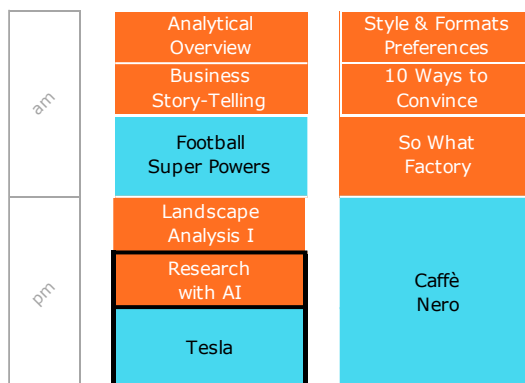


"How to Be Strategic"

Entry Steps

Target Audience:	An introduction to analytical & strategic thinking, for junior strategists or analysts with limited experience (from graduate recruit up to 3 years)
Duration & Content:	2 consecutive days (7 lectures, 3 exercises) of 8 hours each The basis of good strategic thinking: structure, story-telling & analytical tools
Key Benefits:	A very different mindset, seeing solutions much faster with greater clarity A shared language & toolset, to crack a large variety of problems

- **Analytical Consulting Overview:** offers an overview of management consulting & analytical consulting, expanding on the difference between experts and finders. Sets the context for the responsibilities of junior consultants in the team, contrasting the importance of ideas & structure (i.e. clarity) with data & insights (i.e. certainty)
- **Business Story-Telling:** introduces the core of any business activity; telling stories. Covers the 6 different 'promises' exchanged between the 4 key parties of business: management, employees, customers and shareholders. Introduces the best way to structure any story (Minto's Pyramid Principle) and explains how to bring this forward in time for problem solving.
- **Landscape Analysis I:** shows participants how and when to use the main analytical tools, and more importantly, how to extract the maximum insight from each analysis. Tools covered are Mekkos, Size Growth Matrix, GPS Chart, Competitor Skyline, Share Gain Line, and 2D Benchmarking
- **Research with AI:** delves into using AI to advance landscape analysis for strategy formulation. It highlights AI's role in processing vast datasets, identifying patterns, predicting market trends, and aiding decision-makers in developing robust, data-driven strategies.



- **Football Super Powers:** how to tell a convincing business story, before the facts as well as after the facts?
- **Tesla:** how to identify new features that will help your competitors catch up with you?
- **Caffè Nero:** how to root around through lots of data to identify the emerging implications, and structure the final answer for maximum impact and congruence – with the data supporting the words & vice versa

- **Styles & Formats Preferences:** gives a simple introduction to the representational channels (visual auditory, kinaesthetic, digital). Contrasts the effectiveness of stories told with and without data, with and without pictures, etc. Helps participant identify their strong suit when communicating strategically with others (team, client, manager, etc), and gives specific tips on how to delight them!
- **10 Ways to Convince:** makes participants aware of the bias they bring to interpersonal interactions, and provides simple clues for identifying & acting on other person's sweet spots when trying to argue for change (aka consulting). Covers the 5 cerebral ways to convince (reason, ask, authority, force, expertise) and the 5 emotional ones (inspire, silent allies, feel good, deal, favour).
- **So What Factory:** so much great analytical work is wasted with an unclear, or worse, incorrect strapline. This section could also be called "Strapline Clinic". We go through 10 data-rich slides from which the original straplines have been erased. Generating our own straplines, and then comparing what was there in the first place offers many a guffaw ... and creates lasting learning.

The course can work for up to 24 participants (if required), but is best for 15 to 20, with at least 4 proficient Excel users (1 per team). The exercises involve virtual post-its on Miro and some data manipulation in Excel.



"How to Be Strategic"

AI Day

Target Audience:	Everyone in the company who has to solve problems
Duration & Content:	1 intense day (4 lectures, 2 exercises) of 8 hours
Key Benefits:	Knowing how to uses LLMs to solve complex business problems Appreciating the impact that the AI revolution will have on business

- **Strategic Thinking with LLMs:** practically shows how to use LLMs to enhance strategic decision-making (analyzing vast data, generating creative solutions, and offering diverse perspectives), thereby augmenting human inputs in business strategy & strategic thinking processes.
- **Research with AI:** delves into using AI to advance landscape analysis for strategy formulation. It highlights AI's role in processing vast datasets, identifying patterns, predicting market trends, and aiding decision-makers in developing robust, data-driven strategies.

am	Strategic Thinking with LLMs
	Research with AI
	IKEA
pm	Latest AI Developments
	Strategy with AI
	Tesla OR GuestReady

- **IKEA:** what are the best ways to satisfy various stakeholders at the same time?
- **Tesla:** how to identify new features that will help your competitors catch up with you?
- **GuestReady:** how to create a sustainable competitive advantage in an industry that is getting ever more commoditised?

- **Latest AI Developments:** covers recent breakthroughs in AI, including advancements in machine learning algorithms, natural language processing, and neural networks. It discusses the impact on various industries, ethical considerations, and future trends, highlighting AI's growing capabilities and potential societal implications.
- **Strategy with AI:** discusses integrating artificial intelligence into strategic planning. It focuses on AI's role in data analysis, trend prediction, decision support, and scenario planning, demonstrating how AI tools can enhance strategic decision-making, improve foresight, and foster innovative approaches in corporate and competitive strategy development.

The day can work for up to 50 participants, by adding a second facilitator, Edd McLean, who's been working with Fred for 20+ years, and specializes in using LLMs & AI for innovation, strategy, and business problem solving.



