

The ExO Launch Toolkit

Frameworks, templates
& scorecards ready to
use out of the box.

THE

**10X
SHIFT**



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Introduction

Turn Insights Into Action with Practical Tools, Templates & Scorecards

You've just completed The 10X Shift—and now it's time to take everything you've learned and start building exponential momentum.

This toolkit is your next step.

It's designed to help you move from inspiration to implementation with practical, easy-to-use tools based on the Exponential Organizations (ExO) model. Whether you're launching a new initiative, transforming an existing organization, or just taking your first bold step, this toolkit gives you a structured path forward.

The Exponential Quotient (ExQ) Assessment

Before taking your next step, begin with the **Exponential Quotient (ExQ)** Assessment. This diagnostic tool gives you a structured way to evaluate where you or your organization stand across the 11 ExO Attributes.

This complements your 10X Shift self-reflection by helping you understand your current exponential maturity level—and where you have the most room to grow.

You'll identify where your greatest leverage lies and which attributes need the most attention as you move forward.

Take the ExQ Assessment at exqsurvey.com

Finalize Your MTP

Your Massive Transformative Purpose (MTP) is the foundation of all exponential growth. Use this space to refine and commit to it.

MTP Finalization questions to answer:

- What bold change do I want to see in the world?
- Why does this matter deeply to me?
- Who else shares this passion?
- What would success look like 10 years from now?

Leverage AI-X and MTP Genie

Your MTP should energize you and others, act as your true north, and guide every decision.

ExO Foundations Course

The ExO Foundations course is the best way to dive deeper into each of the 11 Attributes introduced during the workshop. It's self-paced, video-based, and designed to give you a working knowledge of the model in action.

Start learning now: [ExO Foundations](#)

Additional Resources

- Read the Book: [Exponential Organizations 2.0](#)
- Talk to AI-X: [Your ExO AI Assistant](#)

QUOTES FROM PAST PARTICIPANTS

"I AM REALLY IMPRESSED AND EXCITED ABOUT THIS MOVEMENT WHICH DEFINITELY WILL BE A GAME- CHANGER IN THE WORLD."

"RIGHT AMOUNT OF TIME AND EASY TO FOLLOW; SIMPLE WAY TO INTRODUCE EXO CONCEPT & APPROACH; WELL-DESIGNED CONCEPTS AND MATERIAL."

"TO FORM PART OF A COMMUNITY THAT SHARES THE SAME PURPOSE TO MAKE A MEANINGFUL CONTRIBUTION TO THE WORLD, AND HELP HUMANITY REMAIN RELEVANT IN THE AGE OF DIGITAL DISRUPTION."

"ABSOLUTELY LOVED THE IDEA, CONCEPT AND EXECUTION, WOULD LIKE TO LEARN MORE."

AI-X Prompt Guide

Use the prompts below to get the most from AI-X:

Get exponential insights in real-time!

AI-X is your always-on thinking partner—trained in the Exponential Organizations methodology and ready to help you apply the ExO model to your organization, project, or idea.

Use the prompts below to ask better questions, unlock new thinking, and accelerate action.

GENERAL PROMPTS

- “I’m working through the 10X Shift workbook—can you help me summarize what the ExO Model is all about?”
- “Give me a 1-paragraph explanation of each ExO Attribute.”
- “What are 3 common misconceptions about exponential growth?”
- “What are some examples of companies using the [insert Attribute] attribute really well?”

MTP PROMPTS

- “Help me brainstorm a Massive Transformative Purpose for my company. We work in [industry/space].”
- “Can you refine this MTP to make it more bold and compelling: [insert draft MTP]?”
- “What are some powerful MTPs from real companies for inspiration?”

SCALE ATTRIBUTE PROMPTS

Staff on Demand

- “What parts of our business could be done more efficiently with Staff on Demand?”
- “What platforms are best for sourcing freelance experts in [your industry]?”

Community & Crowd

- “How can we use community to create more engagement and value?”
- “Give me ideas for involving our community in product innovation.”

SCALE ATTRIBUTE PROMPTS (CONTINUED)

Algorithms

- “What are examples of algorithms or AI we could use to improve decision-making in our organization?”
- “Suggest simple ways we could start using predictive analytics.”

