

ANTONIO & PARIS

moxie

day

Rules Were Made to be Broken



AT&T



Microsoft



Moxie Makes the Magic Happen

We don't just build brands—we make them famous. AT&T, MINI USA, Microsoft—you name it, we've shaped it. Our secret? **Moxie**.

Not just a process, but a game-changer. A strategic sparkplug that ignites bold ideas, breakthrough design, and unforgettable campaigns.

Moxie Means Business

We see what others miss—and we pounce. From redefining Disney experiences to winning big for Brookdale Senior Living, from rebranding The Franklin Institute (the OG of science museums) to launching Barco's Cinema Group, Moxie doesn't just move the needle — it catapults it.

Moxie Plays by No One's Rules

Forget the usual playbook. Moxie breaks barriers, leaps over limitations, and taps into every possible (and impossible) communication channel.

Existing, emerging, or yet to be invented—we find a way to make the message land.

The Power of a Moxie Day

A Moxie Day isn't a workshop—it's a wake-up call.

Clients, stakeholders, and agency partners step in with open minds and walk out with radical, transformative solutions.

No fluff, no filters, just pure creative combustion.

After Moxie, nothing's ever the same.

Moxie Strategy Workshop Agenda

Duration : 3 Days

Objective

Develop innovative business models and disruptive strategies to stay ahead of market shifts.

Key Outcomes:

- Identify disruption threats and opportunities
- Develop innovative ideas for competitive advantage
- Design new business models to drive sustainable growth
- Align leadership and execution teams on strategic priorities

Participants:

- C-Level Executives (Vision & Decision-Making)
- Heads of Departments (Market & Operational Insights)
- Creatives (New Concepts & Branding)
- Strategists (Competitive Positioning & Execution)



Day 01

Understanding the Disruption Landscape

SESSION 1	INTRODUCTION & CONTEXT SETTING	1H
	Welcome & Workshop Objectives	
	Overview of Market Shifts & Disruptive Trends	
	Success & Failure Case Studies	
SESSION 2	DISRUPTOR VS. INCUMBENT ANALYSIS	2H
	Breakout Exercise	Mapping the Disruption Stages
	<i>Group A</i>	<i>Incumbent Perspective – Challenges</i>
	<i>Group B</i>	<i>Disruptor Perspective – Success Factors</i>
	Debrief & Insights Discussion	
SESSION 3	IDENTIFYING INTERNAL STRENGTHS & WEAKNESSES	1.5H
	SWOT Analysis	Vulnerabilities to Disruption
	Customer & Market Analysis	Understanding Needs
	Technology & Business Model Assessment	Innovation Capacity
SESSION 4	DEFINING KEY DISRUPTION CHALLENGES	1.5H
	Workshop	Define 3-5 Major Challenges
	Voting & Prioritization	Actionable Focus

SESSION 5	EXPLORING NEW BUSINESS MODELS	2H
	Frameworks for Innovation	
	Platform & Ecosystem Models	
	Subscription & Data-Driven Models	
	AI & Automation-Enabled Growth	
	Sustainability & Purpose-Driven Business	
	Case Study Deep Dives	
SESSION 6	DISRUPTIVE BRAINSTORMING	2H
	Creativity Sprint	
	Blue Ocean Strategy Exercise	Uncontested Markets
	Reverse Engineering Disruption	Defensive Insights
	Group Presentations	Concept Refinement
SESSION 7	DESIGNING THE FUTURE	2H
	Mapping the Future of the Business	Strategic Roadmap
	Prioritizing High-Potential Ideas	Execution Focus
	Prototype & Concept Development	Testing & Validation

SESSION 8	TESTING & VALIDATING IDEAS	2H
	Customer & Market Validation Techniques	Real-World Testing
	Rapid Experimentation Strategies	Iteration Process
	Risk & Feasibility Assessment	Mitigating Uncertainty
SESSION 9	ROADMAP & EXECUTION PLAN	2H
	Strategic Prioritization	Immediate Actions
	Resource & Investment Planning	Budgeting
	Defining Ownership & Accountability	Role Clarity
	Milestones & Success Metrics	Performance Measurement
SESSION 10	FINAL STRATEGY ALIGNMENT & COMMITMENT	1H
	Leadership Sign-Off on Initiatives	Endorsement
	Next Steps & Actionable Deliverables	Execution Framework
	Wrap-Up & Closing Reflections	Key Takeaways

Final Deliverables
from the Workshop

List of Disruptive Business Opportunities
3-5 High-Potential Innovative Ideas

A Clear New Business Model Framework
Strategic Roadmap with Next Steps