Participants Feedback

Remote Delivery

"I really like Fred's ability to explain with real life examples. His approach to the topics is far from being 'classic academic'; one could say that his is rather the perspective of a 'literate entrepreneur', which makes the sessions anchored in everyday reality. Fred is a very good story teller, and the way he presents the various topics gathers the attention and the interest of the audience, even over 2 days in the solely digital world of a course over Zoom"

- [Federico Bonatti, CFO Switzerland, IKEA](#)



"Fred's Core Training course on Zoom offers bitesize approaches to strategy, that you can easily apply to business and customer problems in order to create sizeable, and delegable work plans"

- [Hannah Mason, Product Manager, Lululemon](#)



"I loved the pace, the challenge, the simplicity of it all! Fred used some well-practised examples that really helped to bring things alive. Story-telling was great. Kept everyone engaged despite being spread over the world. Hardest I've worked for some time! Challenging, entertaining, insightful and needed - in equal measure. Fred brought alive many strategic tools and he re-energised my thinking in a way that makes me want to crack on with my work straight away!"

- [Andy Course, COO, Eversholt UK Rails Group](#)



"I like the approach of learn the model, then practice it. *How to Be Strategic* is a great investment to acquire a powerful strategic toolkit that can be applied anywhere, immediately"

- [Heather Walker, General Manager, Emerging Accounts - Tax & Accounting Professionals, Thomson Reuters](#)



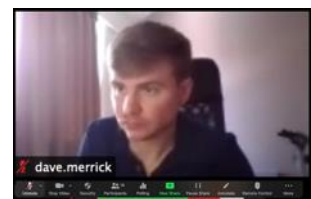
"In other business courses I've taken, the professor would simply explain a strategic model in an academic way without getting to the 'so what?' or 'how does this apply to me' issues. Fred's training, instead, does a fantastic job of breaking down complex strategic business frameworks in the simplest of terms, and then showing participants how to apply it in their everyday work. This should be mandatory training for any current or aspiring business executives!"

- [Justin Painter, Strategic Innovation Senior Consultant, City of Tallahassee](#)



"Easily one of the best courses I have attended in a long, long time. A great mix, full of interesting business theories and very practical tips & approaches"

- [Dave Merrick, Head of Motor Insurance Moneysupermarket](#)



"Fred's 2-day Core Training provides useful techniques on how to arrive at solutions for business problems. With many examples, it demonstrates that this needs not be a big McKinsey exercise for a million dollars, but can be achieved in-house instead"

- [Nikhil Gokhale, Strategic Marketing Director / Global Commercial Strategy Director, Janssen Inc.](#)



"Really excellent strategic training. Very succinct, practical and to the point. Fred has a clear vision of what it means to be strategic and how it can be applied immediately to what you're working on. From company leaders to mid-level executives. Really enjoyed Fred's engaging style and how he made it work over Zoom. I've taken various strategy courses (including at Harvard Business School) and this ranks among the best"

- Neil Campbell, VP Growth, **Moneybox**



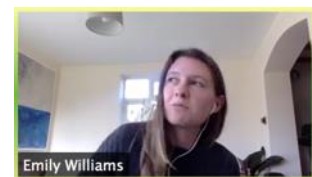
"Fred brings a tremendously helpful toolbox, to help me go deeper below into my intuition and uncover new ideas. The Mutation Game in particular as already proved priceless in supporting my 30-person business through the Covid downturn"

- Frederic Faurenes, CEO, **IDS Media**



"Really insightful and well-run training that will give me the tools I need to think strategically. Great example of virtual training that was still really interactive!"

- Emily Williams, Retail Lead (Buying & Merchandising), **Patch Plants**



"A short sharp roller-coaster ride as you take on the strategic challenges of a data driven world to effectively use your finite resources for personal and business success"

- Simon Neville, Marketing & Strategy, **Dräger**



"Informative. Energising. Practical. The structure of the lessons was great with a good level of detail per framework. The variety of participants made the exercises more engaging and really made it feel like I was doing something different/new rather than with just BBC people"

- Kaushala Ratnayake, Strategy Manager, **BBC**



"Perfect combination of theory, examples and experiences, interactive exercises and live feedback. Passionately presented in a group setting that encourages engagement with other participants from a wide range of sectors. Would highly recommend."

- Andrew Murison, Marketing Planning Manager, **IG Group**



"Very useful session with a good balance of theory, case studies and interactive group work. Examples were really helpful to get to grips with the models and understand better how to put them into practice!"

- Tasha Whitty, Acquisition Lead, **Bloom & Wild**



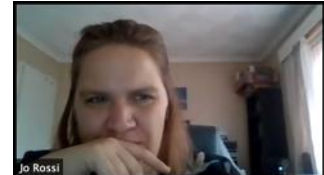
"The training is very well structured and thoroughly prepared. Fred has a gift to explain complex theories in an easily understandable manner that enables us to apply the theories into our own reality. Also, the atmosphere of the training stays light due to Fred's kind and easy personality"

- [Martha Köhnke](#), Senior Director Business & Legal Affairs Central Europe, **ViacomCBS**



"Two days out of my day job well spent. It's upped my game & given me insights and tools which are immediately applicable and which will carry me forward. Fred's pace and energy brought the (virtual) room together and distilled complex and weighty concepts into an engaging, thought provoking and hugely useful training"

- [Jo Rossi](#), Partnership Manager, **Locate in Kent**



"A great way to open up new ways of thinking, and [...] helped me see how I can use creativity to help solve business problems. Will definitely be holding onto the ideas learnt going forward!"

- [Elysia Korn](#), Project Analyst, **Wesfarmers**



"I have previously done an MBA, and none of the material was duplicative. (...) now thinking differently to how I would in my day-to-day job"

- [Katarina Ward](#), Senior Legal Counsel, **what3words**



"I found it to be a fascinating introduction to strategic thinking, which has genuinely made me reconsider how I will approach future problems. As a chartered engineer it is easy to think that the way I have always worked as being the "right way", so it is very useful to be forced to look at how things could be done differently"

- [Cameron Williamson](#), M&E Engineer, **Intelligent Growth Solutions**



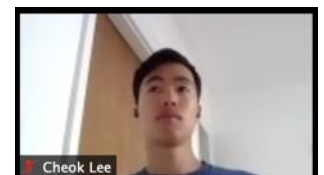
"Fred is very engaging and explains a complex subject in a very fun relatable way, even down to giving noise to formula - made it work in a crazy way!"

