

# I Want to Become an ExO

## MTP

### Massive Transformative Purpose



# I Want to Become an ExO

## **Massive Transformative Purpose (MTP)**

A clear, aspirational statement that acts as the organization's North Star. It inspires and aligns both internal teams and external communities.

# I Want to Become an ExO

## **SCALE (External Attributes)**

### **Staff on Demand**

Access talent as needed instead of maintaining large permanent staff. This drives flexibility, cost savings, and access to top talent.

### **Community & Crowd**

Leverage a global community to co-create, fund, validate, or spread ideas and solutions beyond traditional staff.

### **AI & Algorithms**

Automate decision-making and processes using data-driven algorithms, increasing efficiency and accuracy.

### **Leveraged Assets**

Use assets you don't own to reduce capital expenditures. Think Uber (cars), Airbnb (rooms).

### **Engagement**

Use gamification, rewards, and reputation systems to drive deep and frequent user engagement.

# I Want to Become an ExO

## **IDEAS (Internal Attributes)**

### **Interfaces**

Create simple, standardized processes (often through APIs or platforms) for seamless internal and external interaction.

### **Dashboards**

Use real-time data visibility to track KPIs and guide decision-making at all levels.

### **Experimentation**

Foster a culture of rapid prototyping, testing, and learning. Encourages innovation and minimizes risk

### **Autonomy**

Empower teams to make decisions and act independently with clear accountability frameworks.

### **Social Technologies**

Leverage digital collaboration tools to enable transparency, decentralized communication, and agile work structures..



# I Want to Become an ExO

## ExO Canvas

Organization

Date

Done by

### MTP Massive Transformative Purpose



Changing business  
for good



Making life  
multi-planetary



Making sustainable  
living commonplace



Create better everyday  
life for people

### Information

#### Staff on Demand



#### Interfaces



#### Community & Crowd



#### Dashboards



#### Algorithms



#### Experimentation



#### Leveraged Assets



#### Autonomy



#### Engagement



#### Social Technologies



### Implementation



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# WHICH EXO ATTRIBUTE

1. Please tick a box on each line to indicate how much you rate level of service

	Excellent	Good	Average	Poor	Very Poor
a. Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Comfort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

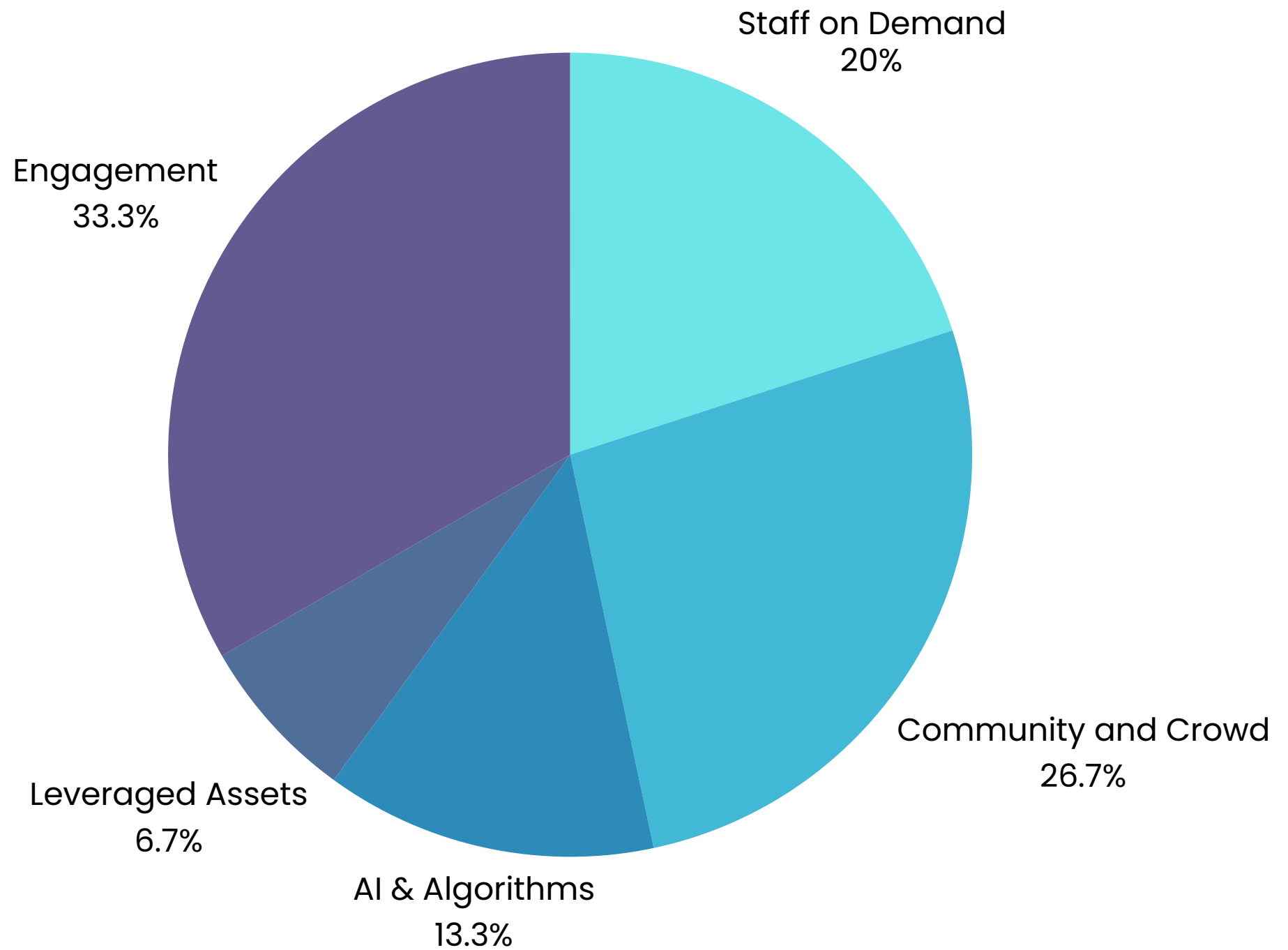
What can we do to improve service?