Leveraged Assets

- “Where might we be holding onto assets we could be leveraging instead?”
- “Give examples of companies that scaled without owning the core assets they rely on.”

Engagement

- “How can we design a simple gamified experience to increase user engagement?”
- “What does emotional engagement look like for a B2B business?”

IDEAS ATTRIBUTE PROMPTS

Interfaces

- “How could we design a better interface between our users and our service?”
- “Where might a digital dashboard make our business more efficient?”

Dashboards

- “What are 5 metrics we should track weekly to understand our exponential performance?”
- “Design a simple dashboard layout for our team.”

Experimentation

- “What’s a low-cost experiment we can run to test [insert idea]?”
- “How do we build a culture that embraces small failures to drive learning?”

Autonomy

- “What does autonomy look like inside high-performing ExOs?”
- “How can we create more autonomous teams in our current structure?”

IDEAS ATTRIBUTE PROMPTS (CONTINUED)

Social Technologies

- “Recommend tools to increase transparency and collaboration across remote teams.”
- “What are ways to use social tech to replace top-down communication?”

STRATEGY & IMPLEMENTATION

- “What would an Exponential version of my company look like?”
- “Help me identify our most exponential opportunity right now.”
- “Draft a 30-day action plan using the ExO Model.”
- “What’s the best way to pitch exponential transformation to my leadership team?”

REFLECT & REFRAME

- “Here’s what I learned today: [paste notes]. Help me summarize and prioritize key insights.”
- “What’s one question I’m not asking that I should be?”
- “What exponential blind spots might I be missing?”

Your 12-Week ExO Plan

From Awareness to Implementation in 12 Focused Weeks

This tracker will help you take what you've learned in The 10X Shift and apply it week by week. It's built to guide you from understanding the ExO model to taking real action on the attributes most relevant to you or your organization.

TIPS FOR SUCCESS

- Don't rush the selection—choose attributes that align with your MTP and have high potential impact
- Keep experiments small and fast—speed and learning are more important than perfection
- Use the **ExO Canvas** to visualize how the pieces are coming together
- Leverage your peers or team to test ideas in real-world contexts

Your 12-Week ExO Journey

Week 1: Finalize Your MTP

- You have done this above and so are already on your journey to being an ExO

Weeks 2–4: Explore All 10 ExO Attributes

- Take three weeks to study the full ExO Attribute set and to complete an ExO Canvas, a template for this is in the pages that follow.

Remember that you can read Exponential Organizations 2.0 at openexo.com/book

Ask questions and explore examples using AI-X at openexo.com/chat

Weeks 5–12: Focus Deeply on 4 Attributes

- Select the 2 SCALE and 2 IDEAS attributes that resonate most or present the greatest opportunity.
- Spend two weeks on each to test ideas, implement changes, and document progress.

Example Focus Plan

Phase	Focus Area	Goal
Week 1	MTP	Clarify and commit to your purpose
Weeks 2-4	Explore SCALE + IDEAS Attributes	Understand all 10 and identify top 4
Weeks 5-6	SCALE Attribute #1	Run experiment and reflect
Weeks 7-8	SCALE Attribute #2	Run experiment and reflect
Weeks 9-10	IDEAS Attribute #1	Run experiment and reflect
Weeks 11-12	IDEAS Attribute #2	Run experiment and reflect

How OpenExO Can Help You

You don't have to go exponential alone. OpenExO provides tools, training, and talent to help you make the leap.

Start with these services:

- Become a Pro Member: Our Pro members get access to our 12 week Becoming an ExO Program, with additional video content and exercises that you can do in order to become an ExO, plus you get to join our weekly mastermind with Salim Ismail and the Team. You can become a pro [here](#)
- ExO Ready: A guided readiness sprint program to evaluate and improve your organization's Exponential Quotient.
- Fractional Coaches: Get hands-on support from certified ExO Coaches without hiring full-time.
- The ExO Sprint: A 10-week innovation program that transforms organizations from the inside out.
- In order to run a program send us an email at solutions@openexo.com



**Let this toolkit be
your launchpad.**

**Now's the time to
go beyond ideas
and start building
your exponential
future.**