



Kickoff-Ready Insight Labs™ *Workshops Designed for Momentum, Not Motivation Theater*

The Problem with Most Kickoffs, They inspire—for about 48 hours. Then reality sets in. Decisions stall. Energy diffuses. Teams revert to old patterns. Kickoffs shouldn't just energize people. They should change how people think, decide, and act.



Our Approach

Magnet Labs delivers Insight Labs. These short, high-impact, neuroscience-backed workshops are designed specifically for product and services organizations. Each session is:

- Highly interactive
- Immediately applicable
- Built to strengthen human capabilities AI cannot replace

Perfect for:

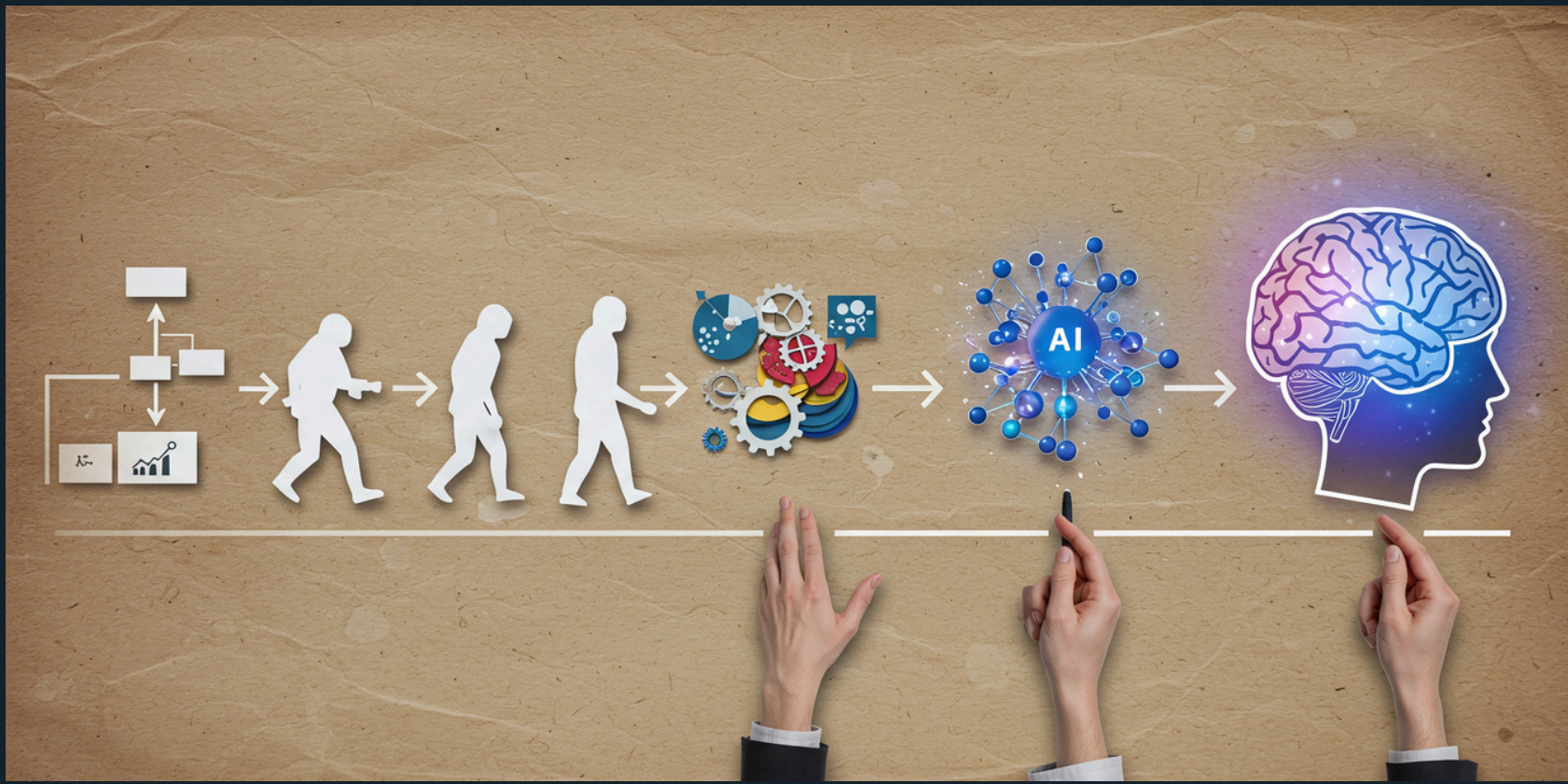
- Company kickoffs
- Leadership offsites
- Product launches
- Market expansion moments

What Leaders Get

- A kickoff that feels purposeful, not performative.
- Teams aligned around:
 - Better decisions
 - Cleaner priorities
 - Shared responsibility for impact
- A common framework leaders **can reinforce long after the event ends.**



www.magnet-labs.com



Think Better. Lead
Braver. Move Faster.

Here is a sample from more than 20 workshop activities that are available to help you build skills, create impact that persist long after the offsite is over. These Insight Labs can be 30 to 90 minutes in length depending on group size.

Decision Detox™

Cut Through Overload.
Move Forward with Clarity.

Customer Signal Vs. Noise™

Distinguish real customer insight from
data distraction

Train Your Tolerance for

Ambiguity™

Build steadiness when the
path isn't clear,

Energy Mapping™

Identify where teams lose momentum—and
how to redirect it.

Creative Tension for

Better Products™

Use friction productively instead
of avoiding it. .

Micro-Compassion i

n Action™

For leaders who want kindness in the
culture without losing standards.

Human Advantage in

an AI World ™

Recenter teams on judgment, creativity, and
meaning—not tools.

Strategic Focus

Under Pressure ™

Maintain clarity when speed and stakes
are high.

Creative Collaboration™

Create together without chaos, ego, or
endless meetings

Why Magnet Labs

We design experiences for organizations that want to:

- Think more clearly. Build stronger human capability. Lead with intention in an AI-accelerated world.

These Insight Labs don't just open meetings. They open minds—and change trajectories.

To discuss your offsite or team meeting, schedule an introductory call at cal.com/czmuda.