Submit

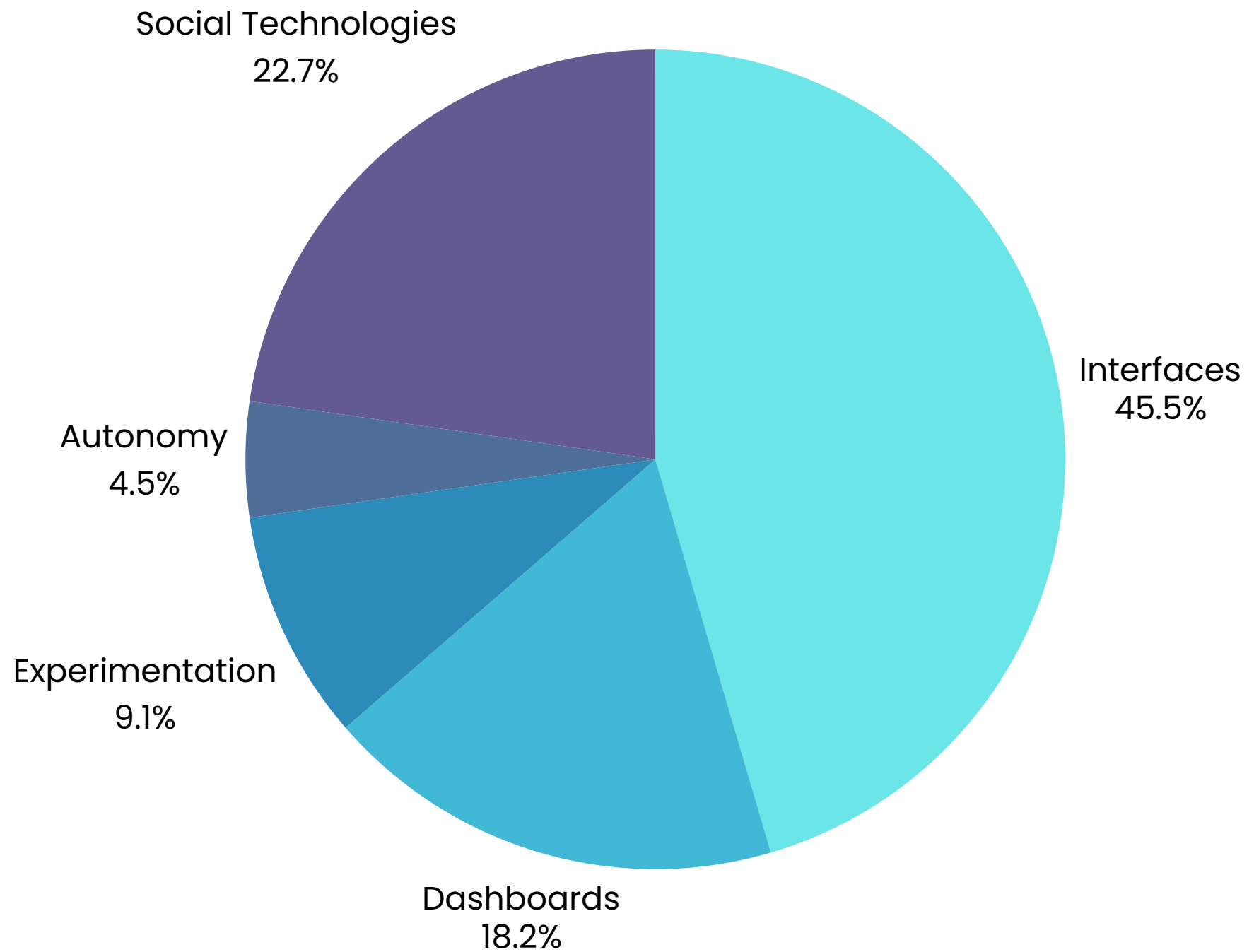
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# WHICH SCALE ATTRIBUTE



