

## Catalytic Leaders Lab (sample curriculum)

*“There’s a transformative shift in business, and what worked before is no longer an option. It’s time for evolved entrepreneurs, visionary creators, and changemakers to rewrite the rules of business for the 21st century.”* [Tony Hsieh](#), Founder, Zappos

**Overview:** GTC Lab is a intensive bootcamp of interactive leadership training, hands-on exercises, disruptive scenarios, business design, model building, and pitch preparation. In addition online prep courses and coaching after the event. This curriculum could be customized for a certificate course.

### Purpose:

- Prepare NextGen entrepreneurs with the mindset, skills and transformative leadership, necessary to generate values-infused, sustainable leadership and impact ventures in a rapidly shifting world.
- Evaluate and prepare NextGen entrepreneurs to be possibly selected for introduction to impact investors.

**Participants:** NextGen entrepreneurs (20-35 years) from around the world, who demonstrated commitment to values-based, sustainable impact ventures. Selected from GTC and partner networks and open crowdsourcing.

**Experts:** Futurists, entrepreneurs, digital marketers, organizational strategists, leadership trainers, and impact investors will guide, support and coach participants.

### Differentiators:

- Experience and apply **catalytic** leadership skills, which require to self-identify, create value, face disruption, observe, reinvent, collaborate, catalyze, innovate, use tech, trust and make impact.
- Infuse **core values, purpose and customer experience** into strategies and tactics of the enterprise.
- Integrate **state-of-the-art courses** in values-driven marketing, data analytics, finance/social return on investment, cross-cultural relations, digital transformation, innovation and social entrepreneurship.
- Evaluate and certify with **Sustainable Performance Indicators-** People, Planet, Profit, communal Prosperity.
- Access to a **global network** of NextGen entrepreneurs, impact investors, and expert coaches.

**Modules:** Built on experiential exercises, interactive sessions, and disruptive scenarios. Each sample module below shows a short description of focus in that particular session.

### I. Integrating Values into Sustainable Business Development

#### Module 1: Knowing yourself

Self-reflection, personal values, and determining your personal brand.

#### Module 2: Knowing your Global Space

Disruptive technologies, changing landscape, models and culture.

#### Module 3: Generating Soft Skills

Transformational and sustainable soft skill categories and approaches.



## **II. Re-Inventing Organizational Culture**

### **Module 4: Fueling your Purpose**

Transformative, values-infused and sustainable mission statement, vision, loyalty, and power strategies.

### **Module 5: Redefining a Leader**

Inner leader, catalytic leader and refinement of leadership skills.

### **Module 6: Driving Transformative Culture**

Catalytic thinking, sign based intelligence and rapid innovation to move from mindset to transformative culture.

## **III. Innovating Strategy**

### **Module 8: Disrupting Business Models**

Business models based on purpose, sharing, network scaling, and driving ecosystems.

### **Module 9: Generating Transformative Business Models**

Lean, value(s)-infused, customer-focused, unfair-advantaged canvas, methodologies and scenarios.

### **Module 10: Integrated Digital Marketing**

Experiential and social customer relationship management, convergent media.

### **Module 11: Branding with Purpose**

Values-infused, service-based, sustainable brand blueprint and reputation management.

### **Module 12: Influencing Customers**

Sustainable and gamified customer engagement.

### **Module 13: Digitizing Distribution**

Optimized, value-adding supply chain and scaling of distribution.

## **IV. Managing Transformation**

### **Module 14: Driving Data Decision-making**

Purposeful data mining, digital data- security, privacy and ethics.

### **Module 15: Sustaining Quadruple Bottom Line**

Sustainable performance indicators at the core of ROI.

## **V. Designing your Social Enterprise**

### **Module 16: Design your Business Canvas**

Value(s) infused, purposeful, sustainable, customer experience- focused and digitally driven canvas.

### **Module 17: Preparing your Pitch**

From purposeful presence to transformative storytelling, presentation and pitch.

## **VI. Sustainable Impact Pitch Event**

Evaluated by impact investors, expert coaches, and trainers.