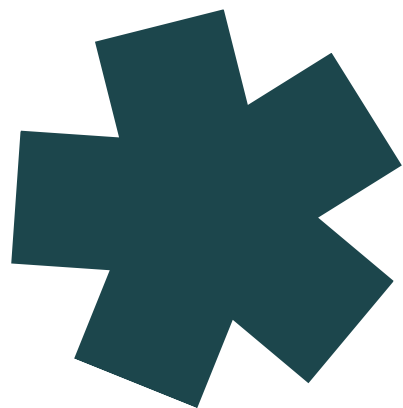


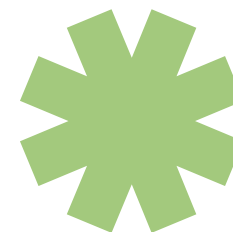


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LearnSynth Product Map

Guide through the trainings



Leadership

Practicality

M03

Transformation
Leadership
Mentoring

M08

Stream-oriented
Account
Management

M14

Stakeholder Mastery

M11

Digital Sovereignty
Strategy

M12

Time-to-Learn
Advantage Cohort

M13

Operating
Model Design
Foundations

M10

Hypothesis-Driven
Portfolio
Management

M02

5pillars Ninja

Digital Sovereignty
Assessment
Practitioner

M09

Value-Oriented
Requirements
Gathering

M11B

M4B

Value Stream
Mapping in
Consulting Toolkit

M04

Understanding Value
Stream Maps

M05

Hypothesis
Management

M06

Wargaming
Hypothesis
Validation

M07

Scoping
Value-Oriented
Consulting Projects

M01

Value-Oriented
Consulting Pre-Sales

Pre-Sales

Delivery

Portfolio



Pre-Sales Path

Where are you?

You're at the beginning of the game — before a project takes shape, before scope is defined, before the client signs. This is the stage where you decide whether to invest your time and build the conditions to win. Your primary tool is a value-based conversation — not a service catalogue.

What makes it hard?

Most consultants enter pre-sales with a solution in mind, asking "what can I offer?" instead of "what problem does the client actually have?" The result: discoveries without decisions, proposals without context, deals without closure.



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M01

Value-Oriented Consulting Pre-Sales

In 2 sentences: A flagship pre-sales consulting workshop that teaches hypothesis-driven, value-oriented client conversations — not product pitches. Outputs include a discovery framework, RPIAD, and a control letter that drives the client's decision.

What you'll learn:

- How to run a discovery that surfaces the client's real problem
- How to build an RPIAD and control letter that locks in a decision
- How to run the full pre-sales cycle from first contact to signed contract

Whom it's for: Experienced consultants, sales engineers, and independent advisors selling B2B services (not for those without client-conversation experience).

Before you join: pre-sales experience welcome · selling now · beginners → L02–L04 as a warm-up.

M08

Stream-oriented Account Management

In 2 sentences: Managing a strategic client account as a value stream — not as a chase for a quarterly target. Learn to play the long game with a client over 12–24 months.

What you'll learn:

How to map a client account as a value stream (*not just as a transaction funnel*)

How to build a 12–24 month account development plan

How to run rituals (*quarterly reviews, executive reviews*) that grow account value over time

Whom it's for: Strategic account managers, heads of account, experienced consultants with recurring clients (*not for transactional sales*).

Before you join: M07 or experience scoping strategic projects · horizon 3–9 months · transactional sales → not M08.

M4B

Value Stream Mapping in Consulting Toolkit

In 2 sentences: VSM is not a diagram but a consulting tool — when to use it, how to run it, how to interpret it, and how to sell it to the client. Two live case studies (simple + hard), so practice isn't purely theoretical.

What you'll learn:

- When VSM is the right tool — and when it's overkill
- How to run live mapping and read 8 patterns and 6 anti-patterns
- How to turn the map into a recommendation that the client will buy

Whom it's for: Experienced consultants adding VSM to their pre-sales and delivery toolkit (not for juniors — M04 first; not for those seeking VSM certification — that's a different product).

Before you join: M04 or operational VSM experience · horizon 3–12 months · seeking VSM certification → Flowtopia Value Stream Management Flow Practitioner; junior → M04 first.

M09

Value-Oriented Requirements Gathering

In 2 sentences: Gathering requirements from a value perspective, not a feature list — the bridge between business and IT that finally stops reducing Discovery to a "need button X" list. For product teams where business and IT speak past each other.

What you'll learn:

- How to run a Discovery grounded in business hypotheses
- How to distinguish a requirement from a fantasy (and teach the client to do the same)
- How to document requirements so the delivery team delivers value — not just scope

Whom it's for: Product managers, product owners, solution architects, and business analysts in product companies (not for purely engineering teams with no business contact).