- [Aileen McCreadie](#), Live Lagom Programme Manager, **IKEA UK & Ireland**



"I found it extremely helpful to learn a mix of different techniques and structures for breaking down and solving problems. It was a good balance of lectures and workshops. You had amazing energy which helped me stay engaged throughout the 2 days. Thanks Fred!"

- [Cheek Funn Lee](#), Product Manager, **Moneybox**



Participants Feedback

In-Person Delivery

"I've learned more about strategic thinking from Fred than I did in my time at Harvard Business School!"

- [John Smith, COO, Burberry](#)

"We asked Fred to deliver his content on "How to Be Strategic" to 500+ people across the bank globally, through both traditional workshops and global masterclass webcasts. Fred's energy and expertise shine through irrespectively of the delivery method, and learners comment on clear frameworks, engaging style, and relevant examples every time"

- [Tanya Dowling, Global Academy Manager, HSBC](#)

"Fred's strategy training is the best I have come across. I frequently recommend it to colleagues and use it with my own teams"

- [Gill Whitehead, Senior Director, Client Solutions & Analytics EMEA, Google](#)

"I took classes from Fred as a consultant, and now, as a team leader, I invited him to come in and train my team of 40 consultants. Fred sticks out above other trainers because he has the ability to teach and blend strategic thinking with soft skills. My team loved his vibrant nature and ability to bring the material to life"

- [Steve Cantin, Head of Corporate Strategy Consulting, Dell,](#)

"We've worked in partnership with Fred to build the strategic problem-solving capability of our brightest talent. The course was a real "hit", Fred's dynamic delivery style combined with a good sense of humour makes this course one of the most talked about of all our learning development courses. And the 50+ leaders adopted the frameworks immediately after the training course"

- [Dan Taylor, CEO Europe, PaddyPower Betfair](#)

"Fred delivered a refresher training to our Strategy team on strategic problem solving, and utilizing strategic frameworks. Fred's content is very relevant and useful, his style is entertaining and challenging at the same time, and his examples are real-life. There were several A-Ha moments in the room as we saw benefits of using Fred's approach in our everyday jobs"

- [Ike Anand, VP Strategy & Business Development, Expedia Group](#)

"Sainsbury's have worked in partnership with Fred over many years, to develop 'The Strategic Mindset' of our brightest talent. His courses, lectures and talks are always hugely popular, delivered in his unique style, bringing the subject matter to life with great content, relevant case studies, challenging questions and that all-important humour! Don't miss an opportunity to turn your teams into budding entrepreneurs"

- [Stuart Comer, Group Head of Learning & Development, Sainsbury's](#)

"Fred's unique workshop on 'Refresh your Strategy at Speed' has been one of the most exciting and talked about sessions at our Alumni Reunion, each year for the past 4 years. A combination of fast-paced learning, along with plenty of laughter, maximises audience engagement and inevitably ensures a full-house"

- [Liz Mason, Head of Alumni Career Centre, London Business School](#)

"Fred delivered 4 days of high quality strategy training to the BAE Systems Group Strategy team. The material was delivered with pace and high energy and Fred really brought it to life with insightful case-studies and anecdotes. I would have no hesitation in recommending his services. Personable, Expert, Good Value"

- [Llyr Jones, Head of Group Strategy, BAE Systems](#)

"Fred provided two days of strategy training to a cross-functional group. He covered a wide range of relevant topics, illuminated by insightful case-study material, all delivered in an engaging fun style that landed well with the whole group"

- [Mike Hurford, Corporate Strategy Director, Diageo](#)

"The combination of Fred's experience, presentation of ideas, and example-fuelled strategic thinking tools challenges established thinking. His workshops have been engaging and a practical and efficient way to learn and put ideas into practice on real issues for our business immediately"

- [Simon White, Head of Learning & Development, Janssen Pharmaceuticals, Johnson & Johnson,](#)

"Fred facilitated a two day off-site for the executive team, at a time of significant change for the business. His unique blend of 'IQ and EQ' engaged even the most sceptical of us. His blend of humour, insights and experience left us energised, entertained and educated. I wouldn't hesitate to recommend him"

- [Tania Hummel, Group HR Director, Macmillan Publishers](#)

"Knowledge to solve real world business problems. No theoretical BS that makes you scratch your head on how to apply it in real world. I have come across a lot of frameworks/approaches to solve challenging business problems that sound great theoretically but breaks down in application (either too narrow, or not deep, or not relevant, etc). Fred is one of the greatest minds around when it comes to strategy - the breadth and depth is phenomenal along with his ability to showcase how to practically use that knowledge. You can learn more from him in a few hours than taking a strategy course over a semester as part of your MBA program!"

- [Rajat Sharma, Director, Business Operations, LinkedIn](#)

"Fred has brought valuable approaches to strategic analysis that have fast become go-to tools for our team. His sharp intellect, deep knowledge of the tools and gallic charm make for tough, yet engaging training, which leave the team well able to use the tools in practice immediately after the training".

- [Jon Page, Head of Technology Strategy, BBC](#)

"I asked Fred to provide a strategy primer for all those working in strategy at Royal Mail Group. He brought energy, insight and context to a subject that is all too often made dry, theoretical and one dimensional. We saw immediate and long-term benefits across the group and a new found enthusiasm for tackling problems in different ways"

- [Nick Pendleton, Director of Corporate Strategy & Innovation, Royal Mail Group](#)

"Some people came back from a training session with Fred speaking a new language and using it to prioritise problems, calculate trade-offs and sketch big pictures with just the right level of detail. These people have tended to do well in our company".