# WHICH IDEAS ATTRIBUTE



# I Want to Become an ExO



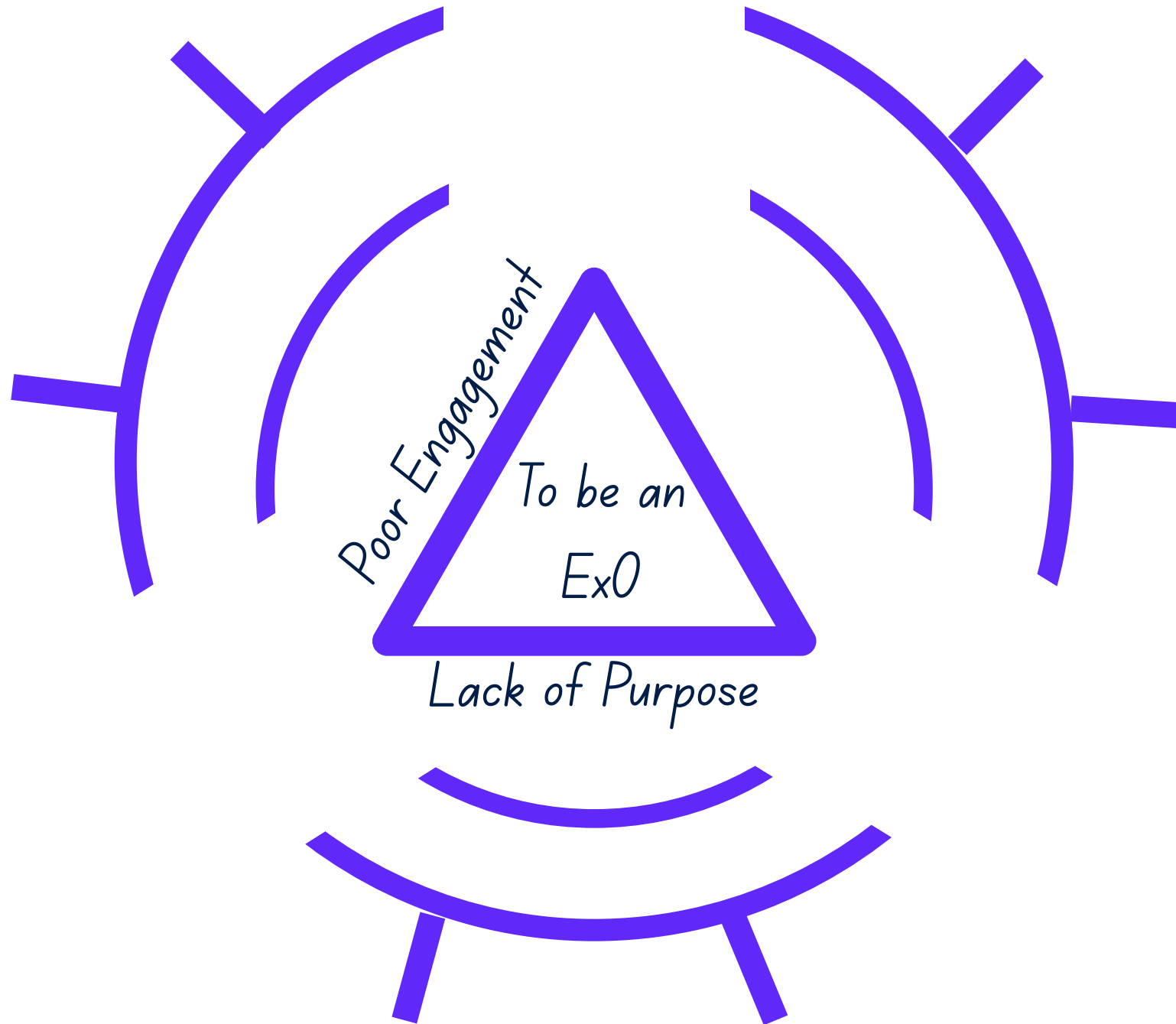
# I Want to Become an Ex0



# I Want to Become an Ex0



# I Want to Become an ExO

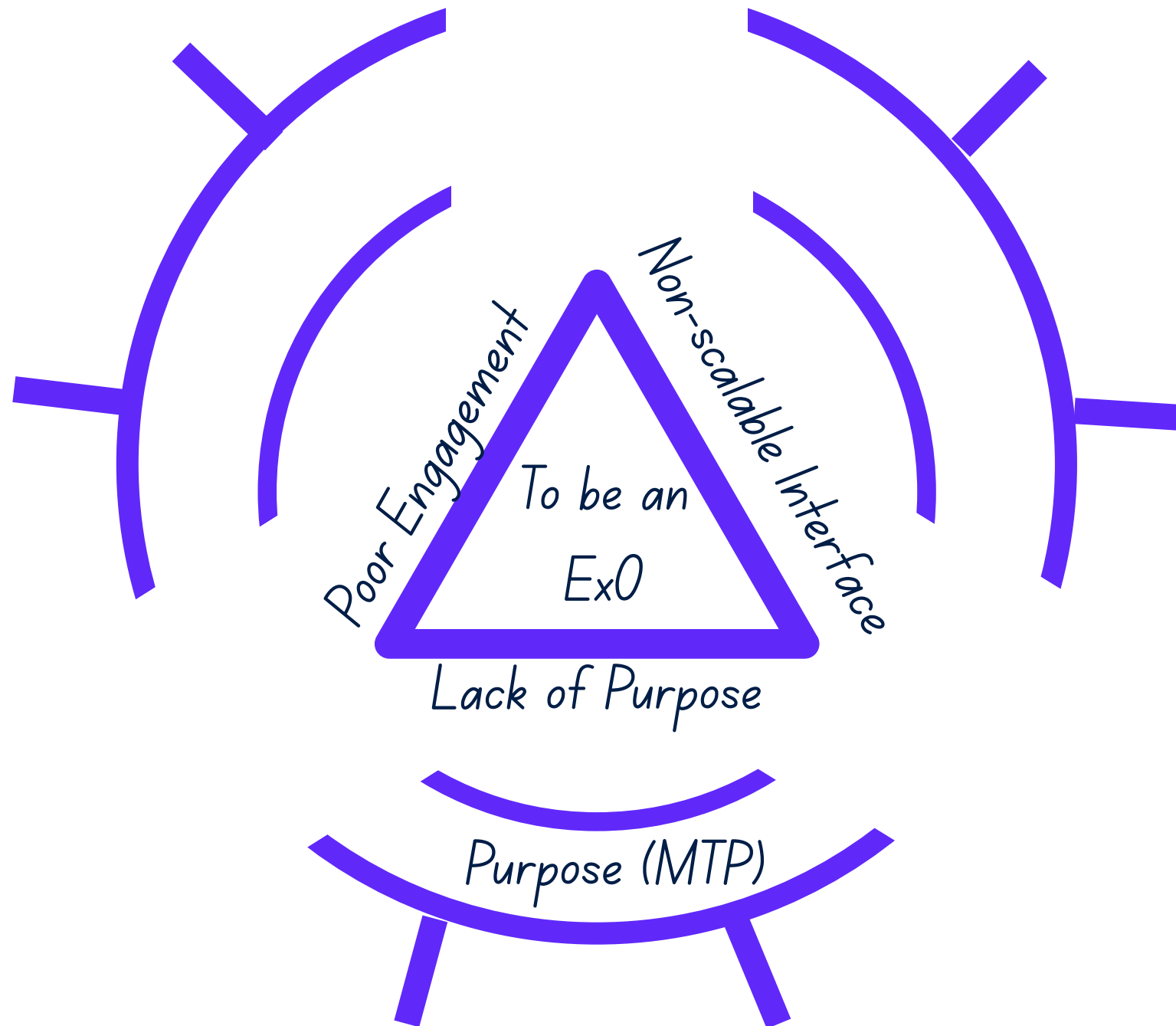




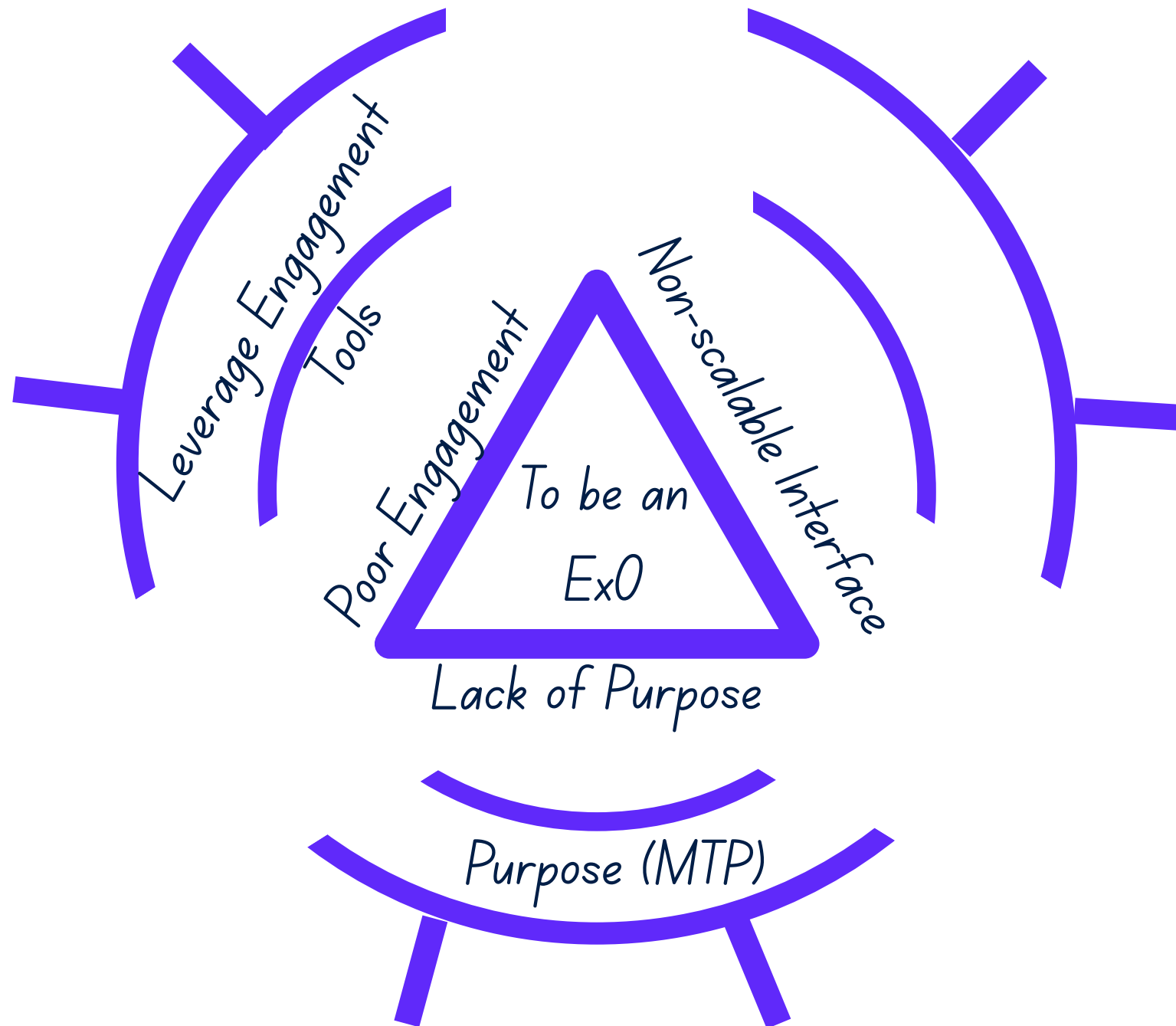
