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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: _____

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

What does 10X mean to me right now?

My Intention for this Workshop:

I Want to Become an ExO

Where are you on the ExO Journey
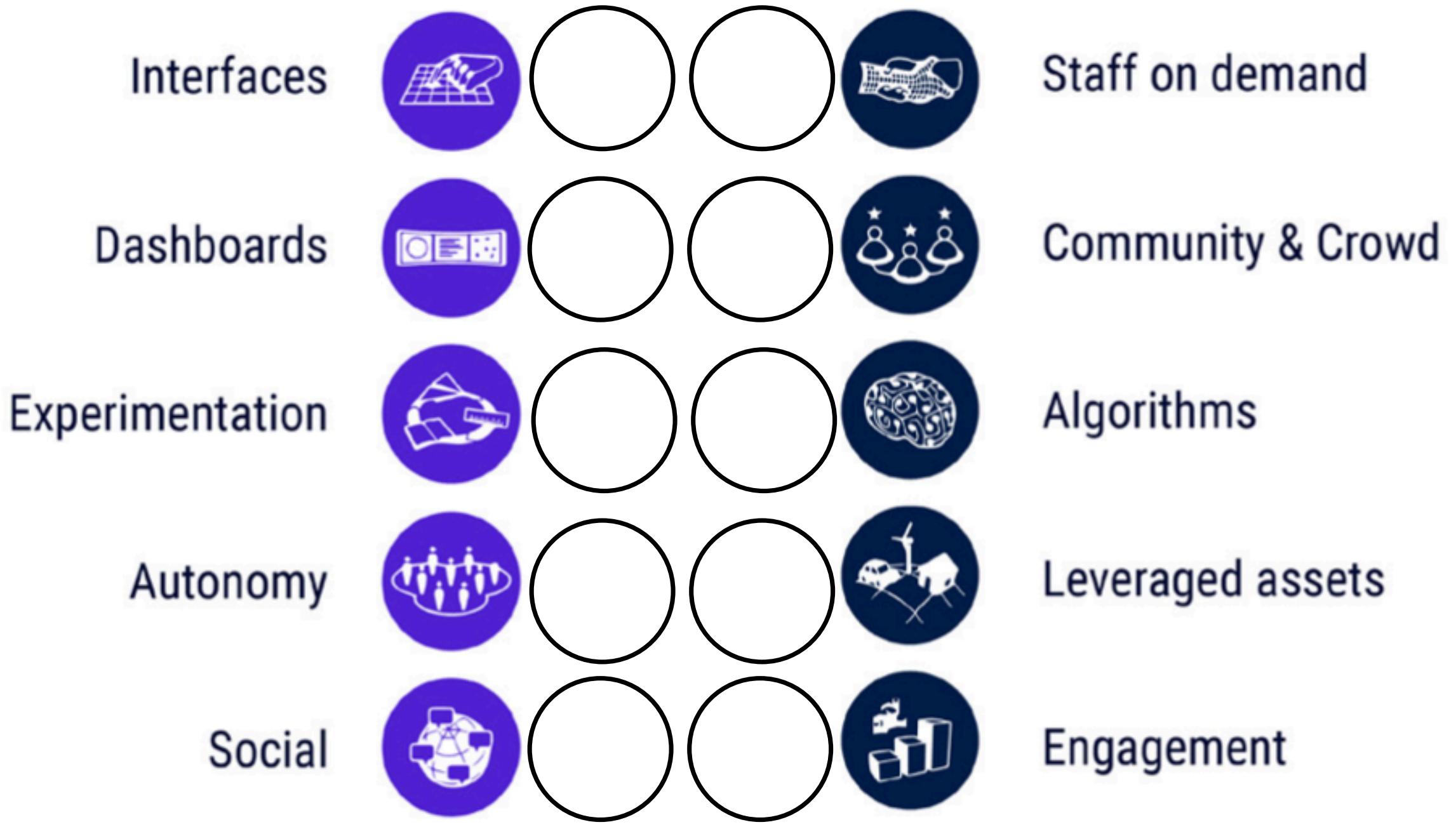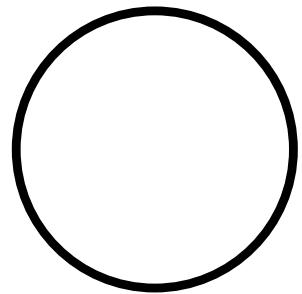
ExO Canvas

| Organization | Date | Done by |

MTP Massive Transformative Purpose

Information

Staff on Demand

Interfaces

Community & Crowd

Dashboards

Algorithms

Experimentation

Leveraged Assets

Autonomy

Engagement

Social Technologies

Implementation

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

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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?

