
ZEITGUIDE PREMIER

Suggested Course List

HOW TO BECOME A DIGITAL BEAST

You are already a beast. But to compete with other kings and queens of the jungle, you need to keep your digital chops nimble and current. Make no mistake: Digital continues to transform the business and cultural landscape at twitch speed. We'll develop a customized course that decodes the constantly evolving tech lexicon (cryptocurrency, metadata, blockchain) and breaks down complex issues (AI, voice, IOT) to keep you ahead of the pack.

ON TOP OF GLOBAL TRENDS: WHERE DO YOU FIT IN?

You're on a plane to Malaysia to launch a new store, but you're unsure of the local market trends. You need to understand why your movie flopped in China. You're hearing about exciting new business opportunities in Mexico, India or Nigeria, but want to know more. This course will get up to speed on the ins-and-outs of any destination and help you contemplate where you fit (and can prosper) in the ever-evolving global jigsaw puzzle.

THE DIGITAL CONSUMER: HOW TO KNOW, FIND AND KEEP THEM

Consumers today have more choices than ever. But countless options can lead to content overload and, ultimately, decision paralysis. Today's top companies succeed by simplifying things for the consumer by using data yielded through a direct, digital relationship. These businesses possess granular insights on their individual consumers that go beyond the traditional segments of demographics or generations. Learn what your peers are doing, and ensure that the consumer's experience is at the center of your every business move.

WORKPLACE (R)EVOLUTION

A constantly-changing world also means a shifting culture on the inside too. How do you create a more agile, forward-thinking workplace that keeps up with today's rapid pace? How do you retain top talent and create a more inclusive environment? Companies today are redefining job titles, workspace design and decision-making hierarchies as they reformulate the work-life balance equation. And they're looking to prepare all their employees with the skills of tomorrow. This course is designed to ensure that you continue to be the top destination for today's premier talent.

HITS & MISSES

Why do some of our products and platforms succeed? And why do others fail? A hit—whether it’s a movie, toy or jet engine—resonates not only through its creators’ genius, but because it dovetails with the public’s collective consciousness. And then there’s all the new technology that improves sniper-shot targeting to our customers. Our job here will be to analyze the reasons behind the strategies, services and products that are able to break through the clutter.

ASK US ANYTHING

Having a competitive edge means knowing information others don’t possess—and knowing how to use it. What have you, personally, always wanted to learn, but kept on the back burner? Which ideas have you dreamed of putting to the test? Is now the time to explore other industry verticals? Philanthropic opportunities? Architects for your new headquarters? Mindfulness meditation? Need a crash course on deciphering Game of Thrones and why all your employees can’t stop talking about it? We’ll design a tailor-made, multi-dimensional course that distills the essence of any subject. From the esoteric to the cutting-edge, you’ll leave with a deep wellspring of knowledge to keep you inspired, current and on top.

Interested? Contact Brad Grossman at
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