- [Sam Barnett, CEO, MBC Group](#)

"Fred was pivotal in the development of myself and many of Monitor Deloitte's strategy consultants. The structure and sharp key insights in strategic theories and his philosophy on strategic thinking in general enabled a step-change in delivery of our strategy projects. Fred's training is methodological, innovative and effective; a must-have for every strategist"

- [Nils Wolthuis, Senior Manager, Monitor Deloitte](#)

"Fresh, imaginative, thoughtful and engaging – Fred is a fantastic trainer and thinker who has made a huge impact on peoples' approaches to strategic thinking"

- [Louisa Shand, Governance and Risk Adviser, Chartered Institute of Personnel & Development](#)

"If you want a more interesting journey through life, making better choices and conduct a strategic approach on your future, let Fred Pelard guide you. I did and now move toward greatness with unprecedented speed and confidence, for myself and my team"

- [Joachim Lundberg, Solution Architect, IKEA Group](#)

"I attended some training with Fred over 10 years ago. 10 years later I still use many of the frameworks and models I learned back then!"

- [Faisal Galaria, Chief Strategy & Investments Officer, GoCompare](#)

"Fred makes the complex simple and takes you on a discovery journey to improve your strategic skillset! From better strategic thinking, to actionable frameworks and tools, to effective people interactions, and to meaningful real-life examples; Fred's training has helped me advance my career inside and outside of management consulting!"

- [Santiago Arambula, Director, Strategy, Markets & Business Development, ThyssenKrupp](#)

"Fred's insights had an immediate impact on managing our strategy, which sped up my team's thinking, and ultimately helps our customers to compete in the digital economy"

- [Matthew Griffiths, Marketing Director, WGSN](#)

"I've been using the framework of 'The 4 Routes to Completion' for many years - ever since having been taught the concept by Fred - whether explaining our strategic approach to senior executives or team members with great effectiveness. I'm happy to see this concept combined with practical examples is now shareable in the form of a book"

- [Steven Baekelandt, Director Global Operations Strategy, Roche Diagnostics](#)

"I had the chance to attend Fred's training on "introduction to strategic thinking" at the beginning of my career. It really opened my eyes on how to analyse situations, simplify complex set of information and quickly identify strategic scenarios. I am still using, 18 years after my training, some of the analytical tricks and tools he shared with us at that time"

- [Jean Van Wetter, Managing Director, Enabel \(the Belgian Development Agency\)](#)

"Despite a bombardment of Deepak Chopra and Tony Robbins workshops and seminars, I've found Fred's way of imprinting strategic innovations the most 'sticky'. I've returned to my notes on numerous occasions for quick 'refreshers' over the years and they've always been useful. Worth every penny of the investment in our course with Fred."

- [Jamie Granados, Head of Business development, JPA Design](#)

"Fred was the only trainer in 20 years to ignite my passion for strategic thinking. His style is idiosyncratic and memorable; he helps join the dots elegantly, and supports the development of one's approach to solving strategic and complex issues. Fred has had a profound influence on my way of thinking and I would have no hesitation in recommending him to ANYONE. Buy this book!"

- [Bill Egerton, Chief Strategy Officer, Vauban Cyber Technologies](#)

"What really stuck in my mind from Fred's training was how to assess a business opportunity that is presented to you. Thanks to his relevant and very useful strategy toolbox I now always feel confident when assessing strategic matters".

- [Alexander Widell, Head of Market Analysis & Research, Com Hem AB](#)

"Of all the training Deloitte had to offer, the modules by Fred Pelard really stood out. I regularly return to the course material as the reference point for all things strategic thinking in my organisation. Our strategy process is built around Fred's material too"

- [Hery-Christian Henry, Transformation Leader, Wipak](#)

"Fred came into our business, energised a group of consultants, introduced a series of new tools, and inspired them to use them in their daily work. In addition to the tools and techniques, Fred spoke about the temperament of a successful strategist and the language of a successful communicator, and I still use those insights every day"

- [Jonathan Thompson, CEO, Green Nation](#)

"Fred's "Strategy 201" course is by far the most impactful and interesting strategy course that I have taken since I am in Deloitte. He expounded several techniques and case studies in a brilliant way, teaching me some tools extremely useful to drive decisions both in professional and private life"

- [Gianvincenzo Schiano, Associate, Deloitte](#)

"I found Fred's training unique in its style and invigorating in its content; he really makes you look at strategy from a different perspective, in a fun environment"

- [Warren Cowell, National Market Access Policy Lead, Janssen Pharmaceuticals UK](#)

"Fred's workshop "Strategic Thinking at Speed" was excellent and engaging. Fred is a funny, articulate speaker who uses real life examples to simplify often complex theories in a way that even a strategic novice like myself can understand. The learnings I've taken from my course have been invaluable and have shaped much of our strategic planning for the year. I've highly recommended Fred's courses to other colleagues and peers."

- [Amy Jenkins, Group Digital Manager, Channel 4](#)

"I was lucky enough to be trained by Fred early in my career. His passion for this craft stuck with me and I find myself bringing his passion with me to every project I face. Fred completely changed the way I look at problem solving. I use his advice every week"

- Joe Leonard, **Lead Project Engineer**

"I was a young strategy consultant at a Big 4 firm when I first met Fred. His training opened my eyes to what deep insight can be gained from using the right quantitative and qualitative tools to approach business problems. It's true competitive advantage which has stayed with me ever since."

