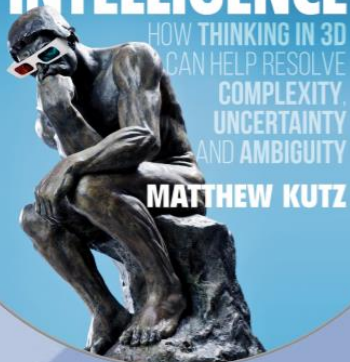


Innovative Education for High Performing Leaders

Propel yourself and your organization to a higher level of performance.

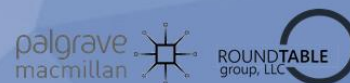


## CONTEXTUAL INTELLIGENCE



HOW THINKING IN 3D  
CAN HELP RESOLVE  
COMPLEXITY,  
UNCERTAINTY  
AND AMBIGUITY

MATTHEW KUTZ



CI is an all-encompassing approach to critically needed leadership practice in today's organizations.

**Dr. Lillian B. Schumacher**  
President, Tiffin University

# Contextual Intelligence Workshop™

with Dr. Matthew Kutz

# The Nuts and Bolts

*A pilot must of necessity pay attention to the seasons, the heavens, the stars, the winds and everything proper to the craft if he is really to master the ship. - Plato*



## Why do you need this workshop?

**Contextual Intelligence facilitates adaptive and responsive leadership!** Organizations and their people are experiencing an unprecedented pace of change. Everyone must navigate and adapt to constantly changing environments. This reality requires a new understanding of leadership, one that includes flexibility, adaptation, and resilience.

Effective leadership can be elusive, but no one can afford its absence. Today's top performers must work across boundaries to collaborate and diagnose their environments accurately.

The **Contextual Intelligence Workshop™** offers a framework where the individual and organization can effectively navigate the volatility, complexity and ambiguity of their environment. By taking an in-depth look at the factors that make up the local **context** and interpreting the implications accurately we can have a clearer understanding of how **contextual intelligence** improves performance.

- **Context** is the integrated (woven together) elements in every situation; it is the pattern of attitudes, experiences, and behaviors that create a unique environment.
- **Intelligence** is the recognition of what is needed and valued in a specific situation and then appropriately responding to that need or value.

### Workshop Details

- Single or multiple day formats
- Typically 9 contact hours (can be modified)
- Accommodates various group sizes

Understood together **contextual intelligence** is the ability to diagnose and describe the patterns of interrelated artifacts followed by an intentional adjustment of behavior in order to acquire or maintain influence.

**This workshop is about learning to think in a way that accelerates the development of Contextual Intelligence.**

# Workshop Objectives



The **Contextual Intelligence Workshop™** is designed to help participants think holistically about their experiences and biases; and describes how **context** (in all its facets) is a major determinant of leadership behavior.

Too often leadership becomes a passive process based on outdated models or misunderstood experiences. The goal of this workshop is to help participants understand leadership from the perspective of a context rich and fluid environment, and offers a framework to understand and organize the complexity and speed at which information is evaluated.

## What you will learn.

1. Learn how and why contextual intelligence is a vital piece to successful performance in volatile and uncertain marketplaces.
2. Learn the three elements of 3D Thinking™ (Hindsight, Insight, and Foresight) and how they create new avenues of thinking and assessment.
3. Learn the 12 behaviors of Contextually Intelligent people.
4. Learn the major obstacles people face that keep them from contextual intelligence.
5. Learn how to satisfy diverse stakeholder groups and master the change process.
6. Learn actions steps for immediate implementation of CI behaviors.

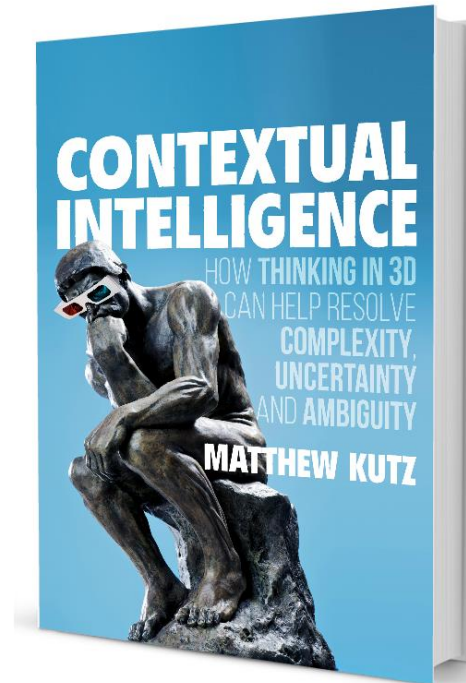






# 2013 Leadership Book Award Honoree for Innovation and Cutting-Edge Perspective!

## Workshop Content is based on Matt's Award-winning Leadership Book!



One part leadership “bible,” two parts executive workbook, *Contextual Intelligence* is a necessary tool in every manager’s arsenal. Matthew Kutz is a brilliant student of leadership and management and knows what works effectively in these arenas. Brilliant.

