

WECREATE PRESENTS

THE IMPACT ACCELERATOR

TURNING GOOD INTENTIONS..

**INTO WORLD-CHANGING
TRANSFORMATIVE SOCIAL
INNOVATIONS & ENTERPRISES**

TOGETHER




The Impact Accelerator is an intense, transformational and scalable 'doing through learning' experience, designed to support civic, business and community leaders accelerate their social venture, innovation or enterprise - whatever stage it is at - towards its greatest potential impact on the world (and with it maximize their own personal fulfillment and financial freedom).

Instead of using the redundant language of 'for profit' or 'non-profit', we have coined the terms intentional innovation and intentional enterprise to describe these kinds of projects:


- A social enterprise, community venture or non-profit
- A green or sustainable innovation
- A business driven by purpose as much as profit
- An empowering movie, app, TV show, video game or transmedia experience
- An intentional community or political movement

Successful innovation is not just about ideas or good intentions. There are never a shortage of those. It is about taking those intentional ideas and making them count in the real-world with *maximum impact*.

During The Impact Accelerator, participants gain access to elite innovation and strategy consulting tools usually reserved for Fortune 500 companies to help them extract the most value out of their ideas.



Intentional enterprises provide us with the opportunity to recalibrate capitalism towards the collective good. They allow us a middle way between left and right - one that harnesses our individual ingenuity and focuses it on the betterment of society *as well as ourselves*.



It's not really about the ideas... what counts is the impact.

The world around us is changing. It is becoming more collaborative and yet also less predictable. So it is vital that our mental habits change with it if we want to flourish.

If we hold on to the same ways of thinking and doing - I.e. Business As Usual - we risk not only making ourselves redundant but also we risk missing out on the opportunity to co-create lasting positive impact.

Therefore on The Impact Accelerator equal weight is given to leadership development - because the only thing that can ever really stop an intentional entrepreneur is their own limitations - whether real or imagined.

In the Age of Co-Creation social change is reliant on individual change; thriving communities necessitate thriving collaborations; and enterprise growth demands leadership growth.

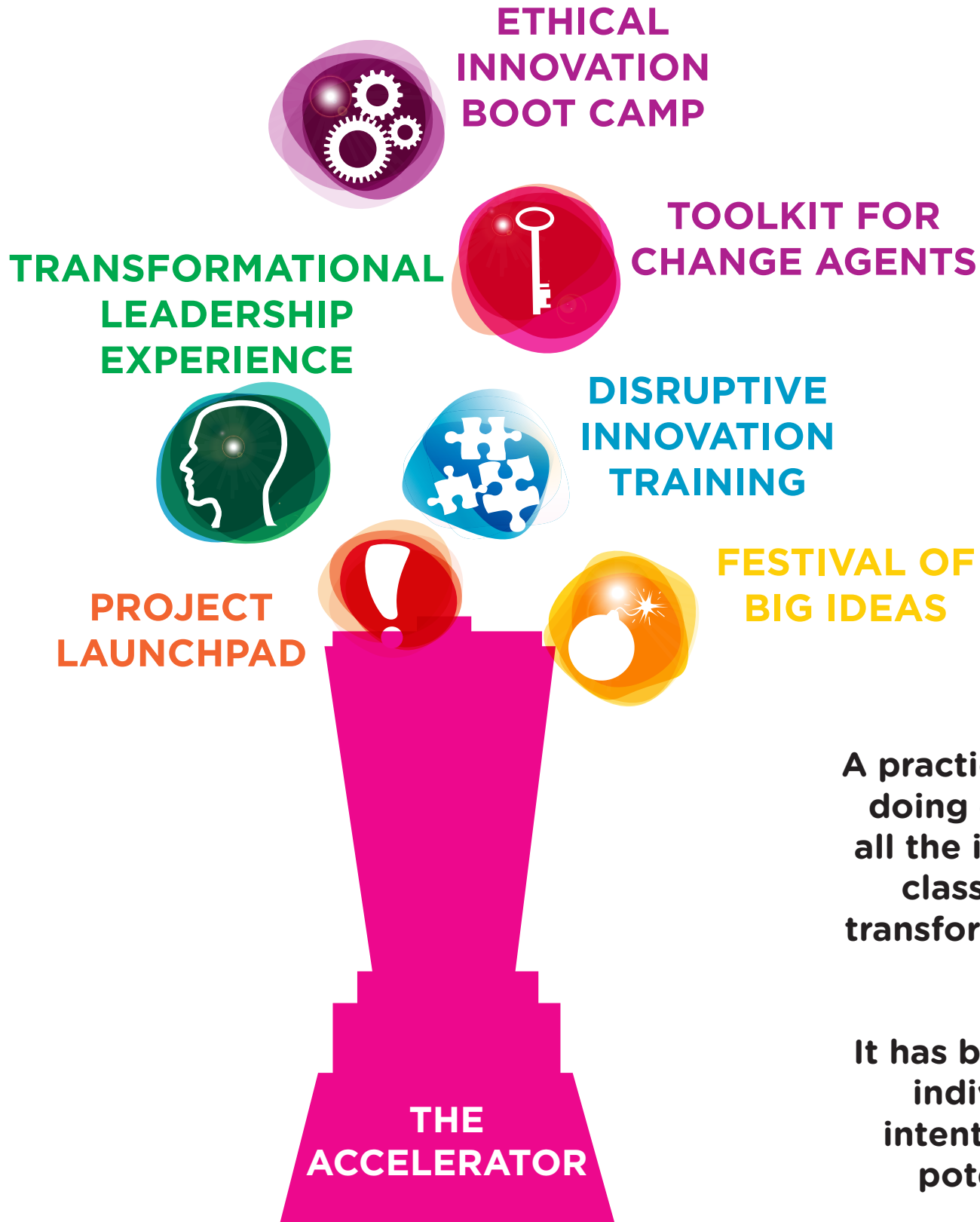
With the right tools, the right ways of thinking and the right peer group *everyone* can accelerate their impact and radically enhance their ability to make a difference.

