

**WECREATE PRESENTS**

**THE HIGH-GROWTH  
ACCELERATOR**

**HELPING HIGH-POTENTIAL ENTERPRISES  
TURN INTO HIGH-GROWTH COMPANIES  
THAT DISRUPT THEIR MARKETS FOREVER**

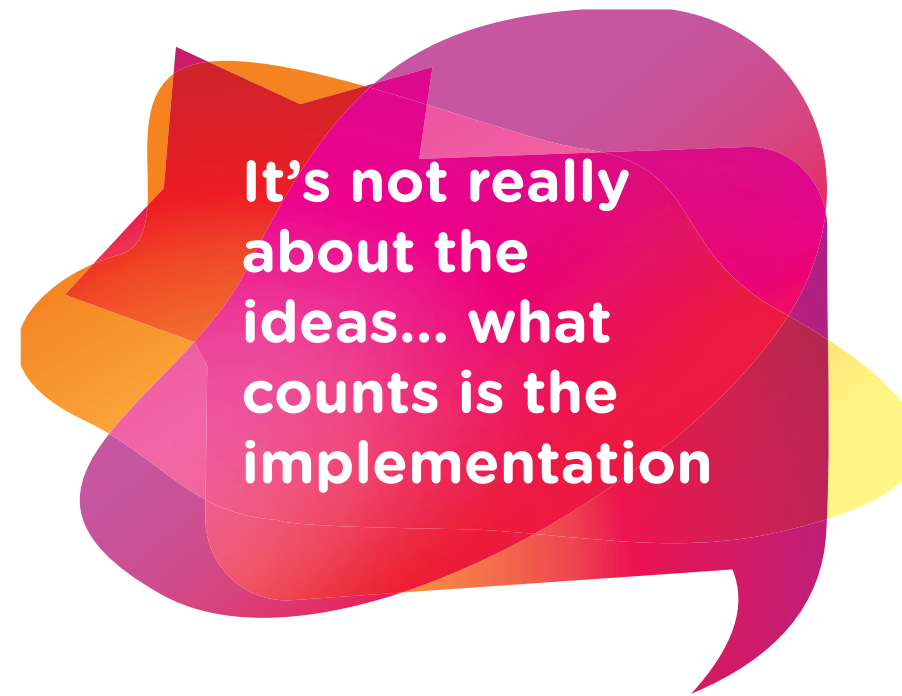


Rapid growth cannot come from investment alone. It has to come from the profitable leverage of ideas in the real-world.

Breakthrough companies do this with optimal scale, impact and sustainability. When this kind of breakthrough - or disruptive - innovation is achieved, the rules of the marketplace are changed forever. New user behaviours exist. Market incumbents have been repositioned. Legacy companies are cast as inferior, inaccessible or simply old-fashioned.

Disruptive innovations have the highest growth potential, particularly in saturated and stagnant markets, as they create and respond to new needs and emerging desires. Therefore they usually spawn entirely new ecosystems complete with support organisations and service providers - think iPhone apps, Facebook games and ARM chips. Impact snowballs into the economy via job creation, wealth creation, ecosystem enablement and a regional morale boost - like that in Silicon Valley - that inspires others to follow suit.

For many years we have been consulting on such projects with fast-moving entrepreneurs in California and Europe as well as innovative multi-nationals. Over the years we have learnt much about disruption - in and outside of tech markets - and have evolved a unique disruptive innovation process with and for companies such as Microsoft, Orange, Diageo & Unilever.



In our experience of working with entrepreneurs many of them do not realise quite how to turn their big ideas into reality - and crucially where to focus resources to generate the highest growth.

They often have many of the idea 'atoms' but not the innovation know-how to turn those atoms into fully-fledged idea 'molecules' which can disrupt the market. They have the vision but not the right blend of marketing and business model design experience to make their vision a reality. They have the resourcefulness but not the rapid-growth expertise to forge organisations with systems and structures designed for scale. And they have the passion but often not the resilience and robustness in leadership needed to realise high-growth ideas in the harsh realities of competing priorities, exhausted teams and the resistance of the system to being disrupted.