**Marshall Goldsmith, Ph.D.**

Thinkers50 Award Winner (by Harvard Business Review) for Most-Influential Leadership Thinker in the World; Author of *New York Times* bestsellers, *MOJO* and *What Got You Here Won't Get You There*



Dr. Kutz provides a working model for increased influence and practical decision making in any environment. Learn to leverage constantly changing environments and effectively navigate and influence our complex, multi-dimensional world.

**H.G. Strickland**

CEO | President, ConX2Share, Inc.



This contextual intelligence (CI) model takes leadership to a new level. CI is an all-encompassing approach to critically needed leadership practice in today’s organizations. It is a must read and belongs on every leader’s bookshelf!

**Dr. Lillian B. Schumacher**

President, Tiffin University



If you are ready to go beyond the conventional leadership mantras and gain practical and powerful insights that work in the real world of organizations, this is the book to read.

**Bobby Hill, Ed.D.**

Assistant Professor, Regent University



Matt is a present day leader ... The 12 competencies identified by Matt are goal posts for us all to aspire to if we are truly to be leaders of influence. I would recommend Matt’s work as a core text for any leadership program.

**Dr. Anita Bamford-Wade**

Chief of Nursing; Gold Coast University Hospital



Dr. Kutz is an amazing speaker, writer, and thought leader. Matt has the ability to help you break the bonds that hold you back. His book on Contextual Intelligence and 3D Thinking is

# General Workshop Outline (can be modified)

## Contextual Intelligence Primer

Explains the theoretical framework, key descriptions, and concept behind Kutz's Contextual Intelligence Model™.

### Key talk points:

- Where did contextual intelligence come from?
- What are the major elements of the contextual intelligence model?
- What differentiates the Contextual Intelligence Model™?
- How does CI enhance leadership?

## Non-Newtonian Reality: Embracing Complexity

Explains the key differences between complexity and complication. Describes how the contemporary business landscape is complex and not necessarily complicated. Describes how adopting a complexity-based view is more relevant to solving problems in today's integrated global marketplace.

### Key talk points:

- What is complexity?
- How does complexity differ from complication?
- What is VUCA?
- How can we take advantage of chaos?

## Synchronicity: Reframing Experience

Describes how we make meaning out of different or even unrelated experiences. Explains how you can use experiences that appear to be unrelated or irrelevant to enhance your ability to make sense of new or novel situations.

### Key talk points:

- How can I organize and remember my experiences?
- Why do I compartmentalize memories?
- How are my experiences helping (or hurting) me?
- Breaking out of organizational silos?

## Tacit Knowledge: Leveraging Intuition

Explains the nature of how we come to know (or believe) things. Gives meaningful insight on how to isolate and identify knowledge formation and casts a new light on the role of experience and intuition.

### Key talk points:

- How is tacit knowledge different from explicit knowledge?
- What is a tacit moment and intuition?
- Can intuition help me make better decisions?

## 3D Thinking: Leveraging Time Orientation

Discusses the convergence of the three time orientations of past, present, and future. Explains how using all three time orientations can be used to think holistically and accurately assess context.

### Key talk points:

- What is hindsight and its relationship to synchronicity?
- What is insight and its relationship to tacit knowledge?
- What is foresight and its relationship to complexity?

## 12 Behaviors of Contextually Intelligent People

Identifies and describes the 12 empirically-based contextual intelligence behaviors. Describes how the 12 behaviors are organized into the three time orientations and offers suggestions on how to develop individual behaviors.

### Key talk points:

- What are the 12 behaviors?
- How can I develop the 12 behaviors?

**Includes taking the CIPProfile™**

## CI Actions Steps

Describes in detail the dominant obstacles to practicing contextual intelligence. Identifies the solutions to those obstacles and outlines specific action items to help implement contextual intelligence.

### Key talk points:

- What are the obstacles to contextual intelligence?
- How can we overcome the obstacles?
- What action steps can we implement to begin practicing contextual intelligence today?

