

THE
10X
SHIFT

Welcome to The 10X Shift—a journey to uncover what it means to think exponentially and become a true driver of transformation.

Before we begin, take a moment to check in with yourself.

My current mindset is mostly...

- ☐ Linear
- ☐ Incremental
- ☐ Exponential
- ☐ Not sure yet

Why I'm here (circle all that apply):

To future-proof my career/business
To understand exponential technology
To unlock new growth opportunities
To lead meaningful innovation
To think bigger
Other: _____

What does 10X mean to me right now?

My Intention for this Workshop:

Self-Assessment

(1–5 scale)

I'm open to challenging how I've always done things

I believe technology is moving faster than I can keep up

I'm ready to take bold action for exponential growth

I Want to Become an ExO

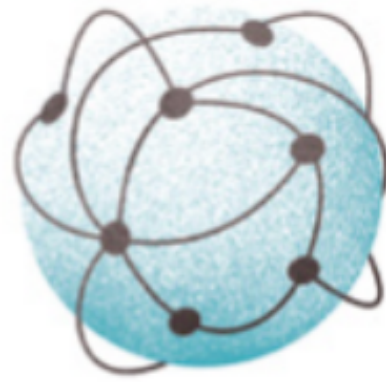
MTP

Massive Transformative Purpose



Notes

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?







Positive



*Connected to
Abundance*



*Highly
Aspirational*



*Descriptive
of the World*



Inspiring

A large, empty, light purple rounded rectangle for notes.

A large, empty, light purple rounded rectangle for notes.

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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

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)?

Key question to get to your MTP

What does the world hunger for? Why?

