PART 2: TRAINING PROGRAMME DETAILS

Section A: Course Details

1.	**Course Title**	Exponential Organizations (ExO) Fundamentals
2.	**Type of Course**	Non-technical
3.	**Training Methodology**	The training workshop is designed as a two-day course, delivering ExO fundamentals to participants to learn Exponential Technologies, Exponential Thinking and ExO Attributes. The workshop will be a hands-on, activity-based workshop that will take participants through work on case study to develop ExO Canvas, exponential business model and ExO initiatives. All participants will review the case study and provide their understanding of the case study and applying what they learn through a series of activities. At the end of the workshop, all participants will be expected to identify opportunities within their respective organizations for exponential transformation.
4.	**Skill Area**	Structured approach to digital transformation, corporate innovation, strategic transformation leveraging exponential technologies.
5.	**Duration**	2 days (14 contact hours) 9:00am – 5:00pm
6.	**Level of Certification**	Certificate of Completion of Exponential Organizations (ExO) Fundamentals
7.	**Certification Body (If Applicable)**	Certificate of Completion issued by Innothink Advisory Sdn. Bhd.
8.	**Course Overview**	ExO lays the framework for organizations to adapt and thrive in the 4th Industrial Revolution of which is increasingly disrupting all industries. ExOs are purpose-driven organizations, deploying ten unique attributes and a Massive Transformative Purpose to develop innovation initiatives for exponential growth. The course will focus on understanding of the ten unique attributes and development of a Massive Transformative Purpose. Using a proven methodology powered by **a global ecosystem, OpenExO,** the course will provide all participants with the fundamental understanding of ExO and exponential business model.

		OpenExO is the organic evolution of Salim Ismail's work. He is the best-selling author of Exponential Organizations – required reading at the world's top organizations. Salim is a tech entrepreneur who built and sold his company to Google. He led Yahoo!'s innovation division and was Founding Executive Director at Singularity University, and is the Founder of OpenExO and ExO Works. The course will include using the ExO Sprint methodology as the strategy and approach to generating and building **exponential technologies** initiative ideas. These initiative ideas will be divided into Core and Edge initiatives. The Core initiatives tend to get the most out of the current business model and existing strategy while the Edge initiatives tend to disrupt the current model and focus on disruptive innovation to build the future of the company's industry.
9.	**Prerequisites**	Minimum fresh undergraduate degree or equivalent
10.	**Course Objective**	The course will provide an overview of ExO framework aims at the learning objectives below: • To begin to shift mindset from linear thinking to exponential thinking • To understand Exponential Technologies and their implications • To learn ExO case studies and their ExO attributes • To learn exponential business model • To learn ExO Sprint methodology overview
11.	**Learning Outcomes**	• **Exponential technologies**. Awake from the need to deepen knowledge of disruptive technologies and how these technologies are impacting various industries. • **Exponential thinking**. Begin to demonstrate shifting of mindset from linear thinking to exponential thinking. • **Complex problem solving**. Begin to understand the need to assess and manage abundance through ExO framework. • **Innovative ideation**. Begin to generate idea initiatives to drive exponential growth. • **Collaboration skills**. Able to work together in multi-disciplinary teams to achieve common goal.
12.	**Course Content**	Please refer to **Attachment I** for details. The course outline is as summarized below: 1. The Age of Exponential Technologies – To introduce disruptive technologies of 4th Industrial Revolution 2. Exponential Thinking – To demonstrate linear vs exponential thinking

		3. ExO Attributes – To learn ExO attributes and Massive Transformative Purpose 4. ExO Canvas – To develop ExO Canvas based on learnings of ExO attributes 5. Business Model Canvas – To learn components of business models to apply exponentials 6. ExO Sprint – To understand the methodology of exponential transformation 7. ExO Initiatives – To begin to generate ExO initiatives as strategic / digital transformation initiatives 8. Reflection – To share learnings of the course

13.	**Learning Activities**	1. The workshop will begin with lecture on what Exponential Technologies are and how these technologies are disrupting various industries. Therefore, organizations and people need to change mindset from linear thinking to exponential thinking. Introduction of Exponential Organizations (ExO) will be presented using case studies of learning companies explaining the ExO attributes used by these leading ExOs.
		