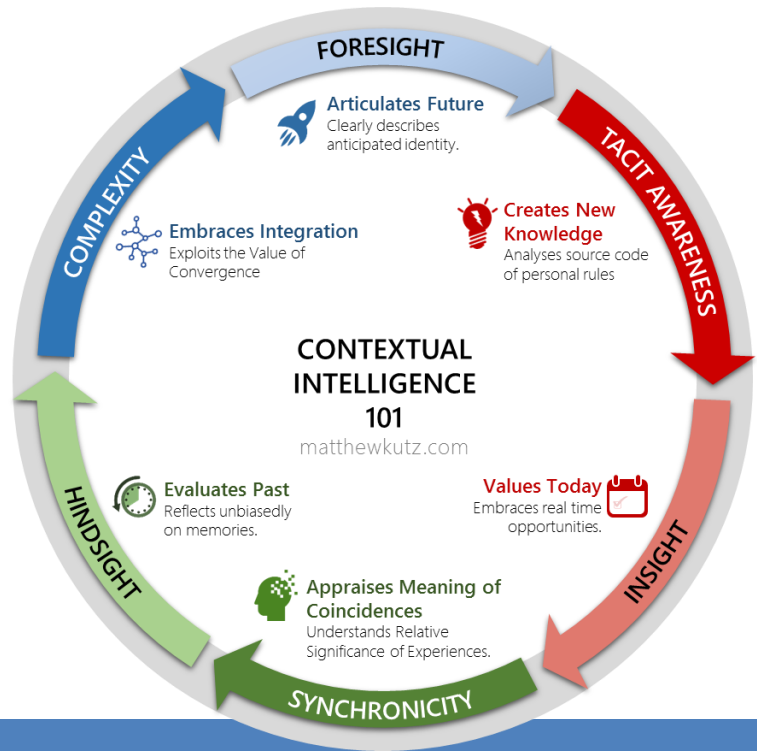
## Other Critical Talking Points

- How can I best make use of the results from Contextual Intelligence Profile™?
- How is CI related to leadership?
- How can I diagnose my individual contextual intelligence as well as my group or organization's contextual intelligence?
- How does contextual intelligence facilitate organizational performance and leadership?
- How can contextual intelligence fit within the organizational culture of my organization?

# Contextual Intelligence Circumplex™

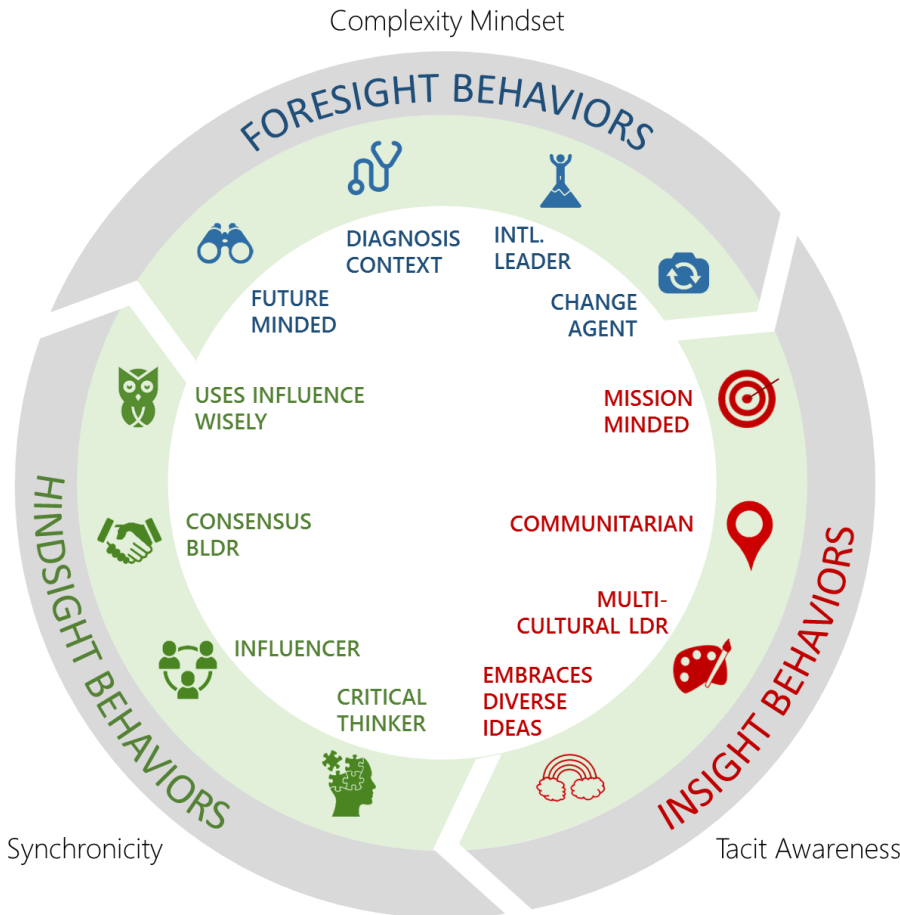
The **Contextual Intelligence Model™** delineates 12 specific behaviors (below) that center around the need to embrace complexity, profit from experience, and identify sources of tacit knowledge (right).

