

# Resilient Strategy

## Act decisively today. Adapt as the future becomes clear.

You see the opportunity. But it's big bet and you can't be certain how it will turn out. The market won't wait while you gather more data. You can't afford to be wrong, but you can't afford to wait either.

Most leaders just act and hope for the best. The best leaders plan for multiple futures, watch for signals of which one is emerging, and take smart early moves that let them pivot as the picture clears.

Resilient Strategy helps you build the system to see what's coming. You stress-test your strategy across plausible futures, identify the early warnings that matter, and create adaptive responses so you know exactly when to accelerate or change course.

The result? You move fast with confidence. Not hope.

### Who Resilient Strategy is for:

- Executives making strategic bets that will define the business for years to come
- P&L owners navigating high-stakes decisions when the future is fundamentally unpredictable
- Leaders who need to move decisively without gambling on a single view of tomorrow

### Outcomes:

- Confident decisions and adaptive plans that don't depend on predicting the unpredictable
- Strategic bets stress-tested across multiple futures before committing millions
- Early warning signals identified so you see disruption coming before competitors do

### Why Resilient Strategy works:

- **Multi-future, not single-bet.** Prepare for several futures instead of betting on one
- **Signal-driven, not static.** Watches for early warnings of emerging futures so you know when to pivot or accelerate
- **Adaptive by design, not reactive.** Prepare response so you move with intention, not panic

**How it works:** 3 to 4 in-person working sessions, up to 10 interviews with key stakeholders, exec readout

**Fees:** \$75k - \$100k depending on number of working sessions, complexity of the business and readout

If You Are A:	Investment	Outcome	Impact (3 Yrs)	ROI
BU President	\$100k	Risk mitigation on \$30M portfolio	\$3,000k	30X
Mid-Market CXO	\$85k	2-month acceleration on a \$20M investment	\$1,700k	20X
General Manager	\$75k	Early warning signals prevents \$5M failed investment	\$1,500k	20x



### About Robyn Bolton

Robyn Bolton is the Founder and Chief Navigator of MileZero, author of the award-winning book *Unlocking Innovation: A Leader's Guide for Turning Bold Ideas Into Tangible Results*, and co-host of "Inside Outside Innovation."

She previously worked at Innosight, BCG, and Procter & Gamble, where she helped develop and launch Swiffer. Robyn holds an MBA from Harvard Business School and a BS in Marketing from Miami University.

For more information: [www.milezero.io](http://www.milezero.io)

[robyn@milezero.io](mailto:robyn@milezero.io)