

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



Decade of the ExO

2020 - 2030

I Want to Become an ExO

MTP

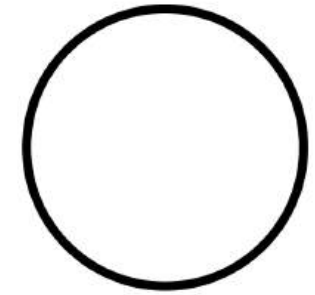
Massive Transformative Purpose



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**



This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. To view a copy of this license, visit: <http://creativecommons.org/licenses/by-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

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?



This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. To view a copy of this license, visit: <http://creativecommons.org/licenses/by-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

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



Notes



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?

Notes

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 *nothaving* 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.)

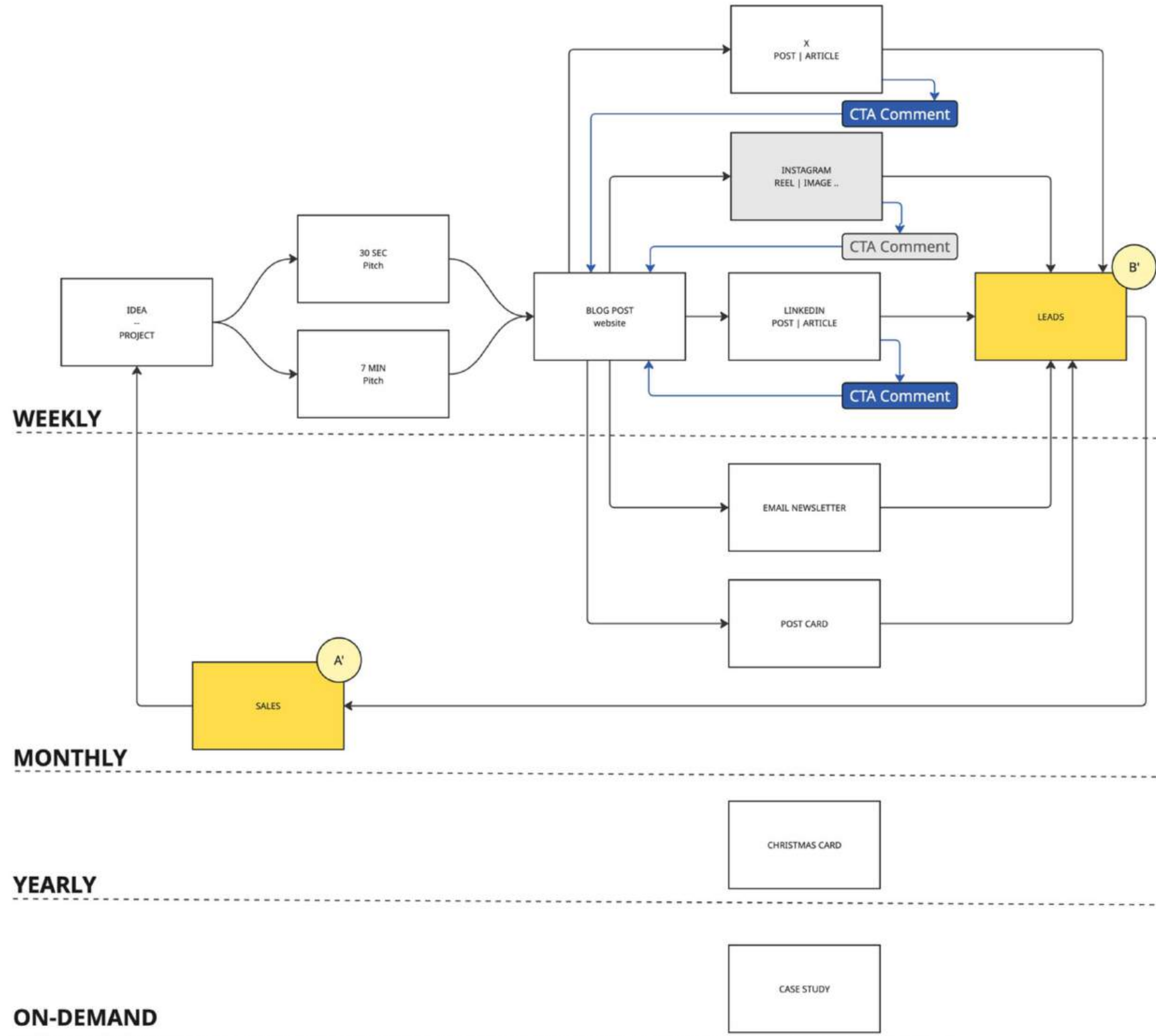
Who does this data and subsequent decisions affect? (Consider regulators e.g. GDPR in EU)