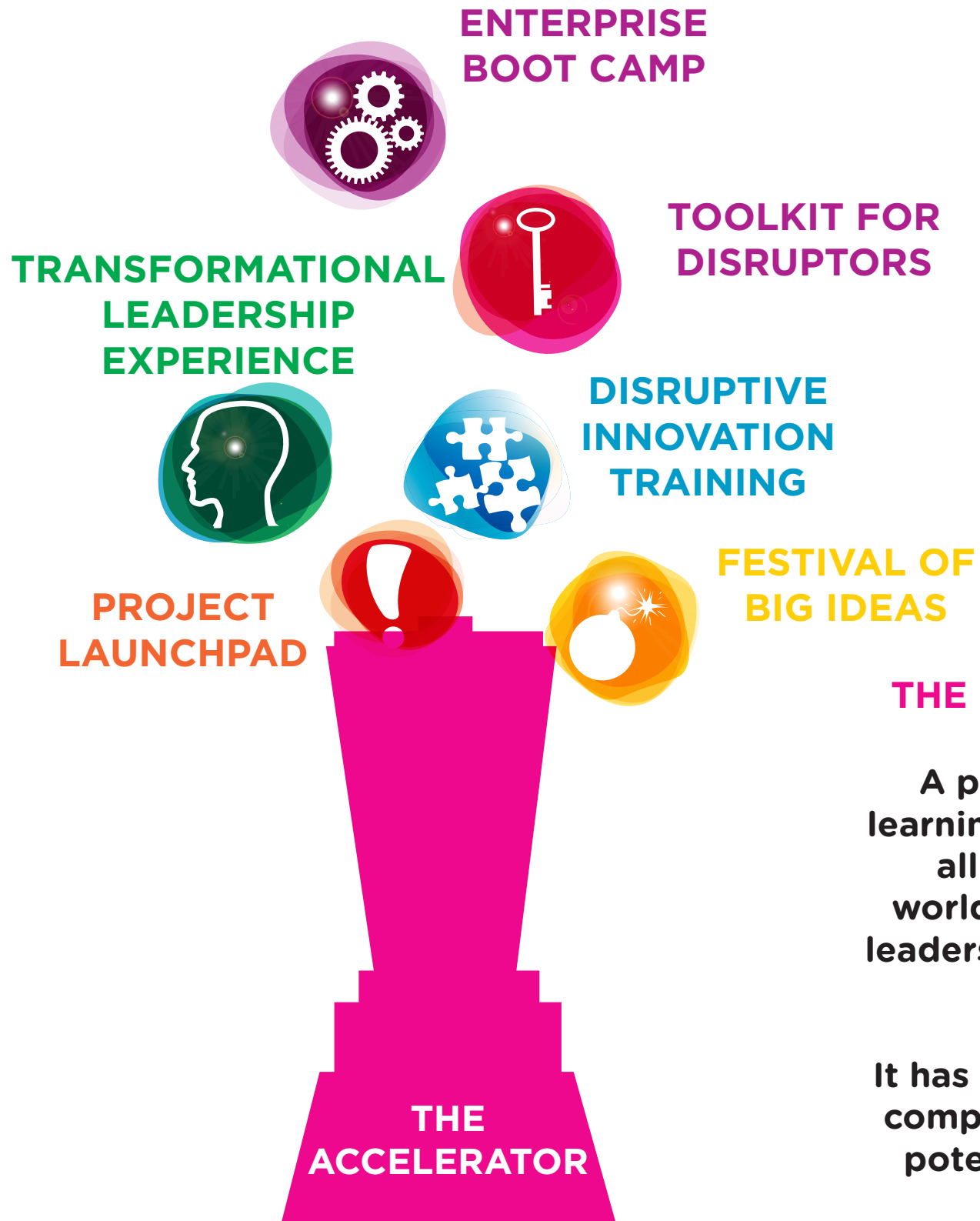
In the race against time that is start-up, only those with the right combination of innovation, marketing and high-growth leadership capacities will have the greatest chance of maximising the potential of their initial ideas with market breakthroughs.

Successful high-growth entrepreneurship cannot be 'taught' as such. It has to be learnt through doing.

And that is where the High-Impact Accelerator comes in.

# THE HIGH-IMPACT ACCELERATOR

A hybrid curriculum designed explicitly for truly 21st Century entrepreneurs and innovators.



**ACCELERATING IDEAS TOWARDS THEIR  
MAXIMUM POTENTIAL GROWTH AND  
SOCIAL & ECONOMIC IMPACT**



## THE HIGH-GROWTH ACCELERATOR

A practical yet profound doing and learning experience that blends together all the ingredients necessary for world-class innovation, marketing and leadership (the essential elements of fast and sustainable growth).

It has been designed for entrepreneurial companies who want to maximize their potential with real-world growth and impact.

## How does The High-Growth Accelerator work?

We believe that the ingredients for high-growth business can be imparted through experiential learning - also known as 'learning through doing'. This is what the High-Growth Accelerator is about - participants learn how to use tools and techniques through applying them in workshops to their businesses. The Accelerator is centred around our unique disruptive innovation and scale approach.