		2. The course will be a hands-on, activity-based workshop that will take participants through the development of ExO initiatives and exponential business model anchored on a real world case company.
		
		The learning of the ExO fundamentals will require all participants to have experiential learning; which means learn by doing or practice exercises.
		  a. The learning activities involve reviewing and researching on the case company.
		  b. Participants will prepare and present their understanding of the case company's external challenges and business model.
		  c. Participants will then identify exponential or disruptive initiatives/ideas to solve the external disruptions/challenges of the case company.
		  d. Participants will complete ExO Canvas for the selected exponential initiatives.
		  e. Participants will develop a revised business model based on the selected initiatives.
		
		3. Upon completion of ExO fundamentals course, all participants will be expected to complete an assessment to determine their level of understanding of ExO fundamentals.

14.	**Target Group**	Executives and above with minimum academic qualification of undergraduate or equivalent, across all industries.

Attachment I – Course Content/Hours

ExO Fundamentals Course - Day One

MODULE	CONTENTS/ACTIVITIES	OBJECTIVES	OUTCOMES	DURATION
Introduction	Introduction: - Exponential Technologies - Implications of Exponential Technologies - Linear Thinking vs Exponential Thinking - Exponential Thinking Exercise #1	To introduce exponential technologies and their implications To demonstrate the need to shift mindset from linear thinking to exponential thinking	Understand implications of Exponential Technologies and begin to demonstrate need to think exponentially	1 hour
Exponential Organizations (ExO)	ExO Model and Attributes: - What are ExOs? - What are the ExO Attributes? - Case Studies on Leading ExOs	To introduce ExO Model, Massive Transformative Purpose (MTP) and its attributes To learn ExOs that apply these attributes	Understand ExO Model and the ExO attributes	1 hour
	ExO Canvas Exercise #2: - Review and Research on Case Company - Determine ExO Attributes of the Company - Complete and Present ExO Canvas	To apply learnings of ExO Model and attributes in the Case Company	Understand application of learnings of ExO Model and ExO attributes by completing ExO Canvas	2 hour
Business Model Canvas (BMC)	Introduction on BMC BMC Exercise #3: - Review and Research on Case Company - Determine the components of BMC - Complete and Present BMC	To provide overview of BMC sufficient to complete the BMC for the Case Company	Understand overview of BMC components and complete BMC	2 hour
ExO Sprint	ExO Sprint Methodology: - Overview of ExO Sprint - Core and Edge ExO Initiatives	To introduce ExO Sprint Methodology To provide overview of Core and Edge ExO Initiatives	Understand ExO Sprint Methodology and Core and Edge ExO Initiatives	0.5 hour
Reflection	Group Reflection of Day One Learnings	To reflect and share personal learnings	Reflect Day One learnings	0.5 hour

ExO Fundamentals Course - Day Two

MODULE	CONTENTS/ACTIVITIES	OBJECTIVES	OUTCOMES	DURATION
Explore	External Challenges and Opportunities Exercise #4: - Review and Research on Case Company - Identify external disruptions and disruptive business models - Complete and Present Explore Template	To introduce the first step of ExO Sprint Methodology: Explore	Understand the importance of external research to keep abreast of external disruptions and disruptive business models	2 hours
Ideate	Ideation of ExO Initiatives/Solutions Exercise #5: #5A: Generate MTP ideas for Core & Edge #5B: Define multiple Problem/Solution pairs for each Edge MTP #5C: Define multiple External Disruption/Internal Reaction pairs for each Core MTP	To introduce development of MTP ideas To explain the process of problem and external disruption identification and generation of solution and internal reaction ideas	Understand the approach to MTP development Understand identification of problem/solution pairs and external disruption/internal reaction pairs	2 hours
Share	Experimentation of ExO Initiatives Exercise #6: #6A: Review Core & Edge Initiatives #6B: Define Hypothesis for each ExO Initiative #6C: Prepare and Present ExO Initiatives	To introduce the validation process of initiatives by defining hypothesis To prioritize and present ExO Initiatives	Understand importance to define hypothesis to evaluate ExO Initiatives	2 hours
Assessment	Assessment of Course Completion	To assess understanding of ExO Fundamentals	Understand the ExO Fundamentals	0.5 hour
Reflection	Final Group Reflection of the Workshop	To reflect and share group learnings	Reflect Workshop learnings	0.5 hour