- Richard Hughes-Jones, **Executive Coach**

"Kickstarting my professional career was boosted by Fred's strategic courses early on. They have had a significant impact on how I've been approaching business challenges throughout my journey. Whether it be in person or online updates, any aspiring professional should at least get the basics right! "

- Barbara Vandaele, **Head Talent Acquisition, Roche Diagnostics International**



- Lynette Pagden, **Platform Operations Owner, IKEA Digital**

"Fred is doing an excellent job of packing decades of experience and hundreds of interactions with blue chip leaders into high pace strategic thinking frameworks that can get your business moving"

- Antoine Grenier, **Vice President Strategy and Development, Inmarsat**

"I have been to many training in my consulting careers. It is fair to say that, the more senior you get, the more difficult it is for a course or a trainer to have impact - let alone long-lasting impact. Fred Pelard's interventions are an exception. Through the content, the format and the thoughtful interaction with the audience, he manages to distil simple yet very powerful strategy concepts that are fundamental to the required elevation in our work. One of the truly enjoyable lightbulb moments in my career!"

- [Henri-Thierry Toutounji, Partner, OC&C Strategy Consultants](#)

"I have attended Fred's training a couple of years back and it has benefited me professionally and personally. Fred is able to take a personal approach, that helped me understand my strengths and weaknesses, such that I can act on becoming a better professional manager and advisor".

- [Thomas Wu, Senior Director, Strategy, Didi Chuxing](#)

"I still have the postcard sized notebooks! I learned so much, so quickly with concepts distilled into graspable chunks and delivered with dry wit. Fred's classes were a highlight of my corporate education programme".

- [Tom Watson, Global Leadership Fellow, World Economic Forum](#)

"Working with Fred was the most fun I've ever had on a training course and his approach to solving strategic analysis problems has stayed with me ever since. Cutting through the "paralysis by analysis" and working to solutions, rapidly, and providing brilliant insights in record time".

- [Chris Dent, Head of Research & Technology, Lockheed Martin UK](#)

"I was trained by Fred a couple of years into my career in strategy consulting. His superb charisma, no-nonsense attitude, and engaging, directly useful content means this training really stands out as one of the best training courses I've received. I really was engrossed in the material, meaning there was - for once - no watching the clock! The ways of thinking and skills I learned from him have equipped me well in answering strategic questions both in my job and in making wider career decisions."

- [Vica Germanova, Associate Consultant, OC&C Strategy Consultants](#)

"Fred makes aligning your specific and detailed strategic thinking with the overarching problems and needs of your directors and exec board a simpler process. It gave me the confidence to show that my reasoning and thinking was valued at a senior level, and that strategies do follow through to real change where planned appropriately and followed up on with the support of sponsors".

- [Joe Coleman, Sourcing Manager, Sainsbury's](#)

"You always get more than good facilitator when you work with Fred. Fred injects energy, intelligence and meaning into all the sessions we've run with him at Channel 4. He has a knack of locking onto, and amplifying, individuals' best thoughts and is never shy in adding his strategic thinking to shape the ideas that emerge".

- [Martin Greenbank, Head of Advertising Research & Development, Channel 4](#)

"Fred's training provides you with a range of immediately practical and effective tools to think through and develop strategy at the highest levels. Unlike many other courses, Fred's experience and insight shines through and helps to link theoretical concepts with the day-to-day challenges of understanding and leading a business. I would and do recommend his courses to all potential strategists"

- [James R. Wright, Director, MonitorDeloitte](#)

"Being introduced to Fred's strategic thinking framework was a radical departure from years of research-focused work and looking for answers using only data. It has been instrumental to my career transition from a researcher to a strategist, and it is a brilliant and practical toolkit I refer back to on a daily basis".

- [Nadia Vinokur, Strategy Analyst, BBC News](#)

"Deloitte takes professional development seriously - investing millions in training programs and online education. They even built a world-class Deloitte University training facility in Texas. But the four-day training I had with Fred on "Strategy at Speed" in a small-class setting was more useful than any business training session I've had before or since. I still keep the summary toolkit within arm's reach of my desk and use it to trigger those synapses. Fred is a profoundly engaging and insightful educator".

- [Ross Martin, VP Professional Services, 360 Degree Insights LLC](#)

"Fred's pragmatic and structured approach towards strategy development, and Fred's enthusiastic way of teaching it really set the course for me. His courses have really helped to develop my, and my team's thinking. Not least the way to pick apart different business models, as well as his well-thought through strategy toolbox".

- [Robin Exman, Business Development Director, Martin & Servera](#)

"Most courses I attend stretch content which could be covered efficiently in 2 hours across a whole day. There wasn't one moment wasted during Fred's 2 day course. It was incredibly useful, practical and really changed how I think about strategy. If you have the opportunity, take this course!"

- [Heidi Moore, Director, Global Car Supply, Expedia Group](#)

"I found the course very valuable, especially driven by the fact that it provided simple methodologies that can be applied in the real world, and deliver significant business impact. Highly recommended!"

- [Eben van Heerden, Head of Strategy, Pick 'n Pay](#)

"Fred's Strategic Thinking course was an excellent take on formulating strategies in a digital world, and in my view, a must for the leadership of any organisation struggling to transition in the face of new, more agile competition. Challenging, provocative and enjoyable – a great use of two days".

- [Kim Chua, Head of Strategy, Channel 4](#)

"The course I did with Fred was one of the most interesting, useful and memorable courses I have ever attended. His style is dynamic and engaging, his content is compelling, and his explanations clear and simple. I cannot recommend him highly enough".

- [Stephen Tough, Finance Business Partner, BBC](#)

"My biggest takeaway from Fred's course was examining popular strategy frameworks with a "timeline" lens; why framework X was very popular during mid-80s, given the prominent forces/happening in the macro environment at the time; then why as we moved to the 90s framework Y became popular, etc, until the 2010's. Years later, I am pleased to say I still have my old notebook!"