Wich 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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Notes

It's not a Chatbot. It's a Skill.
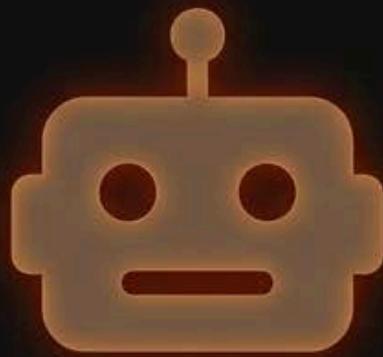
The Chatbot (LLM)
Inter Regular

≠

The Skill
Inter Regular

Skill = Experience + Data + Instruction
Inter Medium

NotebookLM

The Augmented Employee

Every employee maintains their own Skill Tree. Amplify the human, don't replace them.

Staff on Demand

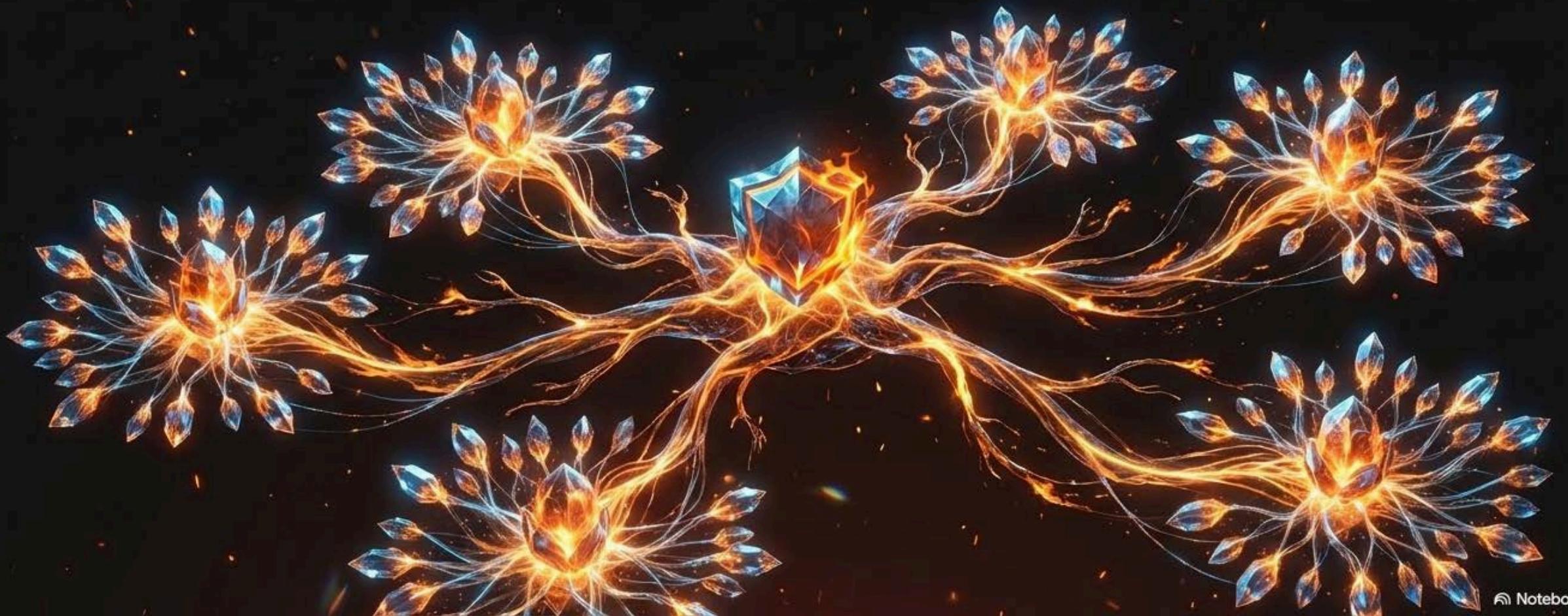**Instructions** –REVIEW THIS TIPS SHEET FIRST. Select desired business growth multiplier (2x, 3x, 5x or 10x). Read Example Scope of Staff-on-Demand Initiative Working down the column, answer questions. See example in '2x' column. We suggest you complete at least two of the columns (2x, 3x, 5x or 10x). TURN TO WORKSHEET.

Company Name: _____ **Your MTP:** _____