The heart of the program is a live workshop event which can be open to the public or have modules customized for a specific community, program or organization.

Each module is entirely stand-alone; or they can be experienced in sequence as a new enterprise launchpad.

Every module contains experiential learning on pioneering innovation & enterprise creation tools; big ideas from the forefront of science and technology that help us think differently; cutting-edge leadership psychology to develop new mental habits; and peer-to-peer coaching and smart networking to build an enterprising community.

Participants leave each module with a 1-page summary of their work which, when put together, form a lucid and compelling pitch presentation.

## What could you do with amazing High-Growth skills?

- Grow rapidly a disruptive and wildly-successful enterprise
- Design the systems and people structures to reach scale
- Deliver big ideas through innovative business models, marketing strategies and organisational design
- Develop a crack team able to innovate, collaborate and lead breakthrough projects
- Lock in competitive advantage through building ecosystems
- Use your resources as wisely as possible for growth



## Who is The Accelerator for?

- Entrepreneurs of any type who want to disrupt their markets
- Innovators within business
- Innovators within government
- Innovators within non-profits
- Leaders at the forefront of change

## Why The High-Growth Accelerator?

Wherever we go, we meet great people bubbling over with ideas. Whether in New York or Nairobi, in global corporations or local co-operatives, entrepreneurs have the ideas but often lack the tools - whether in innovation, marketing or leadership - to maximize their potential.

Corporations spend billions hiring people like us to develop tools and systems for generating exponential growth. For 15 years, we have worked with many of the best - Virgin, Microsoft, Diageo (Smirnoff etc), Tesco, PlayStation, Pepsi, Unilever (Axe, Dove etc.), Disney, Shell, BBC, Wal-Mart, Kraft, P&G to name a few - innovating disruptive products and services. Now it is time to get these tools to you and your network of like-minded innovators.

You won't find much on basic accounting or legals, as they change between markets and regions. And few of our modules are covered on the conventional MBA (which is why corporations hire us to teach them).

What you will find is the finest tools, ideas and wisdom - curated over half a lifetime - for co-creating rapid growth through transforming markets forever.

# CURRICULUM OVERVIEW

## PART 1 IMPACT, INNOVATE & INSPIRE

## PART 2: GROW, SCALE & EXPAND

## PART 3: LEAD, INFLUENCE & CO-CREATE

Focusing intentions on a specific human need or desire. Harnessing skills & talents into a leadership compass

Challenging assumptions to create transformative & systemic innovations.

Designing the business & delivery model to fit real people's everyday beliefs and behaviors

Engaging funders, investors, volunteers and staff through powerful stories

Implementing the concept and bringing it to life through an inspiring brand

Marketing via traditional and social networks to reach critical mass as fast as possible

Designing the organization to scale with systems & innovation culture.

Overcoming obstacles and managing uncertainty. Leading a high-impact team.

Influencing, campaigning & leveraging through advocacy

Collaborating to achieve goals better, faster and cheaper together

### FOCUS & PURPOSE

### BREAKTHROUGH & DISRUPT

### EXPLORE & DESIGN

### INSPIRE & STORYTELL

### SPARK & BRAND

### CONNECT & EXPAND

### NURTURE & SCALE

### LEAD & GROW

### INFLUENCE & TRANSFORM

### OPEN & CO-CREATE



Calibrating your leadership compass  
Clarifying your intentions & life plans  
5 'engines' of the entrepreneur

Ambiguity & the U-process  
Challenging assumptions  
Harnessing 'collective intelligence'

Leveraging your leadership compass in design  
Designing for profit and impact

Storytelling for leadership  
Inspirational communication  
Finding Your Voice

Authentic communication  
The power of empathy & emotion

Vision vs. mission vs. goals  
Developing robust and effective peer-support networks

Abundance vs. Scarcity  
Managing uncertainty  
Building resilience & redundancy

Commitment & ownership  
Designing leadership habits  
Solution-focused questions  
Logical vs. intuitive decision-making

Influencing people  
The 8 essential of influence

Collaborative leadership  
Emergency vs emergence  
Turning team conflict into creativity  
Building trust



Who Cares Wins: The science of altruism

Think Different: The science of biases and breakthroughs

Human-Centred Design: The art & science of making things work

Telling Stories: The art & science of narrative

Icons: The symbolic power of brands

Thinking Digitally: The science of networks

Peer Power: The science of self-organization

Flow: The science of intuition and heightened creativity

YES!: The science of persuasion

Co-create: The science of complexity and emergence



Focus on a specific goal & mission  
Converting a mission to a vision

Disruptive vs. incremental innovation  
Breaking Through Market Conventions  
Value Proposition Recombination