Before you join: product role (PM/PO/architect) or equivalent · horizon 3–6 months · engineering team without business contact → M04 or M07 first.

M07

Scoping Value-Oriented Consulting Projects

In 2 sentences: SOWs and WBSs that protect against scope drift without killing the sale. Learn to scope projects from a value perspective — not from hours worked.

What you'll learn:

- How to write an SOW that speaks the client's language (value, not tasks)
- How to structure a WBS for delivery control (RAID log from day zero)
- How to navigate scope negotiations so that pre-sales lead to delivery — not to war

Whom it's for: Experienced consultants, sales engineers, and account managers for strategic clients (not for juniors without a pre-sales context).

Before you join: M01 or senior+ pre-sales experience · horizon 3–6 months · junior pre-sales → M01 first.

M11B

Digital Sovereignty Assessment Practitioner

In 2 sentences: A hands-on workshop for running a Digital Sovereignty Audit with a client — step by step, with a ready MKDS Playbook tested with major clients. Focus is on launching the audit, not on sovereignty theory.

What you'll learn:

- How to run a DSA from the first meeting through to the final report

How to use the MKDS Playbook (*checklists, templates, diagnostic questions*)

How to gather evidence across IT layers and translate it into recommendations

Whom it's for: Experienced IT consultants and auditors running DSAs commercially (*not for organizational leaders without audit experience — they go to M11*).

Before you join: IT audit experience, horizon 6–12 months, organizational leader without audit experience → M11.



Delivery Path

Where are you?

The project is live — you have scope, a client, and commitments to keep. This is the stage where execution must live up to the value promised in pre-sales. Here you make decisions about hypotheses, tools, and how to work effectively with the client's team.

What makes it hard?

Delivery without a hypothesis-driven framework is reactive navigation through chaos — every scope change, every new stakeholder, every unexpected discovery upends the plan. What's missing isn't methods. It's a system that turns uncertainty into structure.



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5pillars Ninja

M02

In 2 sentences: Five self-management streams for leaders and consultants juggling multiple contexts. A practical system that turns the chaos of your own work into a conscious process.

What you'll learn:

- How to divide your work into 5 domains and manage each separately
- How to run a Think Week and regular self-reflection cycles
- How to set up projects and focus-reinforcing rituals

Whom it's for: Leaders, consultants, and freelancers managing multiple parallel contexts (not for those with a single type of work in a stable role).

Before you join: no prereqs · horizon 1–3 months (workbooks in finalization) · single-track workers → probably not needed.

Understanding Value Stream Maps

M04

In 2 sentences: A workshop for client-side people who received a VSM map from consultants and don't want it gathering dust on a shelf. Learn to read, challenge, and use VSM for concrete decisions.

What you'll learn:

- How to read a VSM map and draw conclusions from it
- How to challenge the consultants' findings (what went well, what didn't)
- How to turn the map into an action plan and concrete organizational moves

Whom it's for: Business and technology leaders collaborating with consultants and receiving VSM maps (not for the consultants themselves — they have M04b).

Before you join: working with consultants on a VSM map · horizon 3–6 months · Are you a consultant? → M04b.

Hypothesis Management

M05

In 2 sentences: The foundation of hypothesis-driven thinking — how to formulate, test, and retire hypotheses without political drama. A practical toolkit for running projects where not everything can be planned up front.

What you'll learn:

- How to formulate hypotheses in a way that enables honest validation
- How to design experiments that generate hard evidence, not just opinions
- How to make decisions under uncertainty and retire hypotheses without political cost

Whom it's for: Consultants and leaders of strategic projects in uncertain environments (not for execution teams in stable, repeatable processes).

Before you join: experience on strategic projects under uncertainty · horizon 6–12 months · stable repeatable processes → not needed.

Wargaming Hypothesis Validation

M06

In 2 sentences: A lightweight, AI-assisted toolkit for playing out hypotheses — wargaming different scenarios before you invest the client's money. A superstructure on M05 for those who want to go deeper into validation.

What you'll learn:

- How to build wargaming scenarios around business hypotheses
- How to use AI to generate counter-hypotheses and simulate outcomes
- How to select the highest-leverage hypothesis and discard the rest

Whom it's for: Hypothesis-thinking practitioners post-M05 or equivalent who want to expand their toolkit (not for those without a hypothesis-thinking foundation — M05 first).

Before you join: M05 or equivalent · horizon 6–12 months · no hypothesis-thinking foundation → M05 first.

