

# On the Brink

A fresh lens to take your  
business to new heights

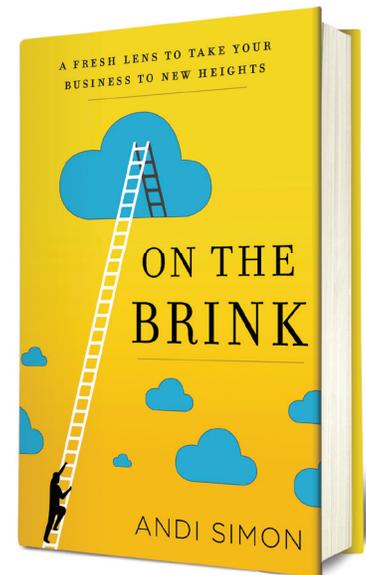
*Opportunities to innovate and grow your  
business are right in front of you. . . .*

*Corporate anthropology can help you see them.*

Innovation has become such a ubiquitous value, it's in danger of becoming a cliché. Companies frequently talk about innovation as the sweeping secret to solve all their business problems; however, they often don't know where to start or how to expand beyond creative brainstorming to strategically identify and act upon new business opportunities.

Andi Simon is a corporate anthropologist who has empowered thousands of business leaders to see their companies with fresh eyes, identify their next big ideas, and—most importantly—turn innovative solutions into executable change.

A speaker, author, and management consultant, Andi has spent her career helping executives to see their companies with more observant eyes as a means to achieve aha moments and discover new and profitable opportunities. Through keynote speeches, customized workshop programs, and her book *On the Brink: A Fresh Lens to Take Your Business to New Heights*, Andi presents her unique methods for harnessing innovation and revitalizing business growth.



Companies often realize that they have to adapt to changing times, and by using a combination of the techniques I offer, they come to see their situation through a new lens. Regardless of how they arrive at their eureka moments, once they get there, their view of the world dramatically changes. They discover needs that haven't been met, customers they have never tried to reach, markets they have never imagined, . . . and phenomenal growth and success.

—Andi Simon

## ANDI HELPS ORGANIZATIONS LOOKING TO:

- » Get unstuck and overcome a stall in growth
- » Discover untapped customers and market spaces
- » Innovate products and service offerings using existing resources
- » Capture market share in an already crowded market
- » Take advantage of shifts in generational demographics
- » Connect the dots between business growth and branding



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## Speaking and Workshop Topics Include:

- The Power of Corporate Anthropology: How “Fresh Eyes” Can Lead to Phenomenal Growth
- New Markets Await: Techniques to Outsmart Your Competitors and Create Your Own Demand
- Demography Is Destiny: How Changing Times Impact Your Business and Why You Should Pay Attention
- The Customer Conundrum: Secrets to Knowing What Your Current (and Future) Customers Actually Want
- The Company Culture Trap: Battling the Vicious Cycle of Embedded Patterns



## ABOUT ANDI SIMON

Dr. Andrea J. Simon PhD (“Andi”) is an international leader in the emerging field of corporate anthropology and the founder of Simon Associates Management Consultants (SAMC). By employing the tools of anthropology to business environments, Andi enables CEOs, senior executives, and nonprofit leaders to see their companies with more observant eyes, achieve aha moments, and discover new and profitable opportunities.

Before founding SAMC in 2002, Andi held executive management positions in both financial services companies and health-care organizations, including The First National Bank of Highland (now a division of M&T Bank), Citibank, Montefiore Medical Center, and St. Joseph’s Regional Medical Center. She has also taught as a tenured professor of anthropology and American studies at Ramapo College in New Jersey and as a visiting professor of entrepreneurship at Washington University in St. Louis.

As a seasoned speaker, Andi greatly enjoys presenting the power of corporate anthropology to new audiences. Since 2007 she has conducted over 250 speaking engagements and interactive workshops for groups seeking creative solutions to their business challenges, including Vistage International, the National Association of Electrical Distributors, the Family Firm Institute, and the American Bankers Association.

Andi’s in-demand perspective on business innovation has been featured in multiple media outlets, including *Good Morning America*, *Forbes*, *The Washington Post*, and *Businessweek*. She is also a regular guest blogger for *FierceHealthcare* and the *Executive Street* blog.

## What is corporate anthropology?

Corporate anthropology is the process of looking at a company as a new and unfamiliar culture. By applying classic anthropological techniques—such as observational research and exploration—to business settings, it’s possible to arrive at new insights that help companies sustain growth and adapt to changing environments. Corporate anthropology is the key to seeing a business problem in a new light or finding previously unimagined opportunities, instead of remaining stuck by reverting to old habits, old solutions, or old cultures.



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## WHAT ATTENDEES ARE SAYING

Andi Simon makes strategy compelling, intuitive, actionable, and fun! Our Vistage CEO Groups across the US have come to value her knowledge, command of the room, high energy, and deep experience in creating and implementing strategy. Her ability to hold an audience for over three hours is awesome. **Andi is the best strategy speaker I've heard over 20 years of working closely with CEOs.**

—Allen Hauge, Group Chair, Vistage International

**Andi Simon is our go-to leader for idea creation and innovation spring challenges.** She possesses a rare ability to engage and connect with a diverse audience and make each participant feel as if she is targeting him/her. We sought her leadership to facilitate the difficult task of finding pathways to collaboration among sometimes competing interests, and she delivered a how-to map that is at once targeted and direct, yet ideally suited to take advantage of emerging opportunities.

—Richard Ludwick, President, Independent Colleges of Indiana

Andi Simon's workshops were a great fit for our company given that we were looking for a philosophy and set of tools that would help ignite an innovative spirit within our organization. Andi sought to understand our history and current situation and then was able to structure and teach with a strong focus on making sure everyone in our team was able to grasp her concepts. Andi and I also spent a lot of time after our workshops discussing next steps for Shape. **I would highly recommend Andi's workshops for other companies looking to create more innovation from within.**

—Jeff Piper, Executive Vice President of America's Shape Corporation



**Andi Simon not only outlines concepts crisply but also offers implementation techniques that executives can understand and execute.** From finding new markets to innovation to Blue Ocean Strategy, Andi Simon is one of the best speakers around today.

—Clyde Northrop, Master Chair, Vistage International

Andi Simon is a modern social anthropologist turned business consultant who works with companies and business leaders that need change, and she helps business leaders look at things differently in order to make the changes possible. Andi helped my clients understand how to move away from their "red ocean" market focus, and move into the desirable "blue oceans" of opportunity. **My clients came away with new tools and a strategic planning canvas that can be used over and over again.** Andi is definitely at the top of her game and a great resource for anyone who wants to look at business situations differently.

—Severin Sorensen, Utah Chair, Vistage International