Join us to discover your answer to the pre-eminent question of our times:

How can we co-create a future worthy of our noblest aspirations... together?

THE ACCELERATOR

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



CO-CREATING WORLD-CHANGING INNOVATIONS FOR A RADICALLY BETTER FUTURE FOR US ALL



THE ACCELERATOR

A practical yet profound learning through doing experience that blends together all the ingredients necessary for world-class innovation, collaboration and transformation (the essential elements of lasting positive change).

It has been designed for entrepreneurial individuals and people with good intentions who want to maximize the potential with real-world impact.

How does The Impact Accelerator work?

The Impact Accelerator is a multi-media learning experience, the core of which is a real-world intensive 'doing through learning' training program. They are either open to the public or customized for a specific community.

Whether on or offline, the Accelerator is split into 3 sections [see below], which together cover the most important tools for success as an innovator, entrepreneur and leader in the 21st Century.

Each module *and* part is entirely stand-alone; or they can be experienced in sequence as a new enterprise launchpad. Each contains experiential learning on pioneering innovation & enterprise creation tools; big ideas from the forefront of science that help us think differently; cutting-edge leadership psychology to develop new mental habits; and peer-to-peer coaching to build an enterprising community. Plus you leave each module with a 1-page summary of your work which, when put together, form a smart yet simple pitch presentation.

You may want to hone your purpose, work on your systemic impact, be inspired by big ideas, design your business model, create a social media strategy or find a way to engage collaborators to deliver your project faster than you can yourself - all this is covered (and much more).

Everyone is given peer-to-peer performance coaching suited to the challenging world of intentional enterprise. This is focused on building capabilities such as deep resilience, radical focus and extreme creative problem-solving. The Accelerator is also a place to exchange ideas and support with a community of like-minded peers that participants can continue to connect with for a long-time after the event.



Who is The Impact Accelerator for?

- Entrepreneurs of any type who want to make a difference
- Social & community entrepreneurs
- Ethical innovators within business
- Social innovators within government
- Social innovators within non-profits
- Human potential explorers
- Leadership & collaboration students

Why The Impact Accelerator?

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

Corporations spend billions hiring people like us to develop tools and systems for creating change. 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. 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 lasting positive change at any level in the world.

Ultimately The Accelerator is designed to support participants to innovate collaboratively and disruptively no matter what the world throws at them.

CURRICULUM OVERVIEW

PART 1 IMPACT, INNOVATE & INSPIRE

Focusing intentions on a specific problem or human need. 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

PART 2: GROW, SCALE & EXPAND

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.