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

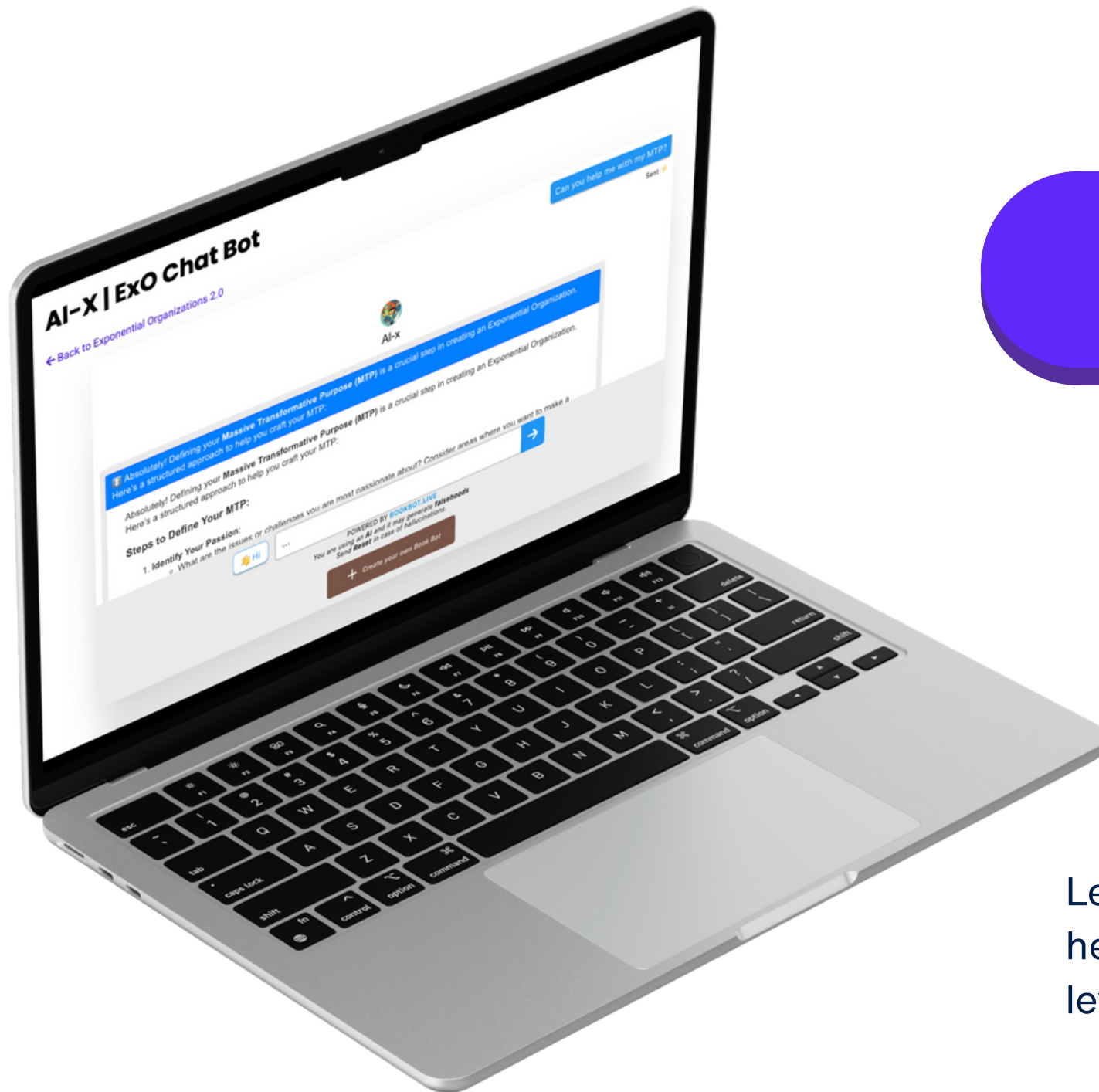
Key question to get to your MTP

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

What is your VO.1 MTP?



Let's get some help from AI



Click Here



Leverage AI-X our Exponential AI Bot to help you take your V0.1 to a the next level

Quick Test - The MTP Cocktail Party

Will your MTP cause the right people to “lean in”? A great MTP creates a gravity field, attracting customers, partners, employees and whole communities out of the crowd to your cause. How might you rapidly test your MTP’s gravity??

Imagine a cocktail party or mixer filled with people who might be a great fit for your MTP. Introduce yourself to a stranger... Once names are exchanged, the next question is: “what do you do?”.

This is the moment to share your MTP. How will they respond? Will they “disengage”, or will they “lean in” to learn more? Below is an example exchange with Pat, Chris and Sandy.



So Chris, what do you do??



My company is working to end opioid addiction and deaths, worldwide.



**Wow. Uhhhh -
did you see where the restrooms are?**



**Chris, I’m Sandy. Sorry for eavesdropping, but did you
say you were trying to end opioid addiction??**



Yes



**That is incredible - how on earth are
you going to do that?**

Next, speak to at least three people and share your MTP. If most people disengage (Pat), re-draft your MTP and try again. But if your MTP is pulling the right people out of the crowd to lean in and find out more (Sandy), it’s time for more rigorous large-scale testing.

Now get out of the building, identify relevant communities, and test your MTP with them!

More help from AI



[Click Here](#)



Leverage the MTP Genie to further improve your MTP

Notes

The Exponential Organizations Model

MTP

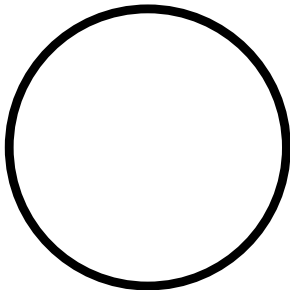
Massive Transformative Purpose



Where are you on the ExO Journey

MTP

Massive Transformative Purpose



ExO Canvas

Organization

Date

Done by

MTP Massive Transformative Purpose

Information

Staff on Demand

Interfaces

Implementation

Community & Crowd

Dashboards

Algorithms

Experimentation

Leveraged Assets

Autonomy

Engagement

Social Technologies



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ExO Canvas V2.0 Co-created by a group of innovation experts from all around the world. Further information at www.exocanvas.com



ExO Canvas

Organization

Date

Done by

MTP Massive Transformative Purpose

Why does the organization exist?

What is the target of the organization?

What is the purpose of the organization?

Do kids and grandmas understand it?

Information

What data do we have?

What data do we need?

How will we collect data for the algorithms?

Is the data we need available?

Can we buy it? Rent it? Make it?

Staff on Demand

Can we build a cloud of external "employees"?
How could we have the best employees for each activity?
How should we find and hire? By using an agency? Direct?
Local? Remote? Platform?

Community & Crowd

Is there an existing community we can leverage?
How will we turn external community into advocates?
How will we create value for my community?
How can the community create value for my product?

