

KICKOFF INSIGHT LABS

MAKING LEADERS, TEAMS, AND
BUSINESSES IRREPLACEABLE



Clarity. Momentum.
Human Advantage.

Choose from workshop bundles



www.magnet-labs.com

Full Day Workshop

01

Choose From Themed Bundles which can also be customized experiences (6–7 hours).

Best for: annual kickoffs, transformation initiatives, strategy launches

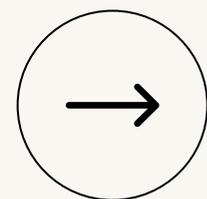
Option A: The Strategy That Lands (Inside-Out + Execution Day)

Purpose: align strategy, message, and execution momentum

Pre-work (optional): Magnet Labs attends/observes kickoff meeting OR pre-read strategy narrative

Full-day flow:

1. Inside-Out Strategic Perspective™ (real-time perception + friction points)
2. Customer Signal vs Noise™ (make the market real, fast)
3. Strategic Focus Under Pressure™ (commit to priorities + “no list”)
4. Execution Commitments (owners + timelines + metrics)
5. End-of-day outcomes:
 - strategy clarity + messaging adjustments
 - priority stack + decision listexecution scorecard starter (simple + usable)



www.magnet-labs.com

01

Full Day Workshop

Choose From Themed Bundles which can also be customized Experiences (6–7 hours).

Option B: Build the Team That Wins in the Age of AI

Purpose: protect human advantage, boost agility, strengthen culture

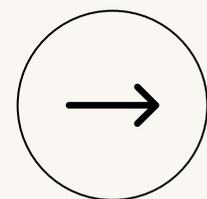
1. Human Advantage in an AI World™
2. Train Your Tolerance for Ambiguity™
3. Micro-Compassion in Action™
4. Creative Collaboration™
5. End-of-day outcomes:
 - human capability commitments
 - burnout-risk reduction actions
 - team collaboration system + momentum plan



Option C: The Product + Services Alignment Summit

Purpose: align teams delivering value across the full customer experience

1. Customer Signal vs Noise™
2. Creative Tension for Better Products™
3. Creative Collaboration™
4. Strategic Focus Under Pressure™
5. End-of-day outcomes:
 - shared customer narrative
 - alignment on tradeoffs
 - 2–3 cross-functional actions with owners



Half Day Sessions

02

1) BETTER COLLABORATION

Build trust, alignment, and shared momentum—fast.

Best for: newly formed teams, new-year kickoffs, leadership transitions, strategy shifts.

Primary outcome: stronger collaboration without chaos, conflict, or wasted meetings under pressure.

Icebreaker (15 min): “How We Work Best”

- Each participant answers and group shares list.
- One collaboration behavior that helps them do their best work
- One behavior that quietly drains energy or trust

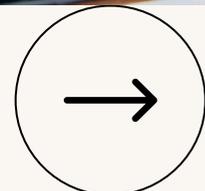
Workshop 1: Micro-Compassion in Action™ (75 min).

Focus: trust, psychological safety, and performance under pressure

Teams practice:

- Naming reality without defensiveness
- Using micro-language that lowers threat and increases accountability
- Handling tension and mistakes without eroding standards.

Outcome: teams learn how to correct, challenge, and support each other in real time.



Half Day Sessions

02

1) BETTER COLLABORATION (cont)

Workshop 2: Creative Collaboration™ (75 min)

Focus: building better ideas together. Teams:

- Practice structured co-creation
- Replace debate with constructive building
- Move from ideas to action with owners and next steps

Outcome: collaboration that produces results not more meetings.

Wrap-Up (30 min): Collaboration Commitments

- Define 3 collaboration behaviors to protect
- Name 1 habit to stop
- Each person commits to one action they'll practice immediately

Takeaway: a shared collaboration agreement the team can reinforce.

2) SIMPLIFICATION FOR BETTER OUTCOMES

Cut through noise, reduce overload, and move the right work forward.

Best for: overloaded teams, post-growth chaos, mid-year resets

Primary outcome: clarity, focus, and faster execution

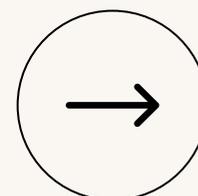
Icebreaker (15 min): "What's Stealing Our Time?" Prompt:

- One task, decision, or process that consumes energy without delivering value
- Patterns are grouped visually. Purpose: makes overload visible and shared.

Workshop 1: Decision Detox™ (75 min)

Focus: **eliminate decision clutter.** Teams:

- Map active decisions
- Apply impact / reversibility / cost filters
- Decide what to advance, pause, or eliminate



Outcome: fewer open loops, clearer ownership, and restored momentum.

