

AIX-EN-PROVENCE, FRANCE · 12-16 OCTOBER 2026 · 4.5 DAYS

Think Wrong About Wine.

Think Wrong is the discipline for discovering and developing value-building opportunities—through four specific capabilities that transfer directly to the AI deployments, growth bets, market entries, and transformation initiatives you are navigating when you return.

FORMAT	CAPACITY	FEE	LANGUAGE	CREDENTIAL
4.5 Days Immersive	Capped at 20	€4,250	English / French	Certified Serious Capital Activator™

FOUR CAPABILITIES · ONE WEEK

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 who sees what the category cannot.

- You cannot accept the predictable path—and you want a structured discipline that makes the alternative survivable inside an organisation that rewards confidence.
- You lead or own a growth initiative where the assumptions underneath it have never been tested against the possibility of being wrong.
- You want to develop the capability to run assumption-surfacing practice inside your own organisation, not just attend a programme.
- You are ready to work on a genuinely uncertain challenge with real stakeholders—not a case study or simulation.
- You want to experience Think Wrong in a European context, with partners who have applied it inside aerospace and enterprise leadership at scale.

WHAT YOU RECEIVE

Certified Serious Capital Activator™ credential · Capital-Building Opportunity Portfolio · Super Vital Assumption Map · designed small bets · 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 4

"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?"