Digital Sovereignty Strategy

M11

In 2 sentences: A digital sovereignty strategy for leaders — thinking about vendor lock-in, optionality, and exit as a real scenario. After this workshop, you are no longer a hostage to any vendor.

What you'll learn:

- How to assess your organization's level of digital sovereignty
- How to build optionality and exit strategies into contracts
- How to embed sovereignty thinking into portfolio decisions

Whom it's for: CIOs, CTOs, and Heads of Architecture in organizations with heavy dependency on a small number of vendors (not for technical teams without influence over contract decisions).

Before you join: M11b or vendor audit experience · horizon 12–24 months · senior consultant without leadership experience → M11b first.

Stakeholder Mastery

M14

In 2 sentences: Most consultants think they know their stakeholders — M14 tests that hypothesis and provides tools for conscious stakeholder play. Four mapping dimensions, the MVR framework, and two live case studies.

What you'll learn:

- How to map stakeholders across 4 dimensions (interest, power, attitude, loyalty)
- How to build an MVR (Most Valuable Relationships) list and manage those relationships consciously
- How to navigate conversations with difficult sponsors (advocate, skeptic, blocker, and sleeper)

Whom it's for: Experienced pre-sales and delivery consultants, transformation leaders, and strategic HRBPs (not for juniors or those seeking workplace therapy).

Before you join: consulting experience (pre-sales or delivery) · horizon 3–9 months · junior → M01 or M07 first; seeking workplace therapy → coaching, not M14.



Portfolio Path

Where are you?

You're above any single project — managing a portfolio of initiatives, decisions, and investments at the organisational level. Your game is resource allocation, governance, and communicating value to the board and investors.

What makes it hard?

At portfolio level, data is scarce, decision windows are short, and pressure from leadership is high. Most leaders manage projects instead of hypotheses — turning the portfolio into a spending queue rather than a conscious validation system.



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Portfolio Management



M10

Hypothesis-Driven Portfolio Management

🎯 In 2 sentences: Leading-level portfolio management in the hypothesis → experiment → evidence → decision cycle. For CIOs/CTOs/VPs who want to steer the company through uncertainty consciously — not reactively.

✅ What you'll learn:

- How to build a portfolio of initiatives grounded in hypotheses — not management wish lists
- How to set up governance that demands evidence before escalating investment
- How to communicate the portfolio to the board and investors in the language of validation, not promises

👤 Whom it's for: CIOs, CTOs, VPs of Strategy, and Heads of Transformation in mid-to-large organizations (not for product managers at the single-product level).

📅 Before you join: technology or strategy leadership role · horizon 12–24 months · single-product PM → M05 or M09.



M12

Time-to-Learn Advantage Cohort

🎯 In 2 sentences: Organizational learning capability as a system — not a training catalog. Diagnosis, levers, decisions. LearnSynth's flagship cohort for leaders who think of a learning organization as a competitive advantage.

✅ What you'll learn:

- How to diagnose Time-to-Learn in your organization
- How to build organizational levers that strengthen learning (not courses)
- How to embed Time-to-Learn thinking into your strategy and operating model

👤 Whom it's for: CEOs, COOs, CHROs, and Chief Strategy Officers in organizations of 200+ people who treat learning as a strategic capability (not for classic HR/L&D without influence on strategy).

📅 Before you join: CEO/COO/CHRO/Chief Strategy Officer role + 200+ person organization · 🟡 teaser, full launch 18+ months · classic HR/L&D without strategy influence → not M12.



M13

Operating Model Design Foundations

🎯 In 2 sentences: The foundation of operating model design — the POT/PC/VC framework, alternative archetypes, and a decision tree for structural choice. For leaders who design how the organization works — not just what it does.

✅ What you'll learn:

- How to read an operating model through the POT/PC/VC layers
- How to compare 4 alternative organizational archetypes
- How to drive a structural decision with evidence — not industry standards

👤 Who it's for: CIOs, COOs, Heads of Transformation, and organization design leaders (not for line managers without a design mandate).

📅 Before you join: M10 or strategic portfolio management experience, a horizon of 12–24 months, and a line manager without a design mandate → not M13.



Where do you fit on the map?

The map is big. Your next step — isn't.

If you're looking at this map thinking, "**all of this sounds like me**", we have two tools waiting for you at learnsynth.net:

 **AI Prompt** — Describe your context in any AI tool and get a recommendation tailored to your situation.

 **Path-finder survey** — 5 questions about your role, phase of work, and biggest pain point. Result: 1–2 modules as your starting point.

Three minutes. One clear direction.



Keep in touch.



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I'D LOVE TO HEAR FROM YOU!