Worksheet 1: Scenario Stress-Testing



Instructions: Work in small groups. Each group is assigned a "what if?" scenario. Your job is to imagine it's real—how would you adapt, survive, and win?

Sc	enarios (mark yours):
	Al automates 70% of agency tasks—clients want only high-level strategy and insight
	Your top client's market halves overnight
	A competitor offers your services for half price, globally
	40% of your most experienced staff leave within 6 months
	A major client moves you to 100% month-to-month, performance-based compensation
	Digital platform restricts or prices out client campaigns overnight
Gr	roup Prompts:
1.	What would we STOP, START, or CHANGE to thrive?
2.	What resources, skills, or mindsets would we need most?
3.	What early warning signs might reveal this scenario is coming?
4.	Surprising positive ideas/pivots from the discussion:

Note: This is a safe space for wild ideas. The goal is to flex creative muscles, not predict the future. Encourage optimism—every threat hides an opportunity if we respond boldly.



Worksheet 2: Client Empathy Mapping—Digging Deeper



Instructions: Pick a top client or persona. As a team, answer each question honestly. Push beyond obvious needs.

Pi	ompts:
1.	What jobs are we really 'hired' to do (beyond the invoice)?
2.	What are their biggest headaches today, and how are those changing for 2026?
3.	What does success look like for them personally and professionally?
4.	Deep Dive: a. How are their internal metrics for success evolving? In what invisible ways might our services NOT align with how they're judged by bosses, boards, or Al/analytics?
	b. If our agency vanished, what would they miss—and what would they replace instantly (and how)?
	c. Which current or emerging pressures (cultural, tech, regulatory, personal) push them into decisions that aren't in their best long-term interest? How could we become the partner who helps them push back—or choose better paths?

Note: Really walk in your client's shoes. If you don't know the answer—guess based on their environment or plan to ask them directly after. The goal here is in challenging our team's assumptions.



Worksheet 3: Reverse Mentoring Roundtable



Instructions: Give the floor to your newest/youngest team members.

Leadership role: only ask questions, don't justify or defend!

Prompts for New Voices:

•	What would	you change a	about this agency	\prime if you were i	n charge?

• What tech, tools, or cultural shifts are we missing?

• How would you make us the agency of the future for the next generation of clients and talent?

Space for leadership debrief:

• Which ideas challenged us most?

• What are we willing to experiment with this year?

Note: Prep for "young" mentors: Be direct—there are no wrong answers.

Prep for leaders: Ask clarifying questions, not rebuttals. Afterwards, reflect honestly on what stretched your thinking.



Worksheet 4: Competitor Roleplay/Deep Dive



Instructions: Become your fiercest competitor or a disruptive new player.

Prepare a mini "How we beat [Your Agency]" pitch.

Prompts:

 What's our biggest edge over [Your Agend 	cvl]?
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• How would we attack their business model or client relationships?

• Which of their strengths would we try to copy—and which would we target as weaknesses?

Space for self-reflection:

• What competitive threats really worry us?

• What strengths or fresh ideas could we "steal back" for ourselves?

Facilitator Prep Notes: Roleplay with intense and slightly vicious enthusiasm. Remember, you are fighting to win. Have fun with it but capture every uncomfortable insight for real discussion later.



Worksheet 5: Trendspotting Lightning Rounds



Instructions: Each team member (or duo) brings one new (non-obvious!) agency or client industry trend to discuss.

1. Trend:

2. How might this impact us for better or worse?

3. If true, what would we need to change, pilot, or prepare for?

Team Vote:

• Top 3 trends to track/pilot:

Facilitator Prep Notes: Encourage use of niche publications, LinkedIn, podcasts, or international sources.

Debrief: Highlight action items or assign 'trend scouts' to monitor top picks.



Worksheet 6: Values-to-Action Alignment Check



Value	How did we actually live this value in a business decision this year?	Where do we fall short talking the talk but not walking the walk?	What bold or risky move could we make if we doubled down?

Facilitator Prep Notes: View this as opportunity for growth, not criticism. Invite storytelling

-- When did we really act on this value, not just say it?



Worksheet 7: Pre-Mortem—Why Did We Fail in 2026?



Instructions: Individually, write your answer on a sticky note:

"If our agency failed in 2026, it was because..."

Collect, share, and discuss together.

Group Reflection:

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• What policies, safeguards, or pilot projects could reduce these risks?

• What warning metrics would reveal early trouble?

Facilitator Prep Notes: This requires psychological safety—it's normal to feel fragile here, but facing risk is the first step to resilience.



Worksheet 8: Stakeholder "Dragon's Den" Pitch



Instructions: Present your agency's 2026 strategic plan to a panel—ideally with friendly AMI colleagues roleplaying as skeptical clients, tough staff, or procurement bots.

Prompts:
Key points of our 2026 plan:
Three toughest questions we anticipate:
Panel's critical feedback:
What will we improve immediately based on this session?
Facilitator Prep Notes: Coach the panel: Push with tough questions and honest critique. Remind the presenting team to listen hard, not defend decisions. Capture all actionable suggestions.