The 12 behaviors are organized within a convenient **3D Thinking Framework™** (hindsight, insight, and foresight) and when practiced effectively one's performance is better able to keep pace with rapid and unexpected change.



**[Louis] Pasteur reminds us that “in the field of observation, chance favors only the prepared mind.” Such preparation requires contextual intelligence.\***

**W. “Chip” Souba, M.D., DSc., MBA**  
Dean, Dartmouth Medical School



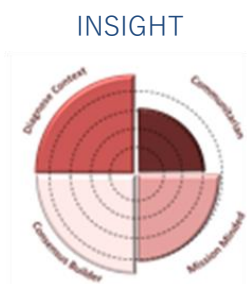
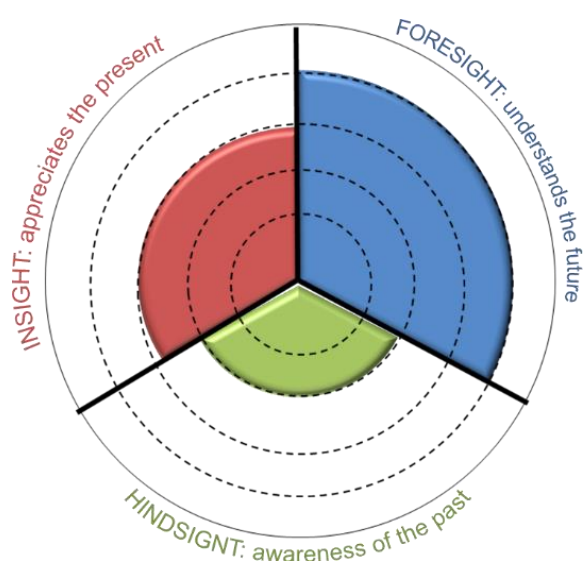
Developing Contextual Intelligence can help you diagnose your environment so that you can exercise influence in multiple contexts and helps one adapt to uncertainty and ambiguity.

\*Adapted quote from *Journal of Biomedical Discovery and Collaboration*, 2011:6; p. 61. (not a direct endorsement)

# CONTEXTUAL INTELLIGENCE CAN BE MEASURED

The **Contextual Intelligence Profile™** helps you visually see your overall Contextual Intelligence, 3D Thinking level, and how each of the CI behaviors contribute to your 3D time orientations.

These graphs are valuable resources in the development of your Contextual Intelligence learning plan. They provide valuable insight on where to begin and what to focus on to increase your Contextual Intelligence.



## DO YOU THINK IN 360 DEGREES? IF NOT... YOU CAN!

The **Contextual Intelligence Profile™** is a way to inventory the behaviors contextually intelligent people demonstrate; as well as assess how those behaviors converge into your 3D Thinking Framework (hindsight, insight, and foresight).

The **CIPProfile™** is a multi-rater assessment that consists of 48 self-rated questions and an optional 15 peer-rated questions (can be distributed to up to 5 peers) designed to evaluate your current level of Contextual Intelligence.



**TEDx**



To find out more about what Contextual Intelligence is watch this TEDx talk by Dr. Kutz (runtime 15.12) The video also available at [www.matthewkutz.com](http://www.matthewkutz.com)



# Former Clients & Collaborators

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ADVANCED BIOLOGICAL MARKETING  
Global agricultural company

world relief™  
Global humanitarian relief organization

**airtel**  
3<sup>rd</sup> largest telecom company in the world

**P&G**  
Fortune 25 global consumer goods company

**MERCYHEALTH**  
&  
**Cleveland Clinic**  
National and Regional healthcare providers

**Gold Coast Health**  
Queensland Government  
**Griffith UNIVERSITY**  
Queensland, Australia

**M**  
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Simply Smarter Care



lsi  
Line Systems, Inc.