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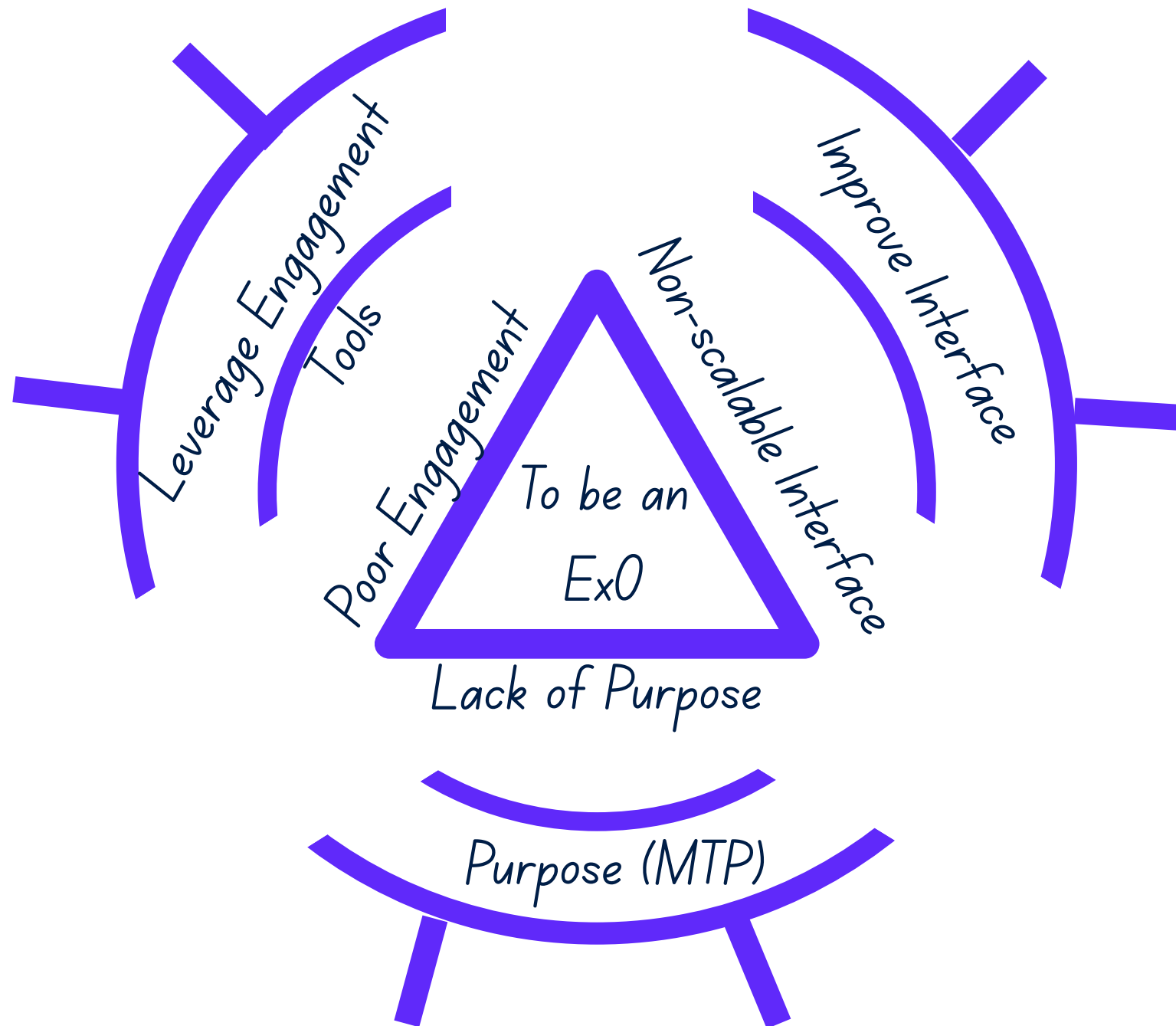
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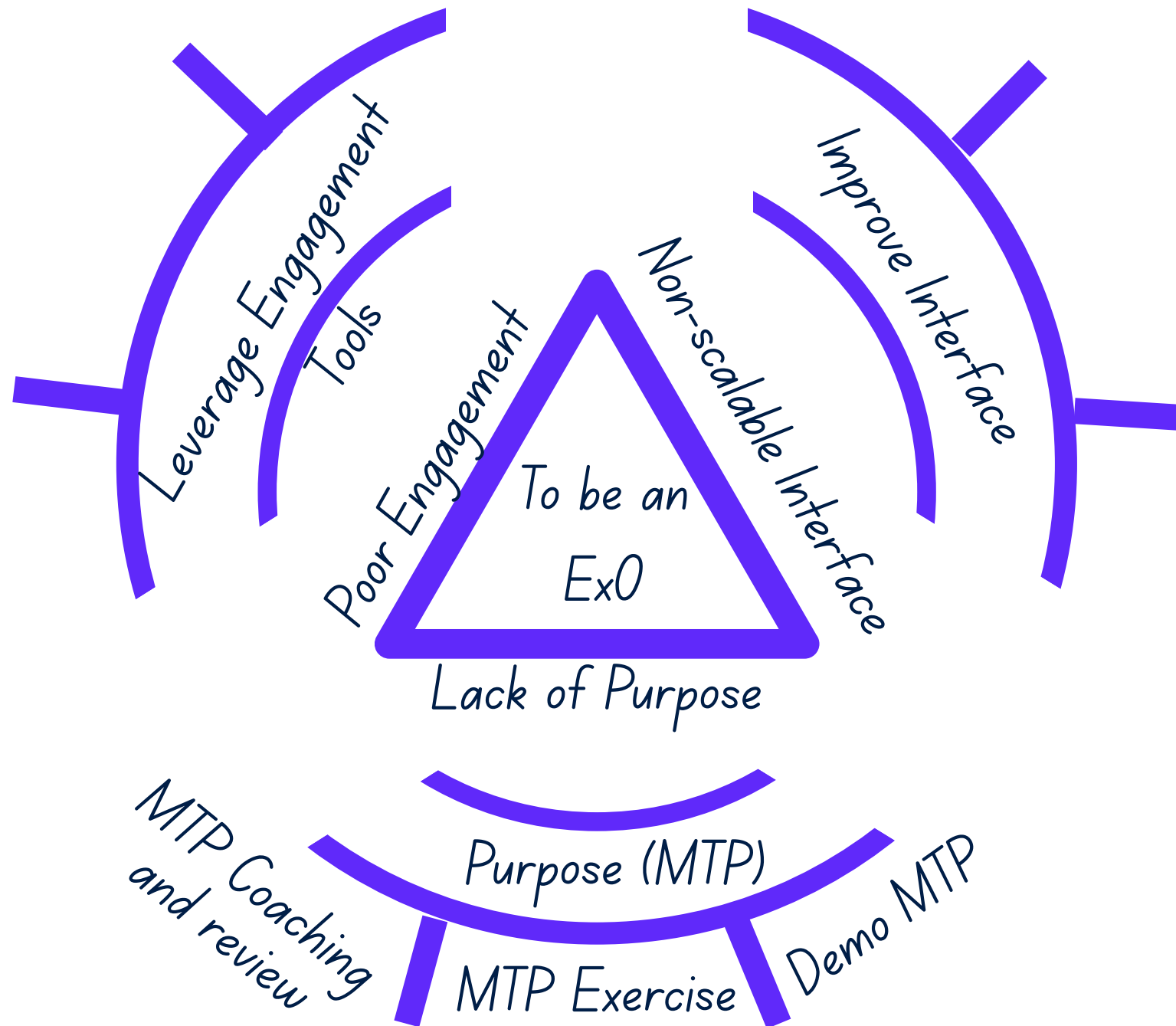
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