

PARIS, FRANCE · SPRING 2027 · 4.5 DAYS

Think Wrong About the Arts.

A 4.5-day Capital Activator Intensive™ in Paris. Think Wrong is the discipline for identifying and developing capital-building opportunities. The arts are not the point—they are the laboratory: an industry at a visible Deflection Point, where the AI deployments, growth bets, market entries, and transformation initiatives you are navigating at home appear in forms unusually legible to an outsider. The capability built in Paris transfers directly home.

LOCATION	FORMAT	CAPACITY	FEE	LANGUAGE	CREDENTIAL
Paris, France	4.5 days	20 seats	€4,250 / seat	English	Certified Capital Activator™

FOUR CAPABILITIES · THE FULL ARC

- 01 Identify** the capital-building opportunities. Reframe past the obvious answer with the Deflection Point; name which of the six forms of capital each move builds.
- 02 Imagine** and develop the solutions. Generate widely, converge deliberately, and make the strongest option tangible enough to react to.
- 03 Test** what you believe before you commit. Certainty Map and PAK; isolate the Super Vital Assumption; design the smallest credible Small Bet.
- 04 Align** the people who must deliver. Map who acts, decides, and can block; name the owner and the trade; convert assent into a dated commitment.

WHAT YOU LEAVE WITH

A Capital-Building Opportunity Portfolio—moves you could not see before Monday, each mapped to the capital it builds and scored for impact.

A completed My Capital Canvas—your own Capital Canvas™, marked with the live challenge you own and the Small Bets you designed.

A set of Super Vital Assumptions—the beliefs that, if wrong, change a capital allocation decision only your CFO or CEO can authorize.

A Certified Capital Activator™ (Level 0)—the credential and the trained capability to run Think Wrong inside your own organization.

WHAT COMES NEXT · THE LADDER

LEVEL 0 · THIS WEEK

Certified Capital Activator™

Surface assumptions, classify them against evidence, design small credible tests before capital commits.

ORGANIZATIONAL ENTRY

Growth Gap Diagnostic™

The escalation question, systematically. From \$125,000 depending on scale.

LEVEL 1

Serious Capital Architect™

Earned through the Capital Architects Program™. Design the governance system across all six capital domains.

THE ESCALATION QUESTION · VERBATIM

“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 authorize?”