

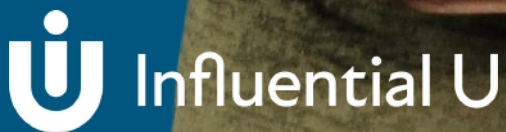
# 2025 SUMMIT WEEK

Your Name



# Rise Above The Current™

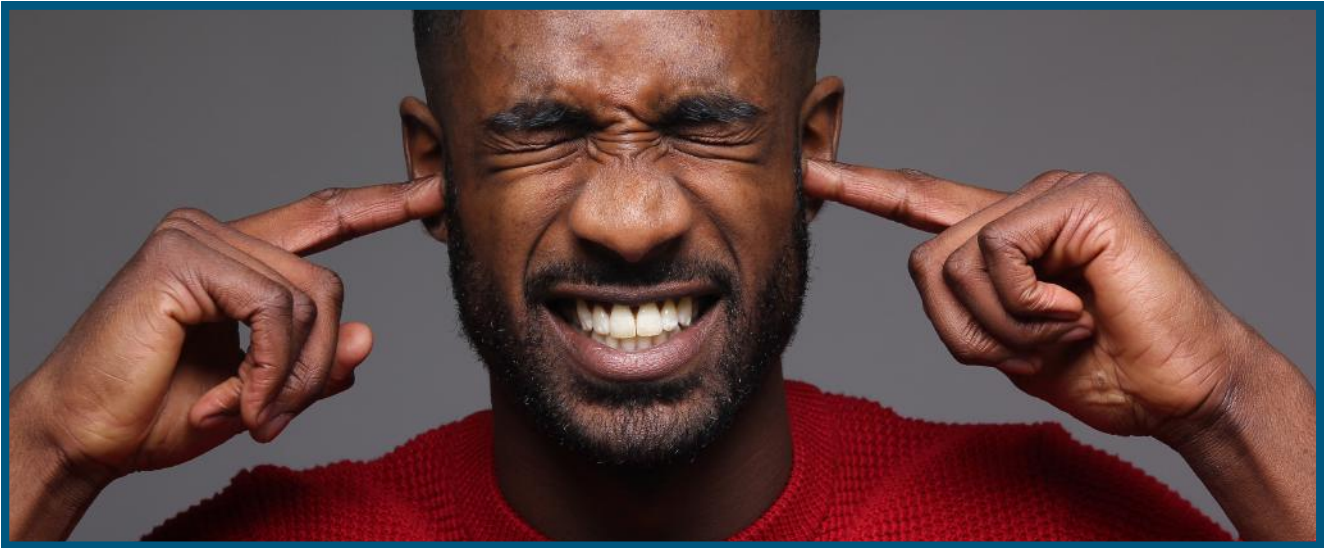
Ventura, California



**John Severson**  
**Inventor, FOT37**  
FOT, MAP, MAP2  
Founder

Severson Compass & Associates  
Los Angeles, United States

# Beyond the Noise



## Rise Above the Current™

In times like these—when the pace of change is dizzying, narratives shift overnight, and the world feels increasingly uncertain—it's easy to be swept along by the Current™. But you're not here to follow what's accepted and acted upon. **You're here to rise above it.** This week, you'll join a room full of ambitious adults—leaders, consultants, speakers, and professionals—who refuse to let chaos dictate their future. Together, **we'll examine the prevailing narratives of our time, uncover the hidden scripts that shape our actions, and practice the art of deliberate influence.**

This Summit is not just a chance to reflect. It's designed for **bold, pragmatic action.** Across these two days, you'll work with faculty and peers to confront real dilemmas, test new offers, and disrupt old scripts with fresh narratives. **Through hands-on practice, coaching, and a healthy dose of challenge, you'll leave not just more aware—but more equipped** to shape your ecology, your industry, and your own trajectory with clarity and confidence.

We created this experience to remind you: **influence is not about being the loudest voice in the room. It's about making the right moves, at the right time, in the right way.** Welcome to Summit Week. Let's rise above the noise—and invent what's next.

