



Fred Pelard Live Training

via Zoom or in-Person



Overview

Based in London 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 by training, he's been lecturing on strategic thinking and complex problem solving to the CEOs, management teams & future leaders of major corporations, consulting firms & tech start-ups for 20+ years. He makes smart people smarter.

Fred has delivered 500+ strategic thinking training sessions to a global portfolio of 60+ very happy clients (see selected **Client Feedback** below) and 10,000+ alumni (see selected **Participants Feedback** below).

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

Fred currently divides his time between three areas of equal interest & excitement:

- Designing & delivering strategic thinking sessions (training, talks, etc)
- Facilitating strategic away-days for boards and management teams
- Conducting high-impact strategy projects & ideas generation challenges

Typical interventions include 90 minutes talks for up to 500 people, 2-day senior-level workshops with up to 50 executives, 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 in between – including Zoom.

Check out Fred's YouTube channel to get a sense of what he teaches (youtube.com/fredpelard).

"How to Be Strategic"

Strategic thinking training & facilitation

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

Fred Pelard

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











































Clients Feedback

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



"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 (6 classes, 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

Lectures & Chats:

- **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.
- **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!
- **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.

am	Strategic Mindset	4 Key Strategic Frameworks
	Beautiful Constraint	
	Live Issues	
pm	Mutation Game	Lean Startup
	Pyramid Principle	Magic Tree
	Universal	Uber

Group Exercises:

- **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:** 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?
- **4 Key Strategic Frameworks:** explains the theoretical premise behind some key strategy concepts (Happy Line, BCG Matrix, Porter's 5 Forces, Value Disciplines), and shares practical ways to use these on a wide range of complex business problems - strategy formulation, business unit marketing plans, change programme implementation, etc.
 - **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.



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**



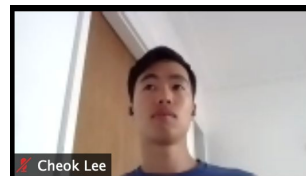
"Informative. Energising. Practical. The structure of the lessons was great with a good level of detail per framework. The variety of participants made the exercises more engaging and really made it feel like I was doing something different/new rather than with just BBC people"

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



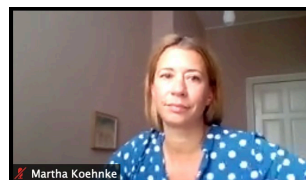
"I found it extremely helpful to learn a mix of different techniques and structures for breaking down and solving problems. It was a good balance of lectures and workshops. You had amazing energy which helped me stay engaged throughout the 2 days. Thanks Fred!"

- Cheok Funn Lee, Product Manager, **Moneybox**



"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**



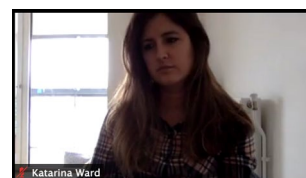
"Perfect combination of theory, examples and experiences, interactive exercises and live feedback. Passionately presented in a group setting that encourages engagement with other participants from a wide range of sectors. Would highly recommend."

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



"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**



"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**



Participants Feedback

In Person Delivery

"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,**

"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**

"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**

"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 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**

"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 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**

"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"

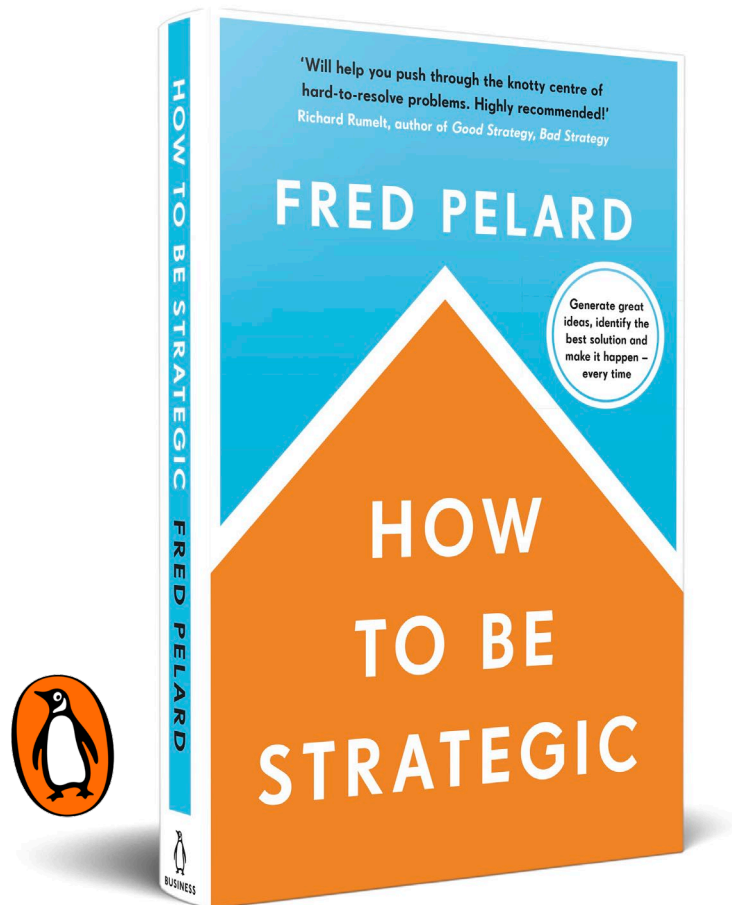
- **Neil Campbell, VP Growth, Moneybox**

"Fred 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**

Book

Published by Penguin, "**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 illustrated, workable methodologies from leading experts like Eric Ries, Chan Kim & Barbara Minto, and will help you find your own path to the right solution every time.



"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**"



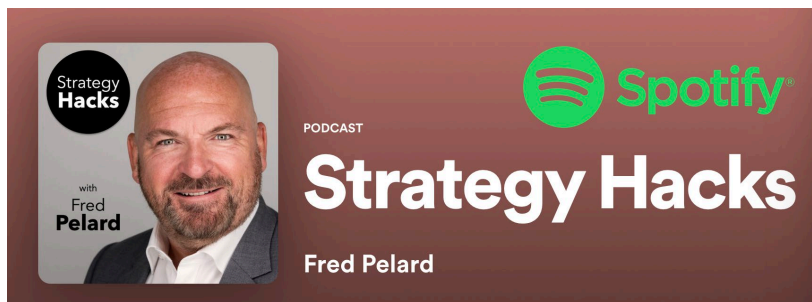
"Bold new thinking and innovation is hard. How to Be Strategic gives a wonderful and inspirational look into wide-ranging frameworks and theories to spark new thinking and strategy."

Tom Goodwin

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

Podcast

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.



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 ...)