- [Hanna-Maria Ahonen, Board Member, Polar Partners](#)

"I learned from Fred a lot on strategic thinking and how the customers could innovate at a time when nobody talked about Design Thinking. Fred changed the way how I approach problem solving in a very lasting way. I still see problem solving as a journey looking at solutions first and less at the millions of obstacles that make people stop focussing. His training was full of great innovation examples and methods on strategy and innovation and I am very keen to read his new book as soon as it is available".

- [Dr. Dominik Vanderhaeghen, Director, Product Management ARIS, Software AG](#)

"Fred led an all-day session for our entire team on approaches to strategic thinking and implementation. These were brilliantly delivered, the material was both insightful and practical, and made highly relevant to the specific issues that we face on a day to day basis. The team hugely valued working with Fred and we look forward to working with him again".

- [Jonathan Thompson, CEO, Digital UK](#)

"I found Fred's 'Strategic Frameworks' course to be the most useful 'big picture' training that I've done at OC&C and I find it very helpful today in thinking about how to set-up the problem solving structure in projects".

- [Amelia Darell, Consultant, OC&C Strategy Consultants](#)

"I have worked with Fred on a number of occasions over the last decade across different organisations and each time he has a significant impact on both the groups we have worked with and the contributions to their organisations as a result. His style, methods and content balance effectively the delivery of learning related to strategy with challenge to use this learning to deliver real business benefit".

- [Barry Anderton, Anderton Consulting Ltd](#)

"Fred stands out by his practical, comprehensive and engaging view on strategy and how to be a strategist. He has been essential in increasing the impact of our team at our clients and growing from 30 to over 100 consultants"

- [Roeland Assenberg van Eysden, Director, Banking Strategy, Deloitte Netherlands](#)

"Fred has a knack for explaining strategy tools and techniques clearly and simply. His easily digestible approach helps move strategic thinking from academic theory to a practical methodology that can be applied quickly and effectively: a fantastic support for anyone looking to improve or refresh their strategic thinking skills".

- [Paul Partelides, Chief Strategy Officer, Almarai](#)

"I first encountered Fred when I was a Senior Manager at Sainsbury's and he taught on the Senior Leader Development Programme. Fred has an amazing ability to get key strategic concepts across in an engaging and understandable way and more importantly leaves you with a practical tool kit than has immediate real world application".

- [Jat Sahota, MD Analogue Coaching, Executive Coach](#)

"Fred's course provides the tools to be more concrete and impactful in professional and personal strategic choices. What I appreciated the most was how Fred teaches how to avoid the use of information and data when they represent only "noise" and how to best use them when we have to make the final acceleration towards our actions".

- [Gabriele D'Alessandro, Associate, MonitorDeloitte Italy](#)

"I was an M&A strategy consultant in one of the BIG4 consultancies in London back in 2007 when I first got influenced by Fred's materials. I got the 2nd impact on Fred when I joined his Strategy 301 training session and the 3rd wave of Fred comes via online videos which are used to ramp up capabilities of my current company. Still eye opening superior content compared to anything else I've seen during c.20 years of consulting".

- [Sami Koskela, Digital Business Designer, Futurice](#)

"We all learn and read strategy principles and tools. However, we forget to apply these in our businesses when needed. Fred's refresher emails/ videos with examples of applications are super-helpful to apply our learning to practical problems".

- [Amit Somani, Managing Director, Pictor Diagnostics](#)

"Fred's Leadership course was challenging, mind-shifting and highly instructive. We ended up with much greater self-knowledge, business savvy and strategic capability. Over eight years later I am still reaping the benefits".

- [Hannah MacDonald, Publisher, HarperCollins UK](#)

"All of Fred's strategy courses are very insightful, actionable and fun. They provide great clarity on strategic concepts to be applied in real business settings and allow a rarely seen comparison of different strategy approaches. His short explanation videos are a brilliant way of conveying strategy "at speed", and I'm delighted to see the book complementing Fred's strategy toolkit".

- [Philipp Mayrl, Management Consultant, MonitorDeloitte Switzerland](#)

"I attended a series of seminars by Fred Pelard as part of my strategy consulting training. I have used the methods and charts a lot since then, and also really liked and benefited from the free videos".

- [Jepe Kirk Bonde, Popular Investor @ eToro](#)

"Fred's teaching style is crisp and his lessons are incisive. He does a truly fantastic job explaining various strategic concepts and specific ways to apply them in day-to-day project work. I hope I'll get a chance to attend a few more of his courses in the future".

- [Ivan Dusevic, Associate, MonitorDeloitte Italy](#)

"Fred has the ability to distil the key points behind any strategy theory, established or emerging, and present it in a way that makes it easily digestible, immediately actionable in the real world and, more importantly, memorable. That makes him a first class educator - an invaluable asset in today's fast paced, increasingly cluttered and complex business world".

- [Dimitrios Stoimenou, Investment Director, Bloc Ventures](#)

"A lot of training courses you forget, however the courses with Fred are definitely educational highlights. To the point, demystifying, distilling the essentials. Always delivered in a way that inspires you to use what you take away".

- [William Axelsson, Deputy Director, UNOPS Europe & Central Asia Region](#)

"People always say "keep it simple". During his strategy course, Fred *makes it simple* by providing simple yet efficient methodologies and way of thinking".

- Olivier Puissant Baeyens, Manager, **Deloitte Consulting Belgium**

"I consider that one of my key strengths is my strategic thinking . I gained an excellent grounding in this through interaction and training led by Fred Pelard which has served me well throughout my career. Fred is a first class communicator and inspiring developer of talent".

- Stephen Stead, **Pharma Industry CEO**

"I attended 2 different strategy sessions delivered by Fred when I was in Janssen Pharmaceuticals. They totally changed my perspective on strategy and how to develop it at speed. You can generate new businesses, ideas, creative solutions in a relatively short period of time using structure, simple tools and the power of shared knowledge. I apply every day the learnings in my new career as an entrepreneur! I can only highly recommend Fred's work".

