CEO Sparring

A thinking partner who doesn't work for you.

An old joke says a CEO is a prison warden. You built the organization around yourself, it worked, and in time it became a prison you also have to guard. Inside the company everyone has a role and a stake in what you decide. A sparring partner has neither. Thomas has no favourite solution to anything, and he does not hand you answers. He helps you ask the questions that produce your own.

RHYTHM
Monthly retainer, about 10 hours

WHO
1:1, the CEO only

WHERE
In person, phone or video

Confidential 1:1 Thinking Partner

A confidential retainer for CEOs: a sparring partner who helps you ask the questions that produce your own answers, on agreed dates and at short notice.

Four People Who Could Help You Think

- **A trainer** tells you what to do.
- **A mentor** teaches you the path they have already walked, and you follow it.
- **A coach** works through your development at scheduled times.
- **A sparring partner** asks, catches what you say, and sends it back from an angle you did not expect. New options appear in that moment, drawn from your potential rather than the partner's.

A Month on Retainer

At least four sessions a month. Most take an hour, some two or two and a half; about ten hours in total, arranged around both diaries. In between, you can reach Thomas at short notice to run an idea past him.

How the Ball Comes Back

A personality portrait, then a diagnostic interview of one to two hours built on an adapted OODA loop. Thomas looks for the weak points and strengths in how you work through each stage.

1. **Observe.** What do you notice, and what do you miss?
2. **Orient.** What do you weigh when you size up a situation?
3. **Decide.** How do you reach the decision?
4. **Act.** How well does the decision stick?

30% plan	70% response to how you are thinking that day

Thomas knows your style before the bell. The rest he adapts to what you bring.

Next Step

A question to bring to the first conversation:

"What are you currently thinking about that you cannot really think through with anyone inside the company?"

DIRECT ENQUIRY
hello@thinkwaredesign.com
thinkwaredesign.com

Start a confidential conversation with Thomas Bothe about CEO Sparring. There is no financial obligation.

Feature Profile

Six scales describe how CEO Sparring is set up: why, how and with what results. Each runs between two poles, numbered 5 to 2 towards each pole, with a single 1 at the centre; there is no zero. Filled cells show where the intervention sits; each group carries its own colour.

Why

Aim

Whether the intervention sets out to build a skill or to inspire. The band sits evenly between skill and inspiration.



Area of usefulness

Where what you take away is meant to be used. The band leans towards professional life, with some reach into private life.



How

Where we go into detail

Whose part the intervention looks at closely. The band stays with your own responsibility.



Method

How the intervention works with you: mentoring alongside you, or training. The band stays with mentoring.



Results

Learning

Depth of understanding or breadth of knowledge. The band leans towards depth of understanding, with some reach into breadth of knowledge.



Confidence

The kind of confidence the intervention aims for. The band stays with presence.