Half Day Sessions

2) SIMPLIFICATION FOR BETTER OUTCOMES

02

Workshop 2: Strategic Focus Under Pressure™ (75 min)

Focus: protect priorities when urgency is high

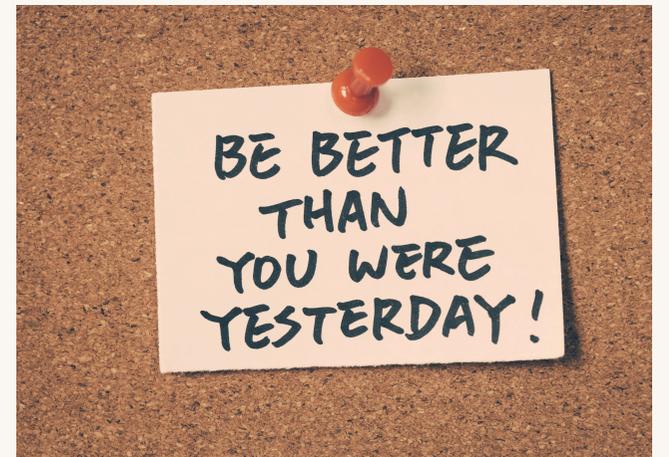
Teams:

- Create a Must-Win focus
- Define a 30-day “No List”
- Align metrics and owners

Outcome: less reactive work, more meaningful progress.

Wrap-Up (30 min): Focus Lock-In

- Finalize top 3 priorities
- Confirm what will not be worked on
- Define weekly signals of progress



Takeaway: a simple, usable execution map—not another deck.

3) INNOVATION & AGILITY

Create what's next—without losing clarity or control.

Best for: product teams, service innovation, growth initiatives, AI-driven change

Primary outcome: smarter experimentation, better decisions, faster learning.

Icebreaker (15 min): “What’s Changing Faster Than We’re Comfortable With?”

Each participant names one shift impacting their work:

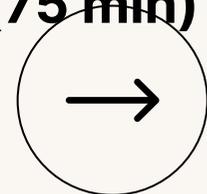
- customer expectations
- technology
- market dynamics
- internal complexity

Purpose: normalizes uncertainty and primes adaptive thinking.

Workshop 1: Train Your Tolerance for Ambiguity™ (75 min)

Focus: confidence in uncertainty. **Teams:**

- Separate controllable, learnable, and uncontrollable factors
- Define small experiments instead of waiting for certainty
- Identify signals that guide next moves.



Outcome: less paralysis, more intelligent action.

Select One Workshop for a Team Meeting or work with us to build your own day.



Insight Lab	Short Description
Building a Conscious Legacy™	Aligns intrinsic values to daily leadership behaviors and long-term motivation—helping teams reconnect to purpose, protect what matters most, and build a culture people want to belong to.
Building Your Narrative™	Creates a clear, repeatable product or service story using a simple narrative spine—so teams speak with one voice, customers feel the value instantly, and execution speeds up through shared clarity.
Creative Collaboration™	A structured co-creation sprint that helps teams generate better ideas quickly, build instead of debate, and leave with real next steps, owners, and proof-of-value signals.
Creative Tension for Better Products™	Transforms disagreement into a design tool by mapping strategic tradeoffs (speed vs quality, innovation vs reliability) and turning tension into shared principles that drive smarter product
Customer Signal vs Noise™	A focused workshop that separates real customer insight from loud distractions, helping teams prioritize what truly matters, define what to test next, and stop chasing trends that dilute results.
Decision Detox™	A fast clarity reset that helps teams map active decisions, cut the clutter, and advance one high-impact choice with a concrete next step—so momentum replaces overload.
Energy Mapping™	Reveals where team energy is being spent—and wasted—so leaders can protect high-impact work, redesign draining workflows, and build sustainable momentum without burning people out.
Human Advantage in an AI World™	A sharp recalibration for teams navigating AI acceleration, clarifying what should be automated, what must stay human-led, and what becomes your organization’s real differentiator.
Inside Out Strategic Perspective™	An observation-based insight lab where Magnet Labs experiences your strategy the way customers, partners, and employees will—then reflects back what’s landing, what’s unclear, and where intention and perception diverge. The result is sharper messaging, stronger alignment, and early course-correction before misst
Micro-Compassion in Action™	A high-impact practice lab that teaches leaders and teams how to create trust in small moments—using compassionate language that strengthens performance, accountability, and
Ownership Architecture™	In most teams, people think ownership is clear... until execution begins. The biggest speed-killers aren't talent issues — they're ownership fog This workshop will focus on 1-3 outcomes and deliver a Directly Responsible Individual as well as rules to keep forward progress on key initiatives.
Power of Presence™	Strengthens leadership signal under pressure by building clarity, stability, and connection—so people communicate with credibility, handle conflict better, and lead meetings that actually move
Solve For Yes™	Teams stop defaulting to “no / not yet / can’t” and start generating viable “yes paths” with clear next steps.
Strategic Focus Under Pressure™	Helps teams stop reacting and start prioritizing by creating a clear “Must Win” focus, defining what to pause for the next 30 days, and aligning execution around measurable outcomes.
Train Your Tolerance for Ambiguity™	Builds confidence in uncertainty by separating what’s controllable, learnable, and uncontrollable—then turning ambiguity into practical action steps, signals, and short experiments.