Algorithms

Why are we developing algorithms?
Which labor/activity/task can we automate?
Which algorithm/systems/platforms are you going to use to process/leverage the information you have?

Leveraged Assets

What type of fixed costs can we move off the balance sheet by renting them?
What processes can we outsource?
Is there spare capacity lying around which we could re-purpose?

Engagement

What contests/promotions can be created to increase customer acquisition?
How can we leverage gamification to improve our products and services?
How can you make people use your product every day?

Interfaces

Can we build an API that connect our systems with the community?
Can we create a marketplace to drive growth?
What can we do to provide my product/service in a self-service mode?

Dashboards

Why do you need to have real-time data?
What real-time data do you need to track/measure?
What systems will you use in order to measure that data?
What will you do with this data?

Experimentation

What do you want to learn and what experiments will you run to do it?
How will you measure the success of the experiments?
How can we encourage experimentation within the organization?

Autonomy

How can we reduce decision-delay or approval-chains?
How can we avoid too much management and allow the staff to grow?
Is there a framework/tools we could use? (OKR, Holacracy, etc.)

Social Technologies

How will we leverage social technologies to improve communication (within our team/community/clients)?
What social network/tools can we use?
Can we use social tools to do some of the work for us?

Implementation

How will we implement the right culture along the whole organization? How will we measure it?

How will we drive the organization toward the MTP? How will we measure it?

What collection of projects should we run to implement the above attributes?

What are the key elements everyone on the team has to agree on?



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Massive Transformative Purpose

1. What is a purpose so bold and meaningful that it would energize me and others to work toward it every day—even without a paycheck?
2. What massive problem or opportunity in the world aligns with what I care deeply about?
3. If my organization disappeared tomorrow, what would the world miss?



Staff on Demand

1. What roles or tasks could we fulfill more efficiently by tapping into external talent platforms or freelancers?
2. How would our organization change if we only kept core strategic staff and outsourced the rest?
3. What's stopping us from using experts or specialists on demand right now?



Community and Crowd

1. How will we turn external community into advocates?
2. Is there an existing community we can leverage?
3. How can the community create value for my product?
4. How will we create value for my community?

Your Community

<i>Your community</i>	The Member (i.e. your customer)	Host (your company)
Offers to the Community		
Needs from the Community / Company		

Community and Crowd - Checklist for Success

How are we using our MTP to attract and drive community and crowd engagement globally?

How are the MTPs or purpose statements of individual community members in alignment with ours?

How is our community engaged and participating in creating value?

How are we using gamification to increase engagement within the community?

Community and Crowd - Checklist for Success

What are the thresholds and expectations for our participating community members and the crowd?

How are we attracting first-movers in the field, including those with expertise that is scarce?

How can we receive product/service feedback and market insight from our community and crowd?

What are the performance and engagement incentive prizes we offer to move individuals from crowd into community?



Algorithms

1. What decisions do we repeatedly make that could be enhanced or automated using algorithms or AI?
2. Where in our operations could predictive analytics give us an advantage?
3. How could we use data to deliver a more personalized experience to our users/customers?

Algorithms -Where to begin

What problem or challenge do you wish to solve?
Who is the 'customer' for the solution?

If you didn't have that problem, what would it mean to your organization? (what's the value of *no* having the problem?)

How long have you been working on this problem? What have you tried?

Do you have the data you need? If not, what data do you need? Where can it be found or captured? (Some data can be purchased, other data is publicly available.)

Who does this data and subsequent decisions affect? (Consider regulators e.g. GDPR in EU)

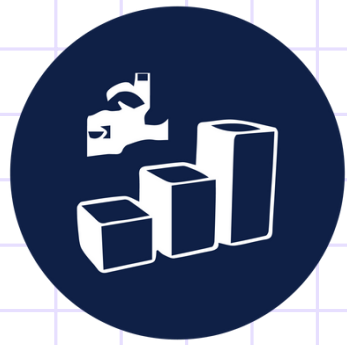
What experiments could you run to learn about the problem, data and potential solutions? Use our **ExO Experimentation Tool** to design and run your experiments!





Leveraged Assets

1. What fixed costs (offices, vehicles, tools, tech) could we turn into variable costs by renting, sharing, or outsourcing?
2. How might we access and scale with assets we don't own?
3. What platforms or services already exist that we could plug into instead of building from scratch?