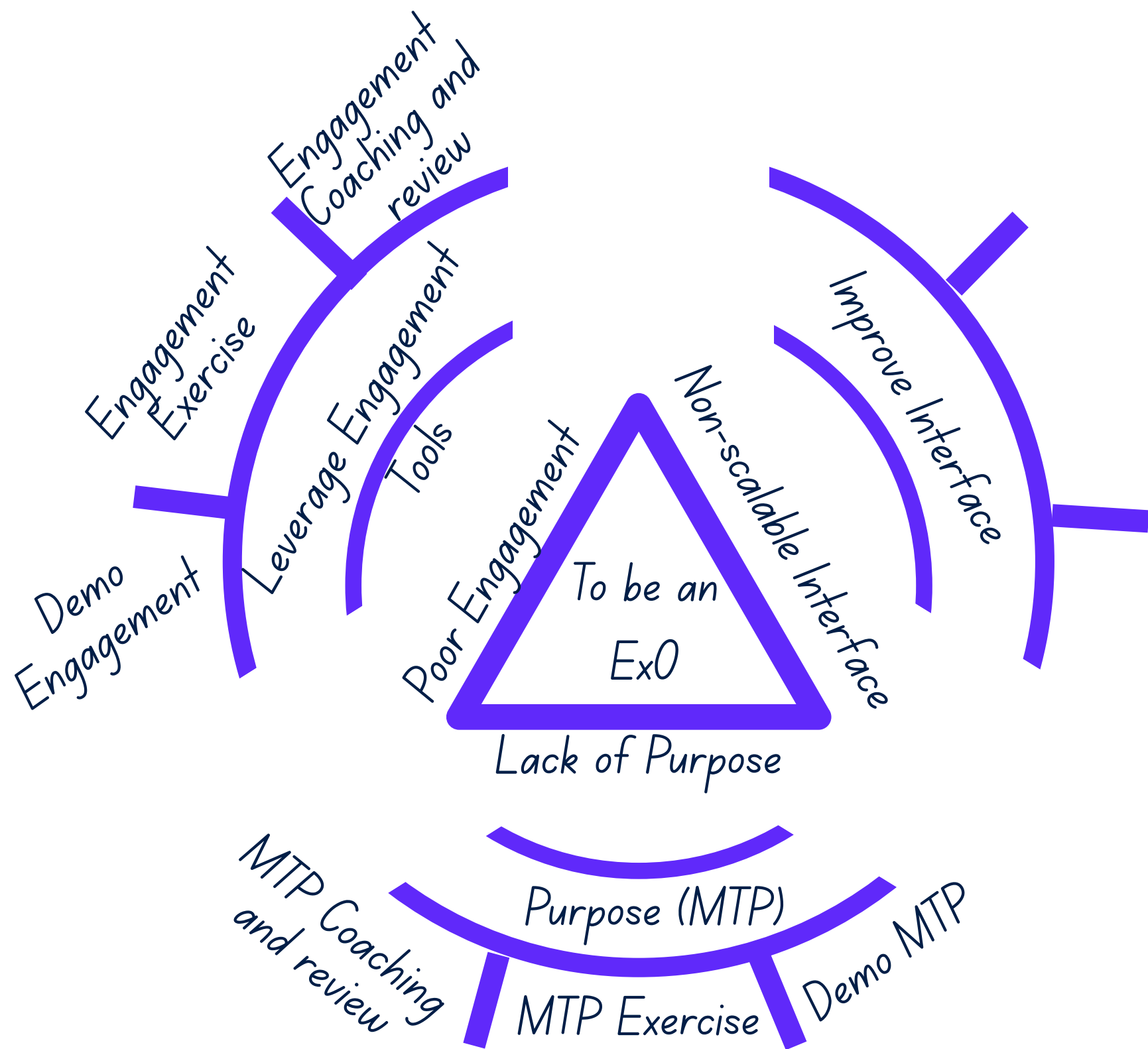
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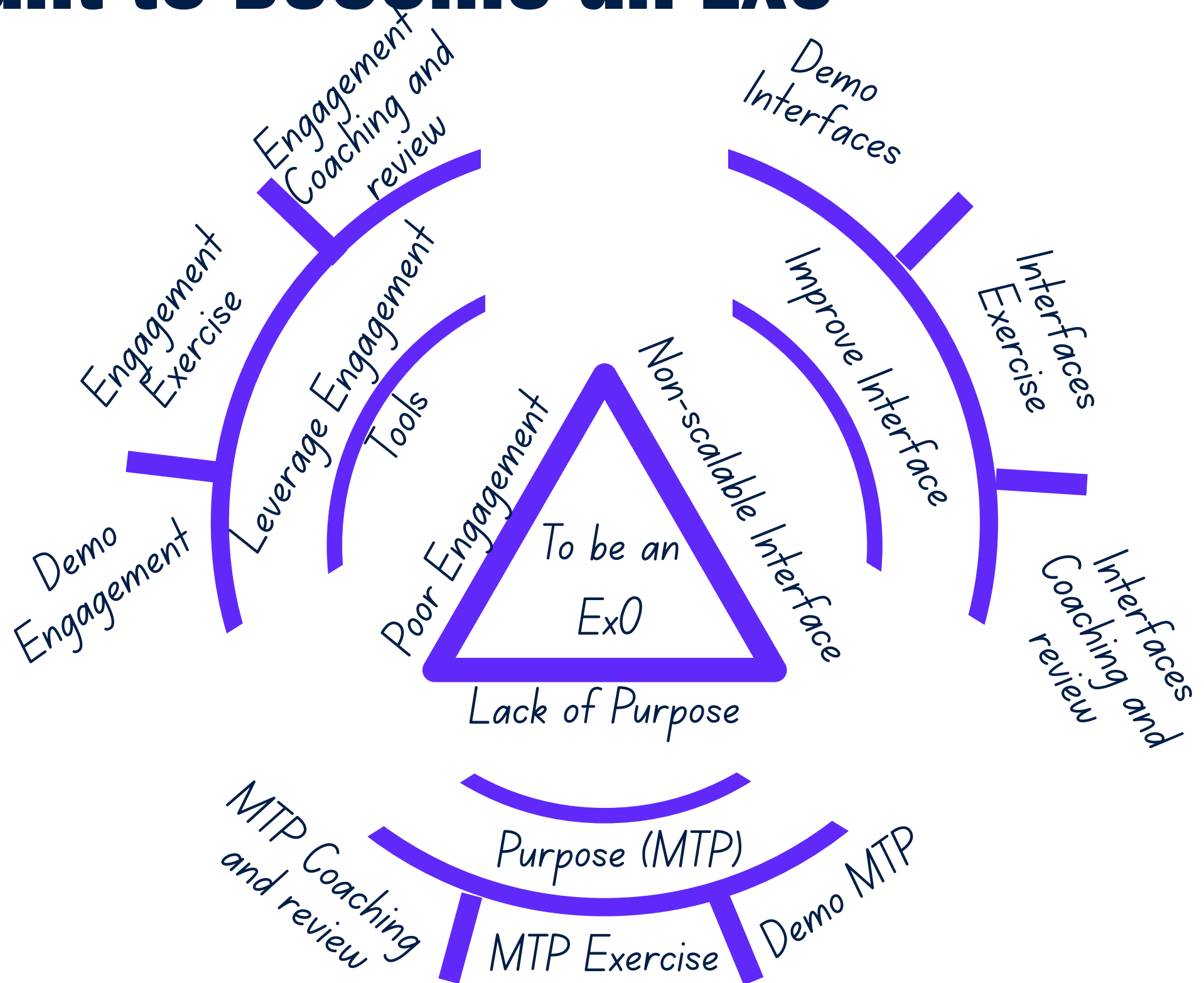
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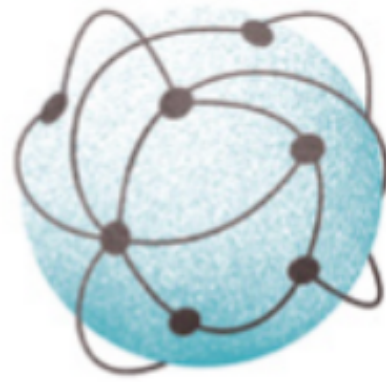
# I Want to Become an Ex0



