



National Speaking Tour:

# The Strategy of Strategy

Learn the history and evolution of Strategy and why it is so relevant to you personally, as well as for your business. Build and leverage your own strategy to see how these focused efforts will help you thrive and reach your full potential.

## Speaking Series

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### Objective

Whether you are an experienced CEO or just starting your career, understanding the basics of Strategy is a *'must-have'* skillset to set you apart and ensure your success. Most professionals are capable of driving their planning to a certain level, but most have missed the foundational step of first creating an integrated Strategy. Planning without a Strategy is like building a house without a foundation - *'The Strategy of Strategy'* shares with business owners, leaders, and professionals the immense value of focusing on Strategy and making it *'second nature'* in all of your important endeavors. Attendees will leave the presentation with newfound knowledge of the history of Strategy, the importance of embracing changes in Strategy, and will feel empowered to further pursue and master the discipline.

### Session Agenda

- o Introduction & Review of Session Goals
- o The History of Strategy
- o The Strategy Paradox
- o Today's Amorphic Strategy
- o Redefining Strategy
- o Applying Strategy to Business
- o Applying Strategy to You
- o Creating Your Strategic 'Go-To' Path
- o Creating Your Career Strategy
- o Embracing Change

✓ Plus: Templates and Instructions that you can utilize to create your own Strategies



Note: 'The Strategy of Strategy' sessions can be tailored to fit into 1 hour Lectures or 3+ hour Lectures including breakout sessions and workshops. This *makes 'The Strategy of Strategy'* ideal for both shorter sessions such as Lunch & Learns and company meeting guest speaking, or longer sessions for in-depth training and hands-on involvement.

## Ready to Book? Questions?

Our goal is to serve you and do our part in making your event a success. If you have any questions, would like additional information, have a unique situation or require a custom approach, please contact Mark A. Pfister at **+1 (917) 710-0803** or **Mark@PfisterStrategy.com**

Thank you.



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## Fee Schedule

Pricing Categories:

Keynote  
Speaker

Corporate  
Functions

Advisory Groups  
& Trade Shows

Nonprofits  
& Colleges

Every event has unique needs and goals. We strive to provide you with options for partnering together to help meet the objectives of your event and your audience.

### Premium Plus Package

total investment \$ [email for pricing by category](#)

- ✓ Up to 3 Presentations within the same day
  - ✓ Interactive Content with Breakout Sessions
  - ✓ Meet & Greet after Presentation(s)
  - ✓ Up to 300 books for audience members (*Across the Board: The Modern Architecture Behind an Effective Board of Directors*) – an \$8,175 value
  - ✓ Inclusive Expenses \*
- Up to 2.5 hours each

### Plus Package

total investment \$ [email for pricing by category](#)

- ✓ Up to 2 Presentations within the same day
  - ✓ Interactive Content with Breakout Sessions
  - ✓ Meet & Greet after Presentation(s)
  - ✓ Up to 200 books for audience members (*Across the Board: The Modern Architecture Behind an Effective Board of Directors*) – a \$5,450 value
  - ✓ Inclusive Expenses \*
- Up to 3 hours each

### Basic Package

total investment \$ [email for pricing by category](#)

- ✓ 1 Presentation
  - ✓ Interactive Content with Breakout Session
  - ✓ Meet & Greet after Presentation
  - ✓ Up to 100 books for audience members (*Across the Board: The Modern Architecture Behind an Effective Board of Directors*) – a \$2,725 value
  - ✓ Inclusive Expenses \*
- Up to 3.5 hours total

#### \* Expenses:

- **Included Expenses:** Includes driving within 60 miles of New York City, hotel accommodations for one night, car rental or mileage for one day and meals for one day. Any additional days or items must be negotiated in advance.
- **Not Included Expenses:** Airfare or travel outside of 60 miles of New York City. ALL hotel accommodations, car rental or mileage and meals associated with multi-day speaking engagements OR outside of 60 miles of New York City.

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## Mark A. Pfister Biography



Mark A. Pfister is CEO of M. A. Pfister Strategy Group, an executive management firm that serves as a strategic advisory council for executives and Boards in the private, public, and nonprofit sectors. He is also CEO of Integral Board Group and the Chairman of the Board. He is a *'Board Macro-Influencer'* and his success has been repeated across a wide range of business situations and environments. Mr. Pfister prides himself on being a coach and mentor to senior executives and is sought by teammates for his unique skillsets. In Board Director circles, Mr. Pfister has earned the nickname *'The Board Architect.'*

The overarching theme throughout Mr. Pfister's career has been his aptitude in leadership positions, passionate focus on people, unique governance models, and also his ability to create value for shareholders and stakeholders through innovative business strategies and operational excellence. Michael Lorelli, the Executive Chairman of Rita's Franchise Company, has said, *"Mark's unusual combination of excelling at a macro and micro grasp of business, genuine interest in Governance, and ability to coach and mentor a Management Team make him a terrific Independent Director."*

Mr. Pfister is a certified Expert Project Manager and frequently consults on global projects in their initiation phases, as well as programs that require remedial focus to bring them back on track. He has deep knowledge and experience in entrepreneurship, turnaround management, succession planning, data analytics, and consults companies of all sizes in business strategy, structure, development, operations, and raising capital.

Prior to forming M. A. Pfister Strategy Group and joining Integral Board Group, Mr. Pfister was CEO of Pro4ia, Inc., a national consulting and professional services company specializing in a wide range of technology solutions utilizing formal Project Management as a proven and repeatable delivery method. Pro4ia was Citibank's Nominee for Crain's Magazine *'Entrepreneurship of the Year'* Award in 2005. He simultaneously served as CEO of Onit, Inc., a national sourcing company with innovative compensation models, specializing in placements for all levels of technology skillsets within support environments.

Previously, Mr. Pfister was the National Program Office leader for American Express driving strategic projects within their technology group. Mr. Pfister served as a Licensed Engineering Officer in the U.S. Merchant Marine, holds a B.S. from the State University of New York Maritime College in Facilities Engineering, and completed Harvard Business School's Executive Education Program for Board Directors.

Mr. Pfister is the creator of the *'Board as a Service'* (BaaS) engagement model, an industry he is credited with inventing, and frequently lectures on this topic. He is a master speaker and conducts national speaking engagements, lectures, courses, and seminars focused on effective leadership, strategy, Board architecture, professional project/program management, and entrepreneurship. His popular book, *'Across The Board: The Modern Architecture Behind an Effective Board of Directors,'* has influenced a whole new generation of Board Directors.

Mr. Pfister is an exceptional CEO and Board of Directors candidate for public and private companies. He is typically the Chair, or a member of the Strategic Planning Committee, Technology & Cybersecurity Committee, Compensation Committee, and Governance Committee. To name a few, he currently is the CEO and serves on the Board as Chairman of Integral Board Group, CEO of M. A. Pfister Strategy Group, served on the Board and was Chairman of LIFARS, was a Board Advisor to Platinum Properties, was a Board Advisor to Platinum Management, was a Board Member of Lincoln Hall Boys' Haven, and was a Board Member of the L.H. Foundation. Mr. Pfister also consults as a Board Advisor to multiple public company Committee Chairs and Board Members.

He is a *Certified Board Director* through the American College of Corporate Directors (ACCD), a member of the National Association of Corporate Directors (NACD), a certified *Project Management Professional* (PMP) through the Project Management Institute (PMI), and holds a *Certified Cyber Intelligence Professional* (CCIP) Board Certification through the McAfee Institute.