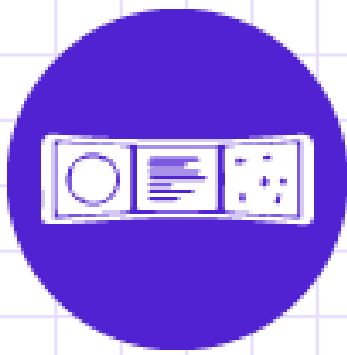
Engagement

1. How do we currently keep users or customers coming back—and how could we improve that through gamification or rewards?
2. What emotional connection are we building with our community?
3. What could we do to make people feel like they belong to a movement, not just a business?



Interfaces

1. What systems or processes need a better interface to connect people to technology or data?
2. How could we design a dashboard or tool that gives us clearer insight into our performance?
3. Where is there friction in our operations that a digital interface could remove?



Dashboards

1. What are the 3–5 metrics that truly matter in tracking our exponential growth and impact?
2. How often do we check our real-time data—and how could we make this more dynamic?
3. Are we measuring what matters, or what's easy to measure?



Experimentation

1. How will you measure the success of the experiments?
2. What do you want to learn and what experiments will you run to do it?
3. How can we encourage experimentation within the organization?
4. Think of an assumption your team has right now. What's one small, fast test you could run this month to validate it?

Experimentation - Select your Highest Priority Hypothesis

In a few words, describe the essence of your idea (ExO Attribute, Business Model, Value Proposition, etc.)

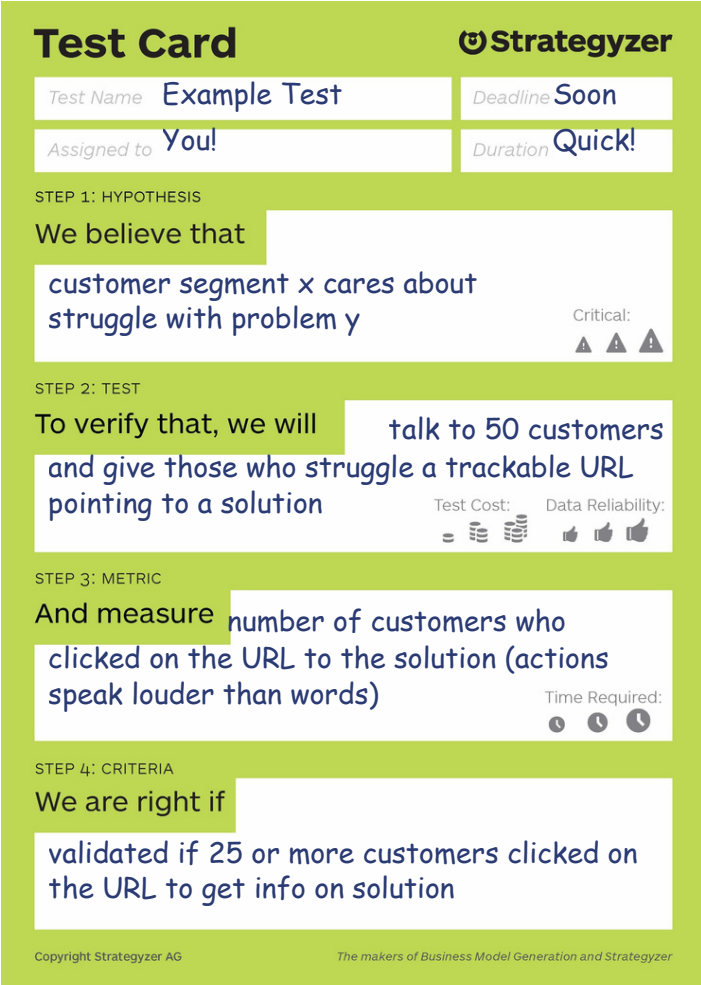
List 6 big assumptions about your idea, asking: “What must be true for this idea to be a wild success?”

Identify your biggest assumption.