- Enea Polotti, Co-founder & CEO, **Socrate Medicine Ltd**

"Fred came to train new consultants as I started out my consulting career, and even though it's over a decade later with many other training sessions in between, I still remember his training vividly. His energy, entertaining style and insights really made the material "live". He made it fun and educational at the same time, and set us on a good path. Thanks Fred!"

- Jessica Mao, Global Market Access Lead, **Bayer**

"One of the very better training I followed in my career. Made me very enthusiastic every morning. Excellent and innovative concepts, tools, techniques, on top of e very strong narrator".

- Bruno Jongen, Manager Special Projects & Strategic Initiatives, **Mastercard APAC**

"Fred's 2-day workshop for our high potential programme was insightful, energetic and really engaging. Fantastic in terms of opening each of the individuals' eyes into thinking about how they shape their strategic plans and thoughts for the year ahead much more effectively. I highly recommend it!".

- Fran Galbraith, Group Talent & Development Director, **SIG plc**

"Fred's enthusiastic, thought provoking and comedic training style was the perfect introduction for me into strategic thinking. The tools and mind-set I learnt from Fred have proved invaluable in both my personal and professional life. I highly recommend to anyone who want to improve their decision making and innovation capabilities".

- Christopher Elward, Digital Architect, **IKEA Group**

"Fred made a lasting impact with the team and helped create a new mindset for growth".

- Rhian Bartlett, Senior Director UK Trading, **eBay for Business**

"As a practicing product leader, I could attest to the fact that Fred, through his training brought **structure** and **clarity** to my thinking. One could either spend 2 years at a top business school or spend a number of years working for a management consulting firm, or **simply** attend/listen to Fred's seminars to learn the fundamentals of structured way to solve a problem. Now, he has made it even **easier** for us by publishing a book that we can keep handy with us all the time. I keep referring to his material time and again **and** every time I get new insights into solving problems. I would **highly** recommend this book to everyone irrespective of their level of experience."

- Krishna Narayan, Product Leader - Security, Cloud, and Analytics, **Calix Cloud**

"I followed Fred's course during my consulting period. I still consider his training as one of the most interesting professional trainings I've followed during my whole career since. Fred has the gift to bring you an overview of the most important strategy thinkers and frameworks of the last decades in a very concise and understandable way. On top, he is able to explain you what works and what doesn't based on his years of experience in the sector. I keep his course material always within reach on my desk".

- Bart Hamers, Senior Director and Data Program Manager, **BNP Paribas Fortis**

"Fred was instrumental in not just providing my grounding in strategy, but in then stretching that capability to enable me to effectively support and shape numerous business and customer strategies for a range of organisations. His deep insight covers both the theory as well as the human psychology that effective strategies require".

- Jehangir Byramji, Senior Innovation Manager, **Lloyds Banking Group**

"I would say Fred vehicles, in a crisp, masterful and rapid manner, the elementary & advanced concepts of strategy"

- [Antoine Frangieh, Partner, Datametry](#)

"Without a doubt the most useful training of my career. Fred equipped me with a toolbox to tackle a variety of tasks, from better understanding to decision making. Some tools new to me, some with a new perspective. Even 6+ yrs after, I still occasionally refer to the material. Thank you Fred for supporting my personal development!"

- [Markus Winn, Senior Engagement Manager, Allianz Consulting GmbH](#)

"In the modern workplace, 'Strategy' is one of the most over-used but poorly understood words. At its most simple and effective, it's about making choices and providing future options for your organisation. We've worked with Fred across our strategy team to enable us to deliver strategy quickly, and deliver it effectively with creative colleagues. Fred's training is direct, engaging and has delivered real impact, so much so, that his techniques and approaches are being used well outside the strategy team!"

- [Thomas Wrathmell, Head of Radio & Education Strategy, BBC](#)

"Fred Pelard's strategy training is the best strategy-related training I have participated in so far. As result I was able to enhance my own strategic thinking. From time to time, I still return to my course material and check tools for some specific task."

- [Jari Lainpelto, Head of Process Development, K. Hartwall Oy Ab](#)

"Fred's week-long training sessions provided an excellent introduction to strategy frameworks and methodologies ... His training also gave our entire team common ways to think and talk about our projects, which greatly benefitted our ability to work together for years afterwards. Our time with Fred was also lots of fun!"

- [Scott McPherson, Director, Strategy and Business Development, Thomson Reuters](#)

"Five years on and I'm still referring back to the tools, techniques and approaches I learnt from Fred. His ability to help you think about complex issues and then re-frame them in a simple, energising way is something that stays with you forever. It doesn't matter what industry you work in or how experienced you are, Fred's material will be one of your greatest companions; helping you move forward and think in a different way."

- [Simon Williams, Head of Merchandising – Clothing, Jewellery and Watches, Sainsbury's Argos](#)

"Fred delivered introductory strategy training when I started out as a strategy consultant. It remains the most memorable training I've received in terms of being thought provoking and impactful, and it gave me a toolkit, mindset and way of working which has underpinned my career ever since".

- [Peter Harrison, Head of Strategy - Energy Marketing & Trading, Centrica](#)

"Every time I have spent time with Fred I have learnt something which I found interesting, useful, have remembered and been able to use. That's a pretty rare combination. He has done the hard work for you in advance - deep understanding of the theories and experience of real-world applications - allowing you to enjoy and get the most from his working sessions. Or, in this case, from his writing. I'll be buying the book as soon as it's available".

- [Adrian Gamble, Strategy Director, Defence, National Security & Home Affairs sectors, Deloitte MCS](#)

"A lot of executive training leaves you dawdling, checking your emails. With Fred Pelard, you're always running to catch up, and learning faster than you thought you could".