# I Want to Become an Ex0



# An MTP is...



## Massive

Is it global in scope, or does it have the potential to be?



## Inspiring

If you shared your MTP with a stranger, would it inspire him or her to get involved?



## Passionate

Does the MTP convey your passion?



## Purposeful

What do you want to achieve?



## Transformative

How would the world be changed for the better if the MTP were achieved?



## Highly Aspirational

Is the MTP grand and bold? Does it lie just beyond what seems possible to achieve?



## Connected to Abundance

How is a new abundance created or an existing abundance drawn upon?



## Positive

How does everyone win?

## Descriptive of the World

What would the world look like once the MTP has been achieved?



## Succinct

Is it short, simple and clear, and doesn't need explanation?





# an MTP is NOT...

A Vision (about the organization)

A Mission (about the how-to)

Restrictive to future pivots

A Marketing slogan for customers

A sentence for the customer (“you”)

A sentence for us (“we”)

It is not about the business

# Evaluation of “Until Every Child is Well” Against the 10 MTP Elements



**Boston  
Children's  
Hospital**

Until every child is well<sup>SM</sup>



✓ Yes.

*It clearly articulates the hospital's core mission improving the health and well-being of children.*



✓ Yes.

*This goal transcends geographic boundaries and applies universally to children everywhere. Health for every child is a global vision.*



✓ Yes.

*The emotional clarity and moral urgency in the statement show deep conviction and care for children's health.*



✓ Yes.

*At just five words, it is powerful, memorable, and immediately understandable no further explanation is needed.*



✓ Yes.

*If realized, it would radically change public health, healthcare equity, and child development outcomes on a global scale.*



*Positive*

✓ Yes.

It focuses on wellness and thriving, not illness or deficit. It's a hopeful and inclusive vision that communicates a win for humanity.



*Connected to Abundance*

✓ Yes.

It reflects a mindset of abundance, not settling for good enough or incremental improvements, but aiming for universal wellness.



*Highly Aspirational*

✓ Yes.

The phrase "every child" sets a bold, nearly unattainable benchmark, pushing the organization to continuously strive for better outcomes.



*Descriptive of the World*

✓ Yes.

It paints a future state, a world where every child experiences wellness which is easy to visualize and rally around.



*Inspiring*

✓ Yes.

It evokes immediate emotional resonance. Anyone who hears it; parent, clinician, or citizen is likely to feel compelled to support or contribute.

# **Key question to get to your MTP**

**What do you really care about? Why?**

**What is your company's purpose on this earth (and beyond)?**

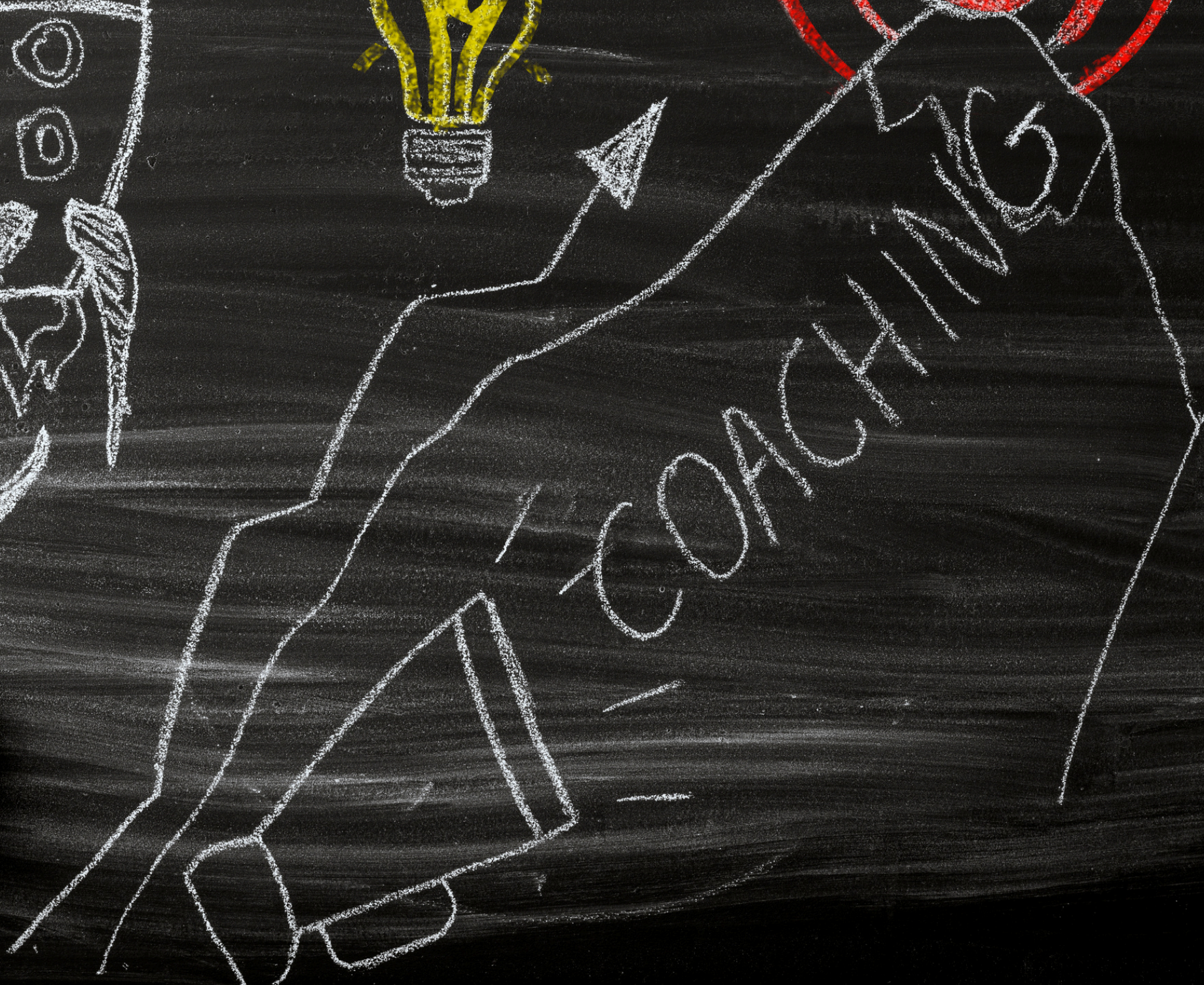
**What does the world hunger for? Why?**

**What would you do if you could never fail? Why?**

**What would you do if you received a billion dollars today? Why?**

**What is your VO.1 MTP?**







# Engagement

Gamification, Incentive Prizes, Crypto Economics







## IMPACT BY THE NUMBERS <sup>i</sup>

**30**

LAUNCHED PRIZES

**35,000+**

COMPETITORS

**173**

TEAM COUNTRIES

**360+**

PARTNERS

**\$519M+**

CUMULATIVE PRIZE PURSE  
LAUNCHED

**9175**

PATENT FILINGS BY  
XPRIZE TEAMS



- Status Points
- Badges (Achievement Symbols)
- Fixed Action Rewards (Earned Lunch)
- Leaderboard
- Progress Bar
- Quest Lists
- Dessert Oasis
- High Five
- Crowning
- Anticipation Parade
- Aura Effect
- Step-by-Step Overlay Tutorial
- Boss Fights