- The assumption contains only one variable i.e. **‘Cost is the overriding factor in the customer’s purchase decision.’**
- It can be framed in terms of true/false or pass/fail
- You are truly uncertain whether it is true or false, and if false, you will CHANGE YOUR IDEA OR MODEL.
- Your BIGGEST assumption, if false, makes it **pointless** to test any other assumption on your list. e.g. *The Titanic is Unsinkable!*

Rewrite your assumption in the form: “We believe that ____”

Example:



The image shows a 'Test Card' template from Strategyzer. It has a green header with the title 'Test Card' and the Strategyzer logo. Below the header are two rows of input fields: 'Test Name' with the value 'Example Test' and 'Deadline' with the value 'Soon'; 'Assigned to' with the value 'You!' and 'Duration' with the value 'Quick!'. The card is divided into four steps: STEP 1: HYPOTHESIS, STEP 2: TEST, STEP 3: METRIC, and STEP 4: CRITERIA. Each step has a text area for input and some have additional icons or labels like 'Critical:', 'Test Cost:', 'Data Reliability:', and 'Time Required:'. At the bottom, there is a copyright notice for Strategyzer AG and a tagline 'The makers of Business Model Generation and Strategyzer'.

Test Card Strategyzer

Test Name Example Test Deadline Soon

Assigned to You! Duration Quick!

STEP 1: HYPOTHESIS

We believe that

customer segment x cares about struggle with problem y

Critical: ⚠ ⚠ ⚠

STEP 2: TEST

To verify that, we will talk to 50 customers and give those who struggle a trackable URL pointing to a solution

Test Cost: = Data Reliability: 👍 👍 👍

STEP 3: METRIC

And measure number of customers who clicked on the URL to the solution (actions speak louder than words)

Time Required: ⌚ ⌚ ⌚

STEP 4: CRITERIA

We are right if

validated if 25 or more customers clicked on the URL to get info on solution

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Download Test and Learning Cards at Strategyzer.com!
<https://strategyzer.com/platform/resources>



Now download Test Card, enter your hypothesis **and start experimenting!**

Test Card



Test Name

Deadline

Assigned to

Duration

step 1: hypothesis

We believe that

Critical:



step 2: test

To verify that, we will

Test Cost:



Data Reliability:



step 3: metric

And measure

Time Required:



step4:criteria

We are right if

Learning Card



Insight Name

Date of Learning

Person Responsible

step 1: hypothesis

We believed that

step 2: observation

We observed

Data Reliability:



step 3: learnings and insights

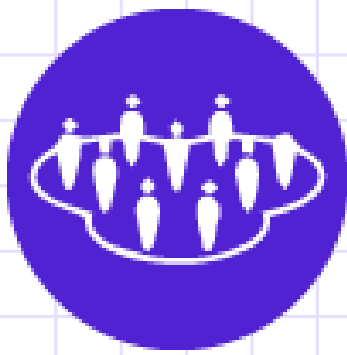
From that we learned that

Action Required:



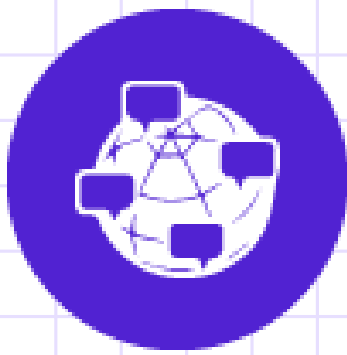
step 4: decisions and actions

Therefore, we will



Autonomy

1. How empowered are our teams to make decisions without permission?
2. What's one area where we could give a team more autonomy starting now?
3. How might distributed leadership make us faster and more innovative?



Social Technologies

1. What tools are we using (or could use) to foster open, transparent collaboration across teams or geographies?
2. How can we make internal communication feel more like a community and less like a command chain?
3. What would it take to move from top-down control to networked communication?

Notes

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
- ☐ Explore case studies and learning resources → openexo.com/resources
- ☐ Use AI-X to go deeper into your transformation ideas → openexo.com/chat

Join the Movement

- ☐ Create your profile at 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):

Notes

**Remember:
Small exponential steps,
taken consistently, create
massive shifts.**

A 3D rendering of a staircase with a blue-to-purple gradient carpet, set against a blue background. The stairs are illuminated from below, creating a warm glow. The carpet has a textured, woven appearance.

Let's build the future - today

A close-up of a blue and purple textured surface, possibly a carpet or fabric, with a circular pattern.