PART 3: LEAD, INFLUENCE & CO-CREATE

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

FLOW & GROW

INFLUENCE & TRANSFORM

OPEN & CO-CREATE



LEADERSHIP &
MINDSET TOOLS

Calibrating your leadership compass
Clarifying your theory of change
5 'engines' of the entrepreneur

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

Leveraging your leadership compass in design
Designing for profit vs. 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 without authority
The 8 essential of influence

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



CUTTING-EDGE
INSPIRATIONAL IDEAS

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



INNOVATION &
ENTERPRISE GROWTH-
TOOLS

Focus on a specific need, goal & mission
Converting a mission to a collective vision

Disruptive vs. incremental social innovation
Disrupting world views, systems & value propositions
The Law of Unexpected Returns

A spectrum of enterprise business models
Measuring real-world impact with quadruple bottom line (Profit, Planet, People, Play)
Visual business model design
Minimal Viable Product & Iteration
Design for 'pivotability'

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

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 human capital for growth
Building an innovation culture
Forms of growth capital

Agile entrepreneurship
Scenario Planning
STEEP awareness

How change happens
Systemic influencing & campaign strategies

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

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

1. As much focus on leadership & personal transformation as innovation & entrepreneurship. Ultimately it is always what is inside that counts.
2. Focus on maximizing impact with disruptive & systemic innovation, business model innovation & design thinking. Nothing else comes close.
3. Cutting-edge research from science curated to inspire lasting change in you & the world.
4. It is entirely practical (only the really useful stuff) yet profound (at the forefront of innovation thinking) and playful (reducing barriers to learning)

Is The Accelerator an intentional enterprise too? I.e. Are you walking your talk?

We are deeply passionate about providing our tools and training for those most in need - so that they can self-solve their own problems and never be reliant again on development aid or charity. Online, the basic curriculum materials will be available for free download and provided on platforms in the developing world. Our live events follow the great idea of Tom's Shoes.

For every person that signs up, we provide a place on The Accelerator to a self-motivated individual from a radically disadvantaged group and those in poverty overseas.

What could you do with amazing Co-creation skills?

- Start a wildly-successful intentional enterprise
- Deliver breakthrough ideas through collaborations better, faster and cheaper
- Develop a crack team able to innovate, collaborate and lead breakthrough projects
- Be an agent of global positive change
- Enjoy higher rates of return on innovation

What are the benefits of attending?

- Accelerate your idea to optimal impact using a flexible and proven system that can 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
- Explore a spectrum of intentional innovation models right for you - from Bottom-of-Pyramid opportunities to social enterprise
- Enjoy intensive training on the 10 key skills for being an agent of change- valuable in every sphere of work and play
- Experience profound transformation in your thinking and doing - and with it find permanent financial and emotional freedom
- 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

What are the costs of the Accelerator?