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



Content Marketing Engine

18 January 2026



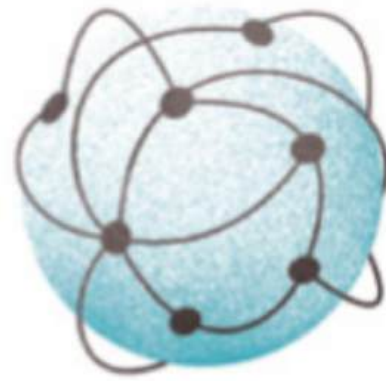


Autonomy

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?

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 intended for notes or a response.

A large, empty, light purple rounded rectangle intended for notes or a response.

A large, empty, light purple rounded rectangle intended for notes or a response.

A large, empty, light purple rounded rectangle intended for notes or a response.

A large, empty, light purple rounded rectangle intended for notes or a response.

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?

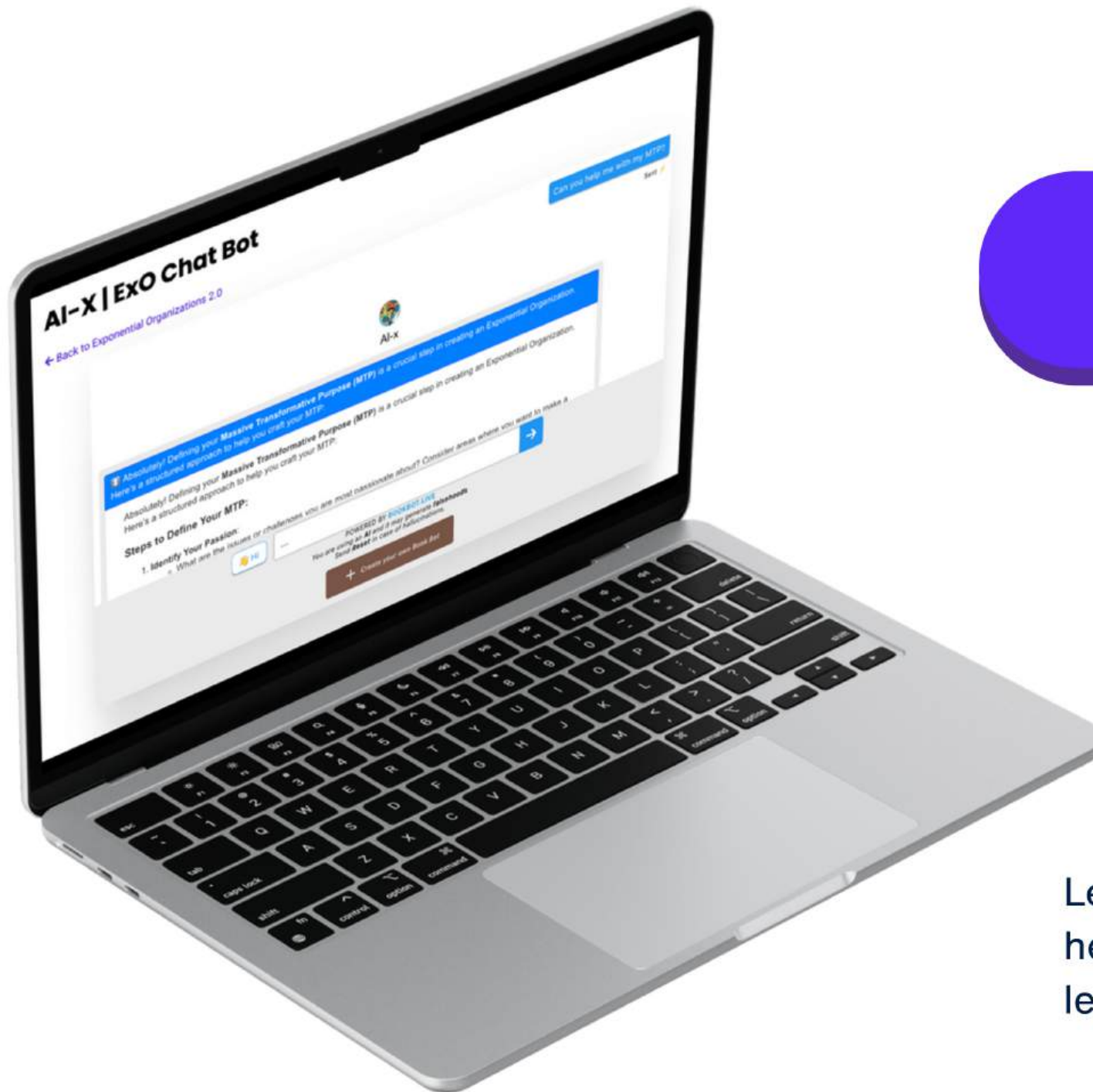
Key question to get to your MTP

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

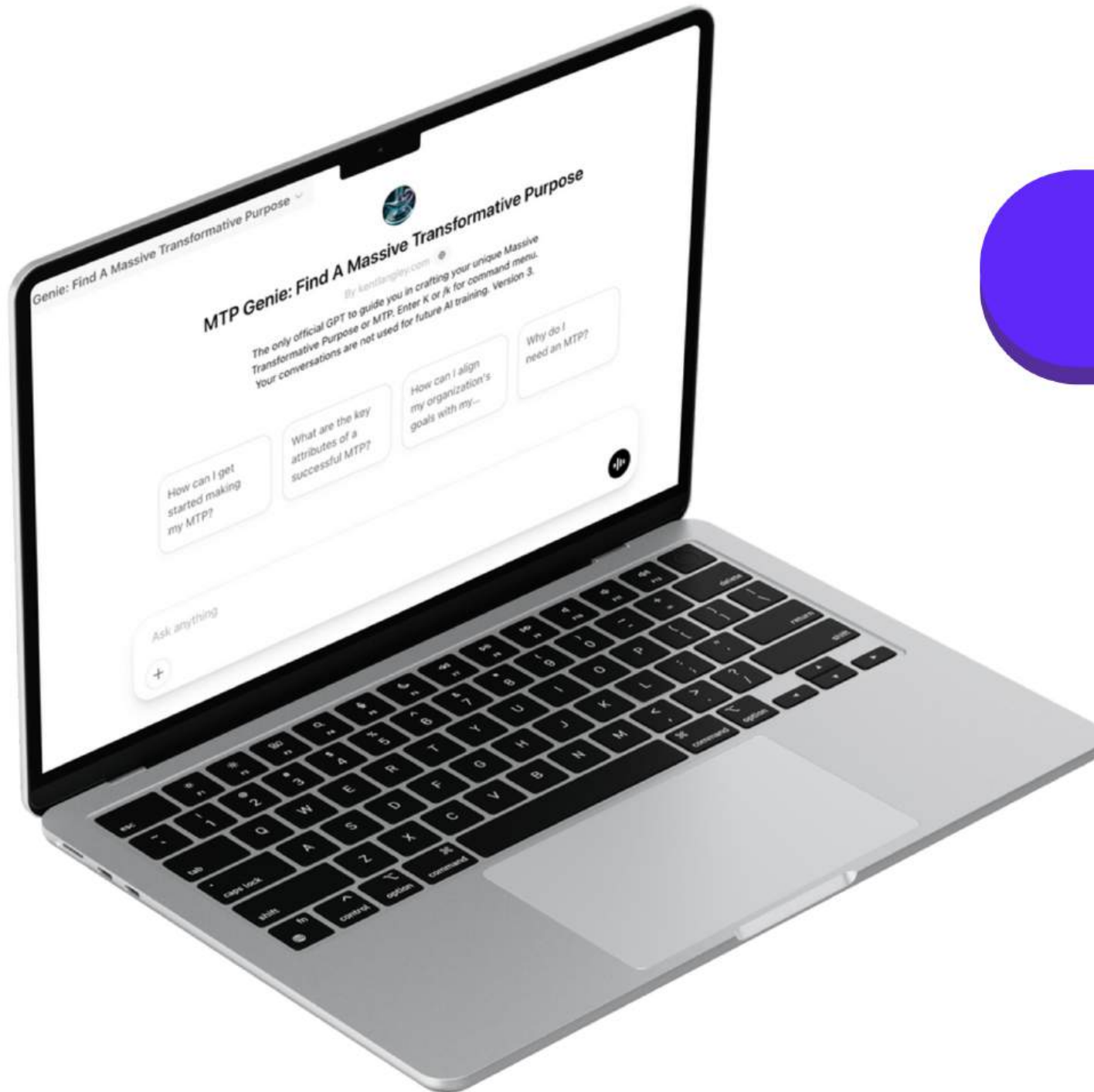


That is incredible - how on earth are you going to do that?

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

**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 staircase is composed of several steps, each with a wide, flat top and a narrow, raised side. The carpet has a textured, woven appearance. The background is a solid blue color.

Let's build the future - today

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