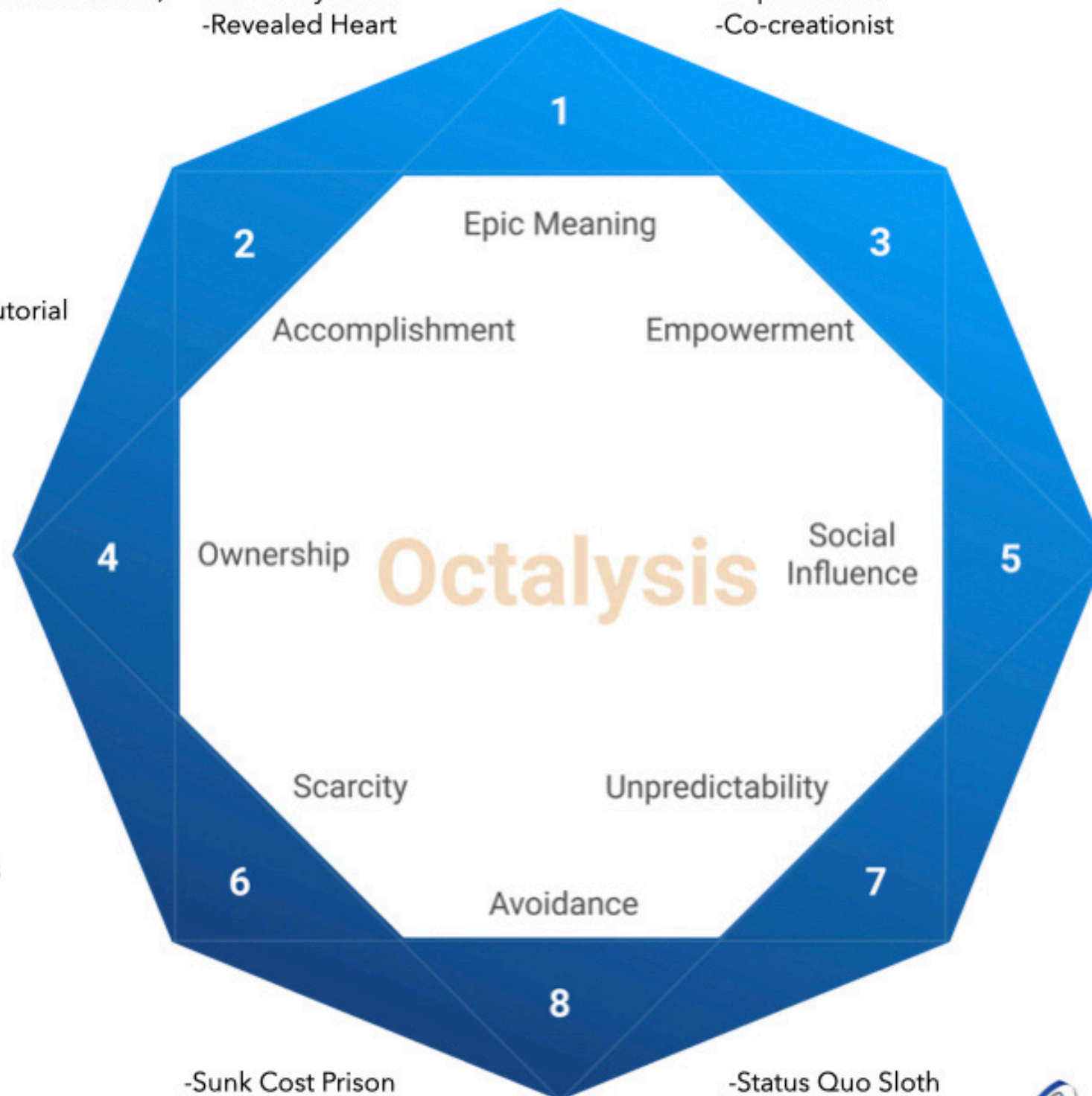
- Narrative
- Elitism
- Humanity Hero
- Revealed Heart

- Beginners Luck
- Free Lunch
- Cap Switcher
- Co-creationist

- Milestone Unlocks
- Real-Time Control
- Chain Combos
- Dynamic Feedback
- Boosters
- Blank Fills
- Plant Pickers
- Poison Pickers
- Attribute Web Chart
- Double Edged Sword

- Exchangeable Points
- Virtual Goods
- Build from Scratch
- Alfred Effect
- Collection Sets
- Avatar
- Protector Quest
- Pet Companion
- Observer Attachment

- Appointment Dynamics
- Magnetic Caps
- Dangling
- Prize Pacing
- Bootleg Quest
- Last Mile Drive
- Count Down Timer
- Torture Breaks
- Moats
- The Big Burn



- Sunk Cost Prison
- Progress Loss
- Rightful Heritage
- Evanescence Opportunity

- Status Quo Sloth
- Streaking
- Evil Egg
- FOMO Punch

- Friending
- Social Treasure/Gifting
- SeeSaw Bump
- Group Quests
- Trophy Shelf
- Brag Button
- Water Cooler
- Conformity Anchors
- Mentorship
- Social Prod

- Glowing Choice
- MiniQuests
- Visual Storytelling
- Easter Eggs
- Random Rewards
- Obvious Wonder
- Rolling Rewards
- Evolved UI
- Sudden Rewards
- Oracle Effect



# Additional Examples of Engagement in Action



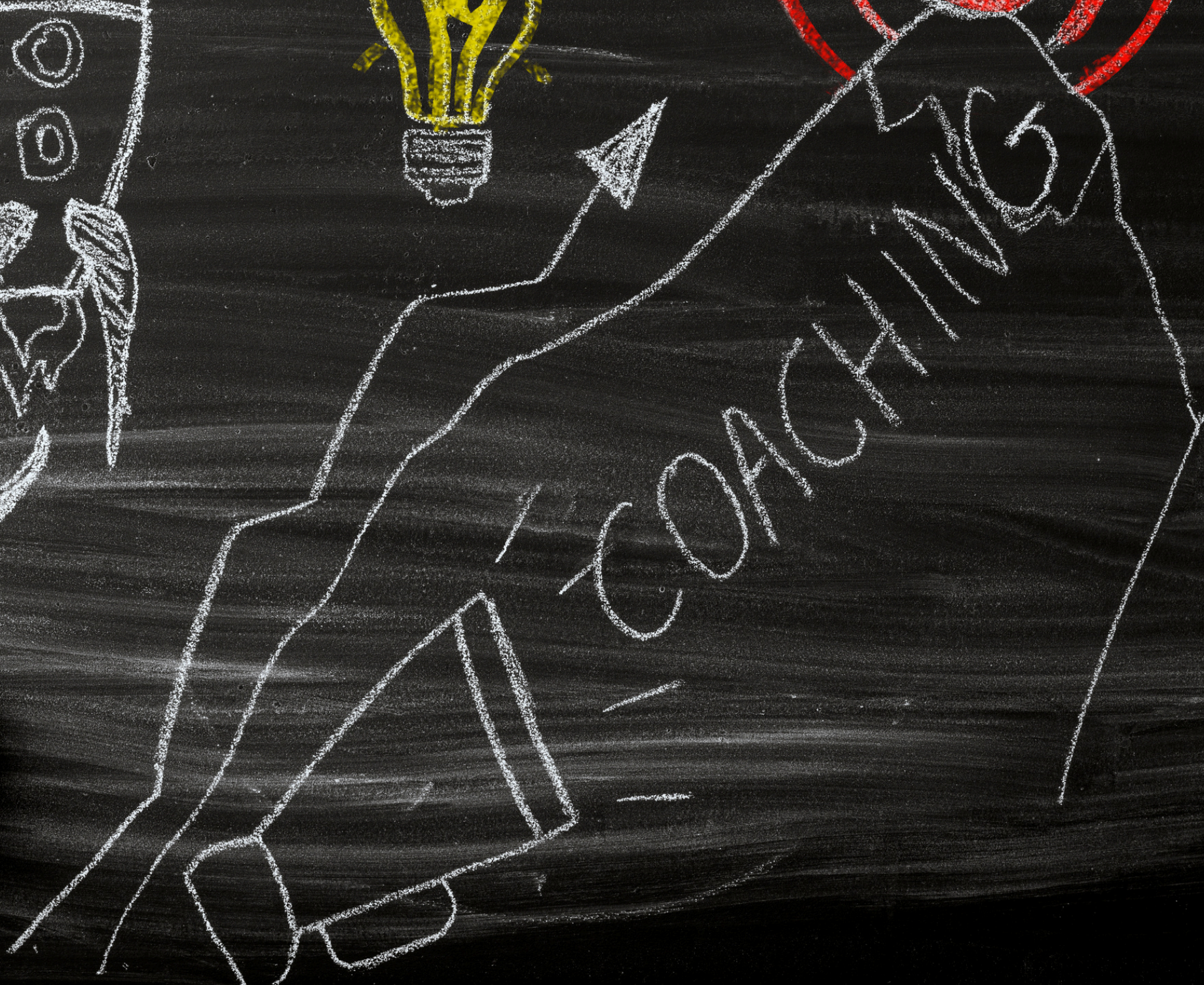
# **Key question to implement Engagement**