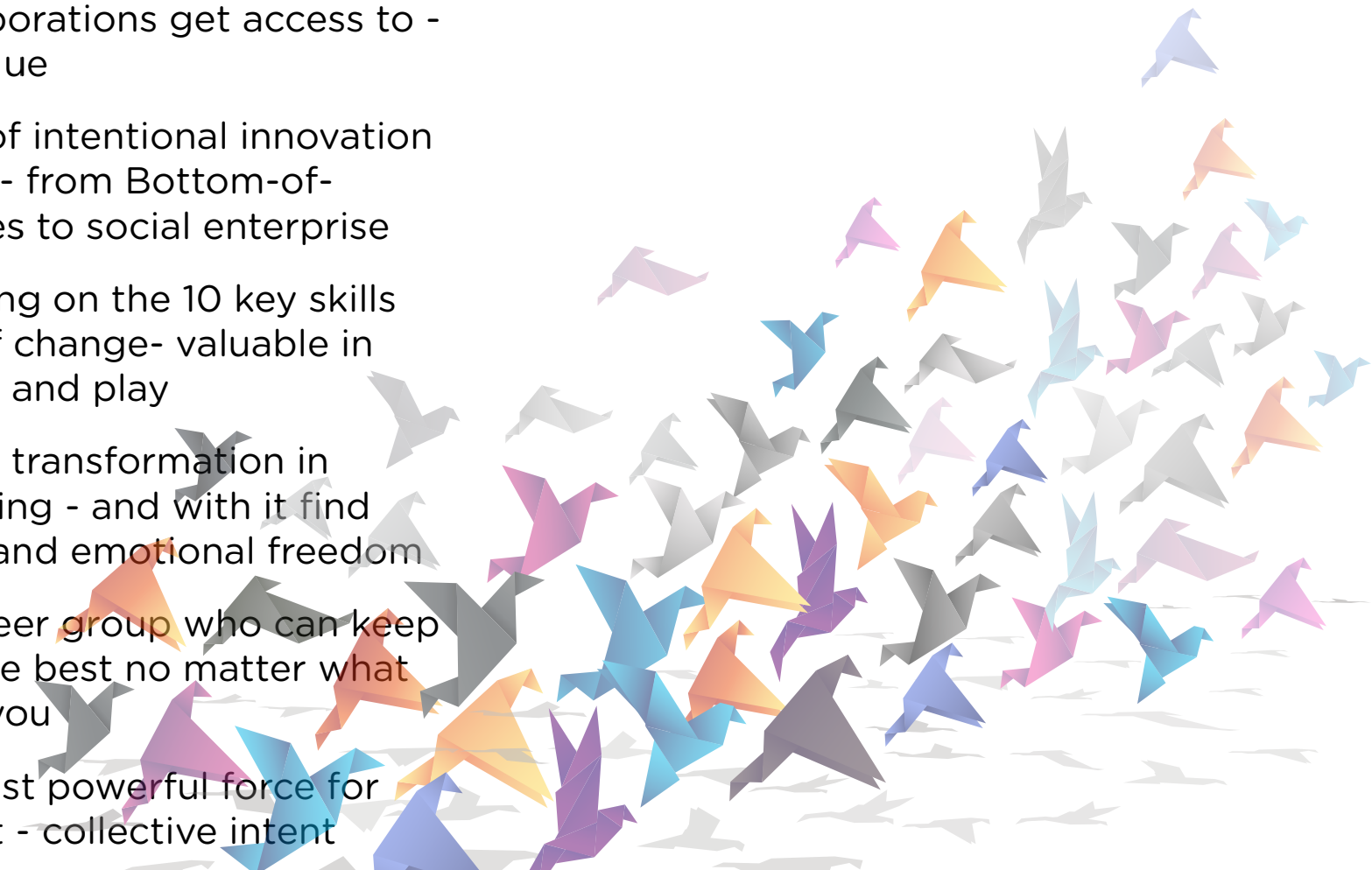
The Intent Stage
Free

Each Section
\$990 (3 days)

Any 1 Module
\$385 (1 day)

The Entire Impact Accelerator:
\$2450 (10 days)

N.B. Your fees provide a scholarship to the program to an innovator from a disadvantaged group



WECREATE believes that it is only when people come together to create new ideas in the place of old beliefs that we can transform things for good. On this journey science inspires us, vision unites us and inner wisdom illuminates us. The boundaries between culture, consciousness, change and creativity blur. The worlds of science, philosophy, technology and entrepreneurship collide. Big questions are investigated. Conventions are challenged. And the status quo disrupted. Tap into your compassion and we'll transform it into co-creation. Bring your curiosity, and we'll feed it with possibility... because together *everything* really is possible.



About WECREATE

WECREATE is a social venture committed to helping citizens, entrepreneurs, organizations and nations co-create a radically better world. We have worked with national governments (e.g. European Union, No.10 Downing Street, BIS, The Welsh Assembly), public institutions (e.g. the National Health Service, Local Education Authorities, Local Governments, City Councils, NESTA, The Design Council), non-profits (e.g. Oxfam, British Heart Foundation, Young Foundation), Fortune 500 companies (e.g. P&G, Kraft, Cadbury, Tesco, Smirnoff, Disney, Microsoft, PlayStation, Vodafone) as well as many private and celebrity coaching clients.

About NICK JANKEL, THE CURATOR & DESIGNER

Nick Jankel is a globally-renowned change agent and an expert on the science, psychology and practice of transformation, innovation and collaboration (the three critical elements of lasting positive change). 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) 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.

Nick spent many years building his first business, a commercial strategy and innovation consultancy, *without* the right intent. He is deeply committed to helping people understand their true purpose and with it invest their life blood in projects that come from their deepest intentions and work towards their greatest aspirations.