A spectrum of business models  
The quadruple bottom line (Profit, Planet, People, Play)  
Visual business model design  
Minimal Viable Product  
Design for 'pivotability'

The StoryTelling Engine  
Naming companies  
Pitching big ideas  
Funding types & peer-to-peer investment

The essentials of a brand strategy.  
Developing brand logos, websites and brand materials  
Writing creative briefs for partners

Marketing for launch or growth  
Finding sweet spots, hooks and niches  
Earned vs. owned media  
Social media to 'cross the chasm'

Designing scalable systems for impact  
Developing the people structures for growth  
Building an innovation culture

Agile entrepreneurship  
Opportunity spotting through Scenario Planning & STEEP awareness

Developing a communication strategy for investors and other stakeholders

'Open innovation' processes  
Mapping your network for accelerated growth  
Agreements for sharing risks & rewards

## What is most different about The High Growth Accelerator vs. other Boot Camps & trainings?

1. As much focus on leadership as innovation & entrepreneurship. Ultimately it is always what is inside that counts when the going gets tough.
2. Focus on maximizing growth with disruptive innovation & ecosystem and business model design. Nothing else comes close.
3. Cutting-edge research from the edges of technology to inspire lasting change in you & your business design
4. It is entirely practical (only the really useful stuff) yet profound (at the forefront of innovation thinking) and playful (reducing barriers to learning)

## The company behind the High-Growth Accelerator is an 'intentional' enterprise?

We are deeply passionate about providing our tools and training for those most in need - so that they can self-solve their own problems through enterprising solutions, and never be reliant again on development aid or charity again.

With income earned in our Accelerator programs we are developing an online curriculum which will eventually be available for free in the developing world.

## What are the benefits of attending?

- Accelerate your enterprise towards optimal growth using a proven system that can help maximize the potential of *any* project
- Learn and leverage tools that only the elite in multi-national corporations get access to - over \$200,000 of value per person
- Explore a spectrum of business models right for you - and learn to design your own ecosystem around yours
- Enjoy intensive training on the 10 key skills for being a 'disruptor'
- Experience profound transformation in your thinking and doing
- Access an inspired peer group who can keep you at your innovative best no matter what the world throws at you
- Contribute to the most powerful force for change on the planet - collective intent



## ABOUT US

We work at the intersection of innovation, leadership & the collective good. We build the capacity of individuals and organizations to contribute, collaborate and innovate so that they can fully take part in co-creating a flourishing world.



### About WECREATE

WECREATE has been supporting innovators, entrepreneurs and creative leaders for over 12 years. Initially the company was set up in 1999 to work with fast-growing dot com entrepreneurs - to help them use their investment wisely with a clear business proposition, a business model that could sustainably deliver it, and a 'new economy' customer engagement strategy to bring it to life. After the dot bomb, we 'pivoted' to become an innovation agency for FTSE 100 companies, developing and launching disruptive new products, services and business models. We soon began training staff to build innovation capacity, and went on to codify our 'special sauce' within in-house innovation programs for Cadburys and Tesco amongst others. We have worked with national governments (e.g. European Union, No.10 Downing Street, BIS, The Welsh Assembly) and many Fortune 500 companies (e.g. P&G, Kraft, Cadbury, Tesco, Smirnoff, Disney, Microsoft, PlayStation, Vodafone) as well as many entrepreneurial companies.

### About NICK JANKEL, LEAD DESIGNER & FACILITATOR

Nick Jankel is a globally-renowned change agent and an expert on the science, psychology and practice of leadership, innovation and collaboration. Nick has spent many years teaching entrepreneurs and innovators on world-class MBAs (Oxford, Warwick, Lancaster, Ford, British Airways) and social entrepreneurs across Asia, Africa, Europe and the Americas. He is a serial ethical entrepreneur (for 12 years, through 2 recessions, no investment) focused on empowering people to create ethical businesses and social innovations to better the global community; a writer, inspirational speaker and public intellectual exploring the potential for co-creation (collective creativity) to create a radically better world; and a TV host (BBC, MTV) opening up a window on a world of cutting-edge science and wisdom that can help us all change so that we can thrive. Nick is an Ambassador for Entrepreneurship in the UK, an Associate Director of the open innovation consultancy 100% Open and holds a Triple First Class Degree in Science & Philosophy from Cambridge University.