Thinkware Horizon

For years you optimise, head down, and it works.
Then you look up and ask where the company is going.

A strategic engagement for a CEO and core management team whose way of winning has stopped working. Together you design the thinking that finds the new direction, and the company owns it.

LENGTH
4–6 weeks

AUDIENCE
CEO and core management team

SETTING
Hybrid: in-person sessions and remote work

Choosing a New Direction

Thomas facilitates the creative effort; he does not bring the answer. The thinking tools have to feel natural to the people in the room, because the company keeps using them after he leaves.

How a Company Reaches the Horizon

- **Head down.** The business runs well. Like a cyclist on a good road, you optimise and get a little faster every year.
- **A noise ahead.** A market signal, an unforeseen situation, a business that is getting old. Something makes you look up.
- **The horizon.** Your gaze rises and you see that you could ride somewhere else entirely. Now you have to decide which direction to take. Thinkware Horizon starts here.

The Strategy Is Yours

The old circuses maximised what they already had, and it pushed them out of business. The better your way of winning worked in the past, the harder you find it to let go. With Tuning you own the result. With Horizon you own the design of the thinking too.

How the Work Runs

1. **A talk with the CEO.** One or two hours. What has worked in the past, what no longer works, and the signal that told you to look up.
2. **The team in one room.** Thomas asks the same questions again in the first session. Everyone speaks, everyone listens, nobody talks too long.
3. **One thinkware tool.** Thomas takes the dominant idea and puts it into a tool that suits it: Six Thinking Hats, a SWOT analysis, or a written brainstorming method.

When an idea is already on the table. You get to an alternative strategy fast, then assess its risks and opportunities.

When nobody can see where to go. The open path: generating ideas from nothing, and helping people stop wanting to repair what broke.

Next Step

A question to bring to the first conversation:

“What signal made you look up and question where the company is heading?”

DIRECT ENQUIRY
hello@thinkwaredesign.com
thinkwaredesign.com

Start a confidential conversation with Thomas Bothe about Thinkware Horizon. There is no financial obligation.

Feature Profile

Six scales describe how Thinkware Horizon 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 leans towards inspiration, with some reach into skill.



Area of usefulness

Where what you take away is meant to be used. The band stays with professional life.



How

Where we go into detail

Whose part the intervention looks at closely. The band leans towards your own responsibility, with some reach into other people's responsibility.



Method

How the intervention works with you: mentoring alongside you, or training. The band leans towards mentoring, with some reach into training.



Results

Learning

Depth of understanding or breadth of knowledge. The band sits evenly between depth of understanding and breadth of knowledge.



Confidence

The kind of confidence the intervention aims for. The band leans towards presence, with some reach into presumption.