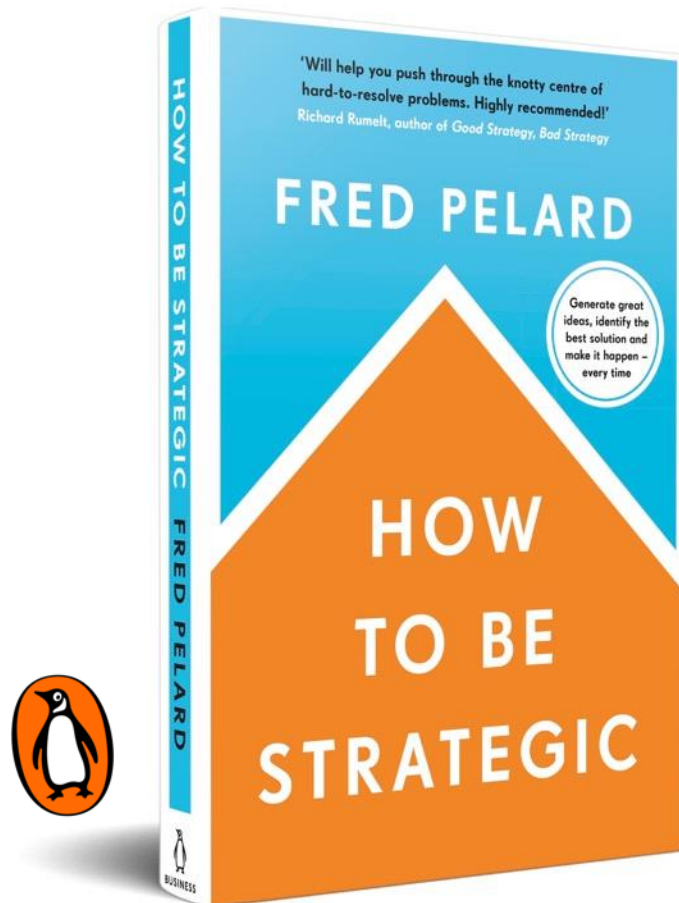
- [Saul Nassé, Group CEO, Cambridge Assessment](#)

"Fred's concise and disruptive ideas have the power to align teams, change minds and speed up innovation".

- [Richard Davidson-Houston, Head of All 4, Channel 4](#)

Book

Published by Penguin Business, "**How to Be Strategic**" was selected by the Financial Times as FT Business Book of the Month in October 2020. It is an accessible and thorough guide to strategic thinking in any situation. The book contains 12 smartly illustrated, workable methodologies from leading experts like Eric Ries, Chan Kim, and Barbara Minto, and will help you find your own path to the right solution every time. Explore more on amazon.com/fredpelard



"A must read for everyone who ever deals with complex important challenges. There are many take-away gems here that will help you push through the knotty centre of hard-to-resolve problems. Highly recommended!"

Richard Rumelt

Author of "**Good Strategy/Bad Strategy: The Difference and Why It Matters**"



"Fred has distilled an entire career's worth of expertise and experience into a comprehensive, concise, and practical guide that will enable anyone, in any situation, to develop their strategic thinking"

Tiffani Bova

Author of "**Growth IQ: Master the 10 Paths to Grow Your Business**"



"Bold new thinking and innovation is hard. How to Be Strategic gives a wonderful and inspirational look into wide-ranging frameworks and theories to spark new thinking and strategy."

Tom Goodwin

Author of "**Digital Darwinism: Survival of the Fittest in the Age of Business Disruption**"

Videos

Available on YouTube, **30 videos** of 3-8 minutes each offer nuggets of strategic thinking. To calmly go over something that was covered during a lecture, or to expand your skillset a few minutes at a time. Feel free to browse them in any order you want! Explore more on youtube.com/fredpelard



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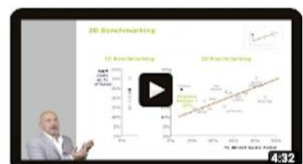
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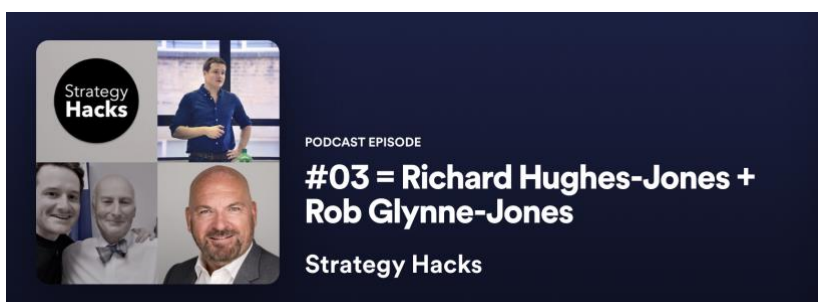
Available on Spotify, "**Strategy Hacks**", is a podcast on business & life. Every episode, a different guest shares two big, strategic "haha moments" in their career to date. A technique, a concept, a few words, a tip, a hack, etc, that have had a significant impact on their personal trajectory, and the way they think strategically about business now. And the guest invites a special guest, whom they publicly thank for the meaningful contribution this person has made to guest's personal development, career & life. Explore more on spotify.com/fredpelard



Strategy hacks discussed in this episode: **Reverse Logic** (or the art of asking good questions), and **Macro vs. Micro** (or the benefit of alternating between perspectives)



Strategy hacks discussed in this episode: **Happy Line** (or the art of *really, really* understanding your customers), and **Kicking Stones Away** (or how to influence people by making them feel good)



Strategy hacks discussed in this episode: **Innovator's Dilemma in Business** (or the curse of the demonstrated best practice), and **Innovator's Dilemma in Cancer Treatment** (or which approach to take when the options & the risks are properly real ...)