## Welcome to Summit Week!





## Historic Downtown New Orleans

# 2025 Elite Retreat

Near New Orleans' French Quarter



Elite 2025

September 21-26, 2025

Kimpton Hotel Fontenot  
"Top Hotels in New Orleans"  
- Conde Nast Traveler



# MIDYEAR SUMMIT

## DAY 1

### See the Current™

### From Swept Away to Keenly Aware

**Theme:** Uncover  
the predominant  
narrative and your  
role in it

9:00 - 9:30am

**Opening Keynote**

9:30 - 10:30am

**The Myth We're  
Swimming In**

10:30 - 11:00am

**Morning Break**

11:00 - 12:00pm

**Current Mapping**

12:00 - 1:30pm

**Lunch**

1:30 - 3:00pm

**Disrupting the Script**

3:00 - 3:30pm

**Afternoon Break**

3:30 - 5:00pm

**Competing Narratives**

\*You are welcome to include special guests, spouses, or colleagues for the following (in person or virtually\*)

- Wednesday Morning from 9am to 12pm
- Thursday afternoon (final day) from 1:30 to 5:00pm
- Where fees apply, these are to be paid by participants/guests
- Guests are not permitted otherwise

# The World Is Changing.

## Is your State of Mind?

A high-impact opening that sets the stakes for the Summit Week: rising above the Current™ and leading with ambition, not fear. Distinguish “State of Mind” (Despair, Naive, Adult, or Ambitious Adult) and that Ambitious Adults aren’t indifferent to the Current.

### The Current™

1. The predominant narrative of an ecology
2. That is accepted and
3. Acted upon.

This session also introduces the concept of your Vital Aim—the personal or professional objective that matters most to you now. As the week unfolds, you’ll connect this aim to the narratives you encounter and the offers you invent. **What is your Vital Aim for the Summit?**

**How might an Ambitious Adult see the Current?**

# The Myth We're Swimming In

A provocative look at the invisible narratives shaping how we work, relate, and lead. Includes real-world examples and understanding the Current™ as the predominant narrative(s), accepted, and acted upon. These examples include the predominant narratives of your ecology, the professional marketplace, and the current geopolitical and economic climate.

## Examples

### Professional

- Corporate: "Work Hard = Valued"
- Startup Culture: "Move Fast or Be Irrelevant"
- Nonprofit/Mission-Driven: "Suffering Proves Commitment"

### Geopolitical/economic

- Global Economy: "AI Will Replace You"
- U.S. Political Climate: "We're More Divided Than Ever"
- Global Climate Crisis: "It's Too Late to Change"

**You can't change what you're still swimming in.**

# Current Mapping

## What's Running Your World?

Participants define their ecology and identify the prevailing narratives. Small group work and pattern analysis illuminate where they're swept up—and where influence is possible. The most powerful Currents™ **are invisible precisely because they are shared assumptions, hidden in plain sight.** To uncover them, we must disrupt familiarity, observe contrast, and use structured reflection that reveals what we normally take for granted.

**Layered group exercises to help participants surface hidden narratives:**

1. Contrast & Compare: The Outsider's View
2. Artifact Audit: What Your Environment Is Saying
3. Narrative Lens: The Fill-in-the-Blank Test

**Map it before you can move beyond it.**

# Disrupting the Script

## The Narrative Break

Using real dilemmas, participants practice surfacing hidden assumptions and generating alternative narratives and offers. Each is structured to move participants from **unconscious narrative**    **conscious reframe**    **deliberate offer or action**.

### Exercises:

1. "What's the Script Here?"
2. "Flip the Frame"
3. "Offer the Disruption"

**Don't swim upstream. Change the stream.**



# Competing Narratives

## The Current Busters

**Goal:** Teams engage in a hands-on game using a fictitious company to identify a prevailing Current™, design a new narrative, and create an offer that shifts culture. Through hands-on practice, coaching, and a healthy dose of challenge, you'll leave more aware and more equipped to **shape your ecology, industry, and trajectory** with clarity and confidence.