TEDx

PROMEDICA HYLANT

Telesystem BGSU

SUPPLEMENTAL STARTING

CODE CITY





About  
Dr. Kutz

**“Matthew is a brilliant student of leadership and management and knows what works effectively in these arenas.”**

**Marshall Goldsmith**

Thinkers50 Award Winner Most-Influential Leadership Thinker in the World; Author of multiple *New York Times* bestsellers

**“Matt has significant insight into how organizations work!”**

**Dr. Anita Bamford-Wade**

Chief of Nursing, Gold Coast Health, Queensland, Australia

**Matthew R. Kutz** (Ph.D. in Global Leadership) conceptualized the Contextual Intelligence Model™, created the Contextual Intelligence Workshop™ and developed and validated the Contextual Intelligence Profile™. He is an award-winning professor, award winning author, TEDx speaker, International Scholar, and Fulbright Scholar. He is passionate about helping others achieve high-level leadership and outstanding organizational performance. He is an Associate Professor in the College of Education and Human Development at Bowling Green State University in Ohio, USA. His teaching, research, and leadership development interests are in reaching the highest levels of organizational and personal performance and facilitating all facets of leadership and change initiatives.

Matt has been the recipient of several awards including, outstanding faculty research and scholarship, faculty service and service-learning awards, teaching awards, outstanding alumni awards, and multiple Who's Who awards. His book, **Contextual Intelligence: Using 3D Thinking to Help Resolve Complexity, Uncertainty, and Ambiguity** was honored for Innovation and Cutting-Edge Perspective by the 2013 Leadership Book Awards. He is also the author of a three other widely used textbook and books on leadership and management. In addition to his books, textbooks, and chapters he has published dozens of articles and papers in several academic and professional journals and serves as a journal editor for two academic journals.

Matt is active in leadership consulting and corporate leadership development with clients from multinational, Fortune 500, NGO's, and grassroots organizations including: ProMedica Health Systems, Procter & Gamble, Marathon Petroleum Company, Toledo Public Schools, Advanced Biological Marketing, Inc., Airtel Ltd, and World Relief. Matt also served as a Fulbright Scholar to the University of Rwanda, and has worked and lectured in a dozen different countries around the world on Contextual Intelligence and leadership. Matt earned his B.A. from Anderson University, two graduate degrees (M.S. & M.Ed.) from the University of Toledo, and his Ph.D. in Global Leadership with a specialization in Organizational and Corporate Management from Lynn University in southern Florida.

With expertise in human performance (Certified Athletic Trainer and Certified Strength and Conditioning Specialist), Matt leverages his experience with elite athletes to bring practical and real insight to his leadership development programs. Matt has spent two decades working with elite athletes and top performers around the globe, including: Olympic athletes at the United States Olympic Training Center in Colorado Springs, head athletic trainer with USA Track & Field's international competitions in Balneário Camboriú, Brazil and Seoul, South Korea, and served as a consultant to the Honduran Olympic Committee and Rwandan National Olympic and Sport Committee. In addition to that, he serves on the leadership team at Foundation Stone Christian Church in Northwood, Ohio and is married to his best friend and love of his life Angie (Dunn); together they have two sons Nathan, and Jonathan, and live in Northwest Ohio.

## Connecting with Matt...



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[@DrMattKutz](https://twitter.com/DrMattKutz)



[www.matthewkutz.com](http://www.matthewkutz.com)



[www.linkedin.com/in/drmattkutz](http://www.linkedin.com/in/drmattkutz)

## a personal note

People are your organizations greatest asset; and leadership is an individual's greatest asset! I can help your organization improve its success (however you measure it) by helping you equip your people to lead well! Here are a few reasons why I believe I can help you and the people in your organization become better leaders...

- ◆ **Experience!** I have worked with 1000's of individuals around the world and with small local businesses and mega multinational corporations.
- ◆ **Engagement!** I can connect with a large range of audiences from experienced senior executives to novices.
- ◆ **Critical Thinking!** I use real life anecdotes that connect people's experiences to leadership ideas.
- ◆ **Authenticity!** I don't offer canned speeches I develop and deliver my own material. While I have a consistent theme each workshop and presentation are tailored to your needs.
- ◆ **Connection!** I don't lecture (although I can). I give interactive, thought provoking insights based on real life experience and the best available evidence.
- ◆ **Passion!** I have a day job that I love (tenured professor)! I want to help you succeed because I love the process of leadership development.

I look forward to meeting you!

A handwritten signature in white ink that reads "Matt Kutz".