

# Matthew Confer

 @MatthewConfer

VP of Strategy at Abilitie Simulations

20,000+ Business Simulation Participants  
4 Lessons On Leadership & Decision Making

**20,000+** Participants

**Competitive Simulation  
Training**

**New Hires To CEO's**

**30+ Countries  
20+ Industries**

Teams Plan **Strategy**, Execute Across  
**Departments** & Manage **Direct Reports**

We throw **curveballs**...  
Acquisitions, Product Recalls &  
Team Reorganizations

# 4 Key Lessons





# Lesson #1: Embrace The Pre-Mortem

The Late 90's  
\$1,000,000  
\$750,000





“We can’t be **disrupted**”

\$800,000,000,000

Google





# Lesson #2: Welcome The Pivot

**“Burbn”** Check-In App  
Today = Over **1 Billion** Users

**“Glitch”** Video Game  
Today = Avg User Spends **2+ Hours Per Day**

“Burbn” Check- In App =

**Instagram**

“Glitch” Video Game =

**Slack**



# Lesson #3: Identify Then Simplify The Problem





**Patented in 1810**

Can Opener Patented =  
1858

48 Years of...





# Lesson #4: Think Different

“The impact will be **minimal.**”

– Bloomberg Magazine

“There is **no chance** it will get a significant share”

– CEO Fortune 500 Technology Company



# 1,000,000,000+



Decision making doesn't come  
with an **instruction manual**

Leadership effectiveness is not a  
**one size fits all** discipline

After analyzing  
**20,000 Participants**  
we curated our list of  
**4 Key Lessons**

- 1) Embrace The **Pre-Mortem**
- 2) Welcome The **Pivot**
- 3) **Identify** Then **Simplify** The Problem
- 4) Think **Different**