The winning team successfully makes their new narrative the most influential one in the room.

**Teams must:**

- Name and map the Current
- Build a visual metaphor representing the old narrative
- Redesign the system to reflect a New Narrative
- Present their reimagined structure and offer it to the room

Judging criteria include clarity, creativity, influence, and applicability. Teams earn points and audience feedback to determine the most influential redesign.

# MIDYEAR SUMMIT

## DAY 2

### Move

9:00 - 9:45am

Above the Noise

### Deliberately

9:30 - 10:30am

Insight into Investment

### From Despair to Ambition

10:30 - 11:00am

Morning Break

11:00 - 12:00pm

Team Design Sprint

**Theme:** Invent offers and make intentional moves that rise above the Current™

12:00 - 1:30pm

Lunch

1:30 - 3:00pm

Competing Offers  
Presentations

3:00 - 3:30pm

Afternoon Break

3:30 - 5:00pm

The Move I'm Making

# Above the Noise

## The Anatomy of a Deliberate Move

How Ambitious Adults rise above the Current™ with better offers.

Case examples from alumni or co-founders.

**It's not rebellion—it's relevance redefined.**



# Insight into Investment

## Raising the Stakes

Participants revisit their Day 1 insights and identify where the Current™ is costing them personally or professionally. In teams, they connect their own Vital Aim to the game scenario and begin forming their winning narrative and offer.

**The moment it gets personal, influence begins.**

# Team Design Sprint

## Finalize the Narrative & Offer

Teams collaborate to finalize their reimagined game structure, sharpen their offer, and prepare their pitch. Facilitators provide feedback and coaching.

**It's not rebellion—it's relevance redefined.**

# The Main Stage

## Competing Offers Presentations

Each team delivers a 3-minute pitch of their New Narrative and Offer to the full room. Presentations are scored on clarity, creativity, and influence.

Audience vote determines the winning offer.

**It's not rebellion—it's relevance redefined.**



# The Move I'm Making

## (Exercise + Declaration)

Participants reflect on the narrative they've been swept up in—and the deliberate move they'll now make. Optional public declarations.

# Recap the journey

## From awareness to action

Share commitments, honor top team insights, and open the door to the 2026 Global Conference and beyond!

**This is where I move—on purpose.**

PROMOTIONAL PRODUCTS | AWARDS | BUSINESS GIFTS | SIGNAGE

- Awards
- Apparel
- Custom Engraving
- Signage
- Promotional Products
- Business Gifts
- And More...



**www.conejoawards.com ♦ 805-497-3800**

**2955 E. Hillcrest Drive, Suite 104 Thousand Oaks, CA**

**Visit us on**   **@conejoawards**

# HIGH PERFORMING TEAMS

## Marika Meertens

Senior Engineering Manager  
Western Digital  
Denver, Co

*"...it provided our team with the language and framework to communicate more effectively, hold more productive meetings, and exceed our team's aims."*

## Certification



## Built For:

Project Teams  
Leadership Teams  
Cross-functional Teams  
Operational Teams  
Innovation Teams

## Xtreme Team Collaboration

Duration: 10 Weeks | Tuition \$1500 USD

Online or In-Person Cohorts & Certification



 Details



# Discounted Conference Bundle

Buy two or more now for the biggest discounts.  
Secure your special price with an additional discount on  
the full payment or make a deposit.

## 1. Annual Conference

12-16 January 2026, Location TBA

## 2. Consulting Summit

For Leaders and Speakers 13-15 July 2025  
Marriott Ventura Beach, California

## 3. Midyear Summit

Practiced Spontaneity 15-17 July 2025  
Marriott Ventura Beach, California

## 4. Elite Retreat

Indulgent Ambition 21-26 September 2025  
Kimpton Hotel Fontenot, New Orleans



The discounts are already  
applied to the price shown.  
For deposits, payment terms  
are arranged with Liz Smiley.

