

PARIS · 17–19 JUNE 2026 · 3 DAYS

Think Wrong: Activator Intensive.

Think Wrong is the discipline for discovering and developing value-building opportunities—through four specific capabilities applied to the live organisational challenge you bring to the room. Three days. Your own AI deployment, growth bet, market entry, or transformation initiative. Your capability to keep.

FORMAT	CAPACITY	FEE	LANGUAGE	CREDENTIAL
3 Days Immersive	Capped at 24	€4,250	English	Certified Serious Capital Activator™

FOUR CAPABILITIES · THREE DAYS

What goes home with you.

01 Frame the right challenge before solutions take hold.

The Deflection Point practice. The question before any capital commits is not "what should we build?"—it is "are we solving the actual problem?"

02 Distinguish what your organisation knows from what it believes.

The Certainty Map and PAK classification—Presumptions, Assumptions, Knowledge—as a rigorous instrument for any governance context.

03 Identify which assumptions would change a CFO-level decision.

The Super Vital Assumption discipline. Sequence evidence-gathering to resolve the highest-risk unknowns before capital commits at scale.

04 Design the smallest credible test before capital commits.

Evidence before investment. Learning before scale. The week ends with a small bet designed for your own live challenge, executable within thirty days of returning.

WHO SHOULD ATTEND

For the leader ready to work on a real challenge.

- You lead or own a significant capital commitment and want the rigorous discipline for testing the assumptions it rests on.
- You are ready to submit a live challenge brief before you arrive—and to work on it with the same intensity you would bring to the decision itself.
- You want the credential—Certified Serious Capital Activator™—and the facilitation capability to run this with your own team.
- You want the full Think Wrong methodology applied directly to your own live decision, without the field-based industry context.
- You are prepared to think wrong on behalf of your CFO or CEO—surfacing untested assumptions and bringing back evidence rather than optimism.

WHAT YOU RECEIVE

Certified Serious Capital Activator™ credential · your own challenge's tested assumption map · designed small bet · transfer plan for your team · Conversation Canvas · Next Lab Professional (1-year, €999 value) · *Think Wrong: How to Conquer the Status Quo and Do Work That Matters*—third printing, 2025. Published in English, Spanish, and Arabic.

THE ESCALATION QUESTION · DAY 3

"Of the assumptions we surfaced this week—which ones, if they turned out to be wrong, would change a capital allocation decision that only your CFO or CEO can authorise?"