



***Don't outsource thinking!***  
**USE RED TEAM THINKING**

# WHAT IS RED TEAM THINKING?

Our world has changed. It has gotten more volatile, more uncertain, more complex and more ambiguous. Every day brings new challenges and new threats. If you are going to accomplish your mission, you're going to have to think your way through it – you and your team, together. Red Team Thinking can help. Through intensive workshops, training and facilitation, we can equip you with the tools you need to navigate this complexity and create plans with optionality so that you can move faster without being tripped up by changing circumstances. These techniques were designed to deal with high-stakes challenges. They were created by the military and intelligence agencies to stress-test their strategies, challenge their assumptions, identify unseen threats and highlight missed opportunities. They are based on the latest research into cognitive psychology and the human decision-making process. By employing Red Team Thinking, you will learn how to make more resilient plans and learn how to make better decisions faster.





## **RTT TRAINING AND SUPPORT**

We offer comprehensive Red Team Thinking training, support, and certification for organizations and individuals that want think more strategically, plan more effectively, and think more clearly under pressure. Our custom offerings range from half-day sessions designed to introduce your team to this revolutionary methodology to week-long intensives that will arm you with the tools they need to make better decisions faster every day and conduct your own red teaming analyses of your strategies and plans. This is not theoretical instruction; it is practical, hands-on training that you and your team can begin using right away. And because all our courses are modular, we can easily put together a program that fits with your training schedule. Talk to us about the challenges you are facing and the goals you would like to achieve, and we'll put together a customized training plan that meets the unique needs of your agency or department.



## **RTT RED TEAMING WORKSHOP**

If you have a complex problem that you need to solve or a critical plan that you want to pressure test, we can help. Our experienced red team leaders will work with you to select the right tools for the job based on the issue and the amount of time you can devote to it. At the same time, we will provide you and your team with access to our online, self-directed Red Team Thinking Boot Camp™ so that you can hit the ground running. We will lead you and your team through a comprehensive Red Team Thinking analysis of your strategy, plan or problem using an array of analytical, imaginative and contrarian techniques. By the time we take our first break, you will have begun challenging your assumptions, gained powerful new insights, and surfaced new ideas and options. As we move from divergent thinking to convergent thinking, your team will make your plan better, stronger, and more resilient. This is not consulting. We bring the questions; you bring the answers – because the truths you need to hear already reside inside your organization. Our job is to help you uncover them, examine them, and act on them.



## **RTT TOOLS & TECHNIQUES**

Our toolkit contains an array of powerful analytical, imaginative, and contrarian techniques which are designed to help you and your team stress-test your strategies, plan more effectively, and make better decisions faster in a constrained time frame. They include:

- Six Strategic Questions™
- Assumptions Challenge™
- Stakeholder Mapping
- Four Ways of Seeing
- Alternative Futures Analysis
- Swan Dive™
- Devil's Troika™
- The Enemy Within™
- Five Whys
- Outside-In Thinking
- Weighted Anonymous Feedback™
- Analysis of Competing Hypotheses (ACH)
- Us vs. Them Analysis™
- Being Your Own Worst Enemy™

# WHO WE ARE

Red Team Thinking is the leading provider of decision support red team training, facilitation and support for public sector agencies, businesses and other organizations worldwide. We work closely with thought leaders from the fire sector, who have attended our training and understand the value of critical thinking. Our cadre of business strategists, seasoned operators, and military red team leaders helps organizations around the globe stress-test their strategies and plans, think differently about how they operate, and improve their decision-making quality, to allow them to not only survive but thrive in a complex and rapidly changing world.



## **Bryce G. Hoffman | President**

Bryce is a bestselling author, speaker, strategic advisor and the founder of Red Team Thinking. In 2015, he became the first civilian to graduate from the U.S. Army's red team leader training program and went on to develop a model for business red teaming, which he shared in his 2017 book, *Red Teaming*. Bryce writes about leadership and strategy for Forbes and lectures at the U.C. Berkeley Haas School of Business.



## **Wing Commander Marcus Dimbleby, RAF (ret.) | Vice President**

Marcus is a former military red teamer who has been sharing these techniques around the world since retiring from the Royal Air Force in 2013. In the RAF, he served as a fighter controller and also did tours with the Royal Marines, Royal Navy and U.S. Marine Corps, with whom he deployed to Iraq in 2003. He served as an Incident Commander at a major U.K. air base, responsible for coordinating the military support response to any aviation incidents in Southern England. After leaving the RAF, Marcus moved into business, leading major business transformations in the financial sector, focusing on agility, leadership development and executive coaching.



## THANK YOU!

For more information about Red Team Thinking and fire programs, please visit our website at [redteamthinking.com](http://redteamthinking.com) or contact Marcus Dimbleby at [marcus@redteamthinking.com](mailto:marcus@redteamthinking.com).

### Red Team Thinking

100 Pine Street  
Suite 1250  
San Francisco, CA 94111

West: +1.415.745.3255

East: +1.248.519.2405