**How do we currently keep users or customers coming back—and how could we improve that through gamification or rewards?**

**What emotional connection are we building with our community?**

**What could we do to make people feel like they belong to a movement, not just a business?**







# Interfaces

## Matching and Filtering





# *shopify*

- **Open APIs:** Enable seamless integration with third-party tools and custom solutions.
- **App Store:** Offers plug-and-play modules for functions like shipping, marketing, and analytics.
- **Self-Service Dashboard:** Empowers merchants to manage operations with ease and minimal tech skills.
- **Headless Commerce:** Supports flexible front-end experiences through decoupled API architecture.

# Additional Examples of Interfaces in Action



Google Ads



miro

coinbase

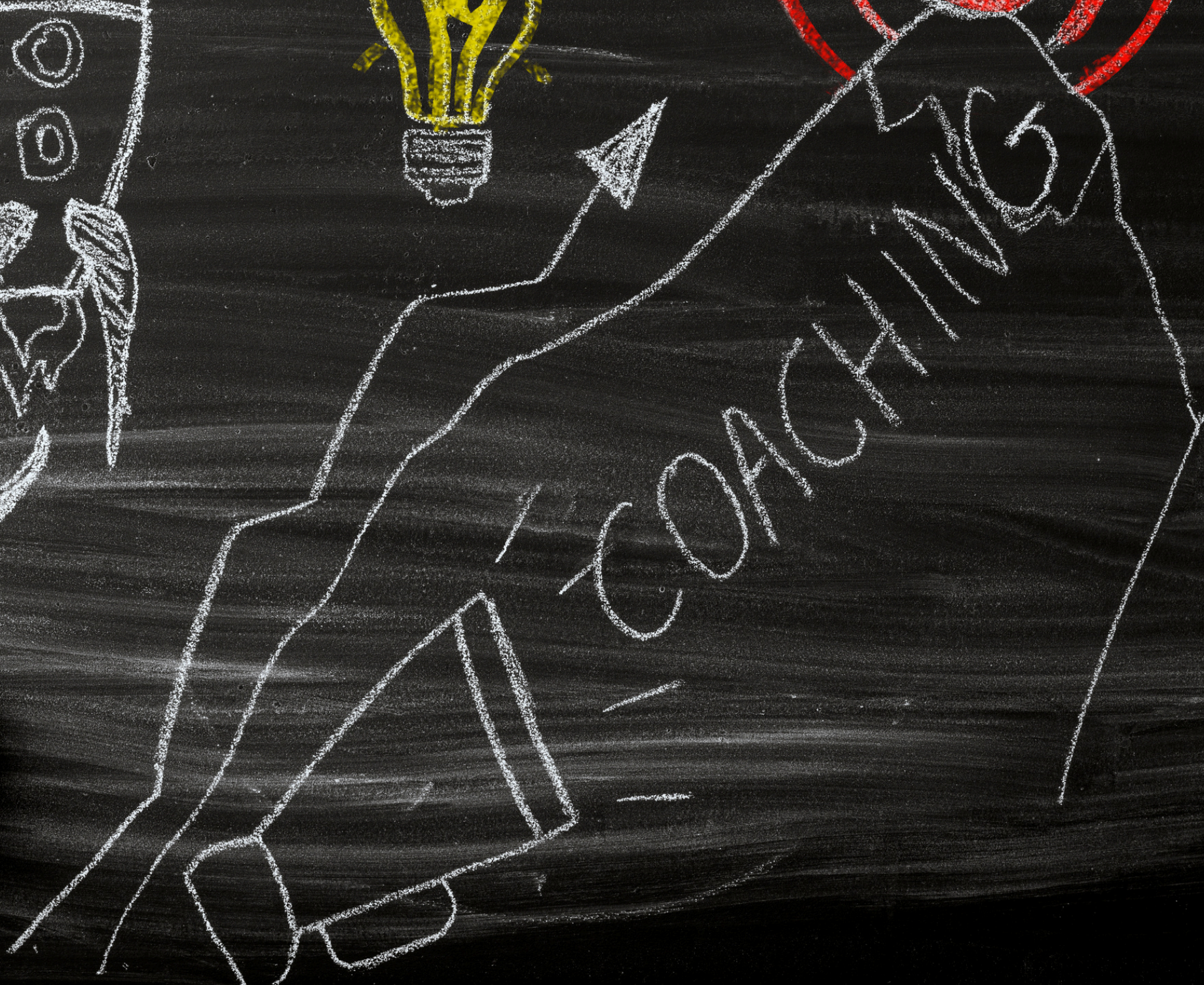
# **Key question to implement Experimentation**

**What systems or processes need a better interface to connect people to technology or data?**

**How could we design a dashboard or tool that gives us clearer insight into our performance?**

**Where is there friction in our operations that a digital interface could remove?**







# Next Steps

## Reflect & Apply

- ☐ Review your notes and highlight one idea to take action on this week
- ☐ Share your MTP draft or ExO insights with your team or mentor
- ☐ Choose one ExO Attribute to experiment with in your organization

## Keep Learning

- ☐ Dive deeper with the Exponential Organizations book → [openexo.com/book](https://openexo.com/book)
- ☐ Explore case studies and learning resources → [openexo.com/resources](https://openexo.com/resources)
- ☐ Use AI-X to go deeper into your transformation ideas → [openexo.com/chat](https://openexo.com/chat)

## Join the Movement

- ☐ Create your profile at [openexo.com](https://openexo.com)
- ☐ Join the ExO Community to connect with leaders and change agents
- ☐ Attend our weekly networking calls for continued growth

## Go Pro

- ☐ Take the ExO Foundations course to solidify your knowledge
- ☐ Join the Weekly Mastermind with Salim and the Team
- ☐ Bring the ExO Sprint to your organization to drive transformation at scale

# My Commitments

**One action I will take this week:**

**One conversation I will have to spread exponential thinking:**

**One area I want to go deeper in (Attribute, tool, or mindset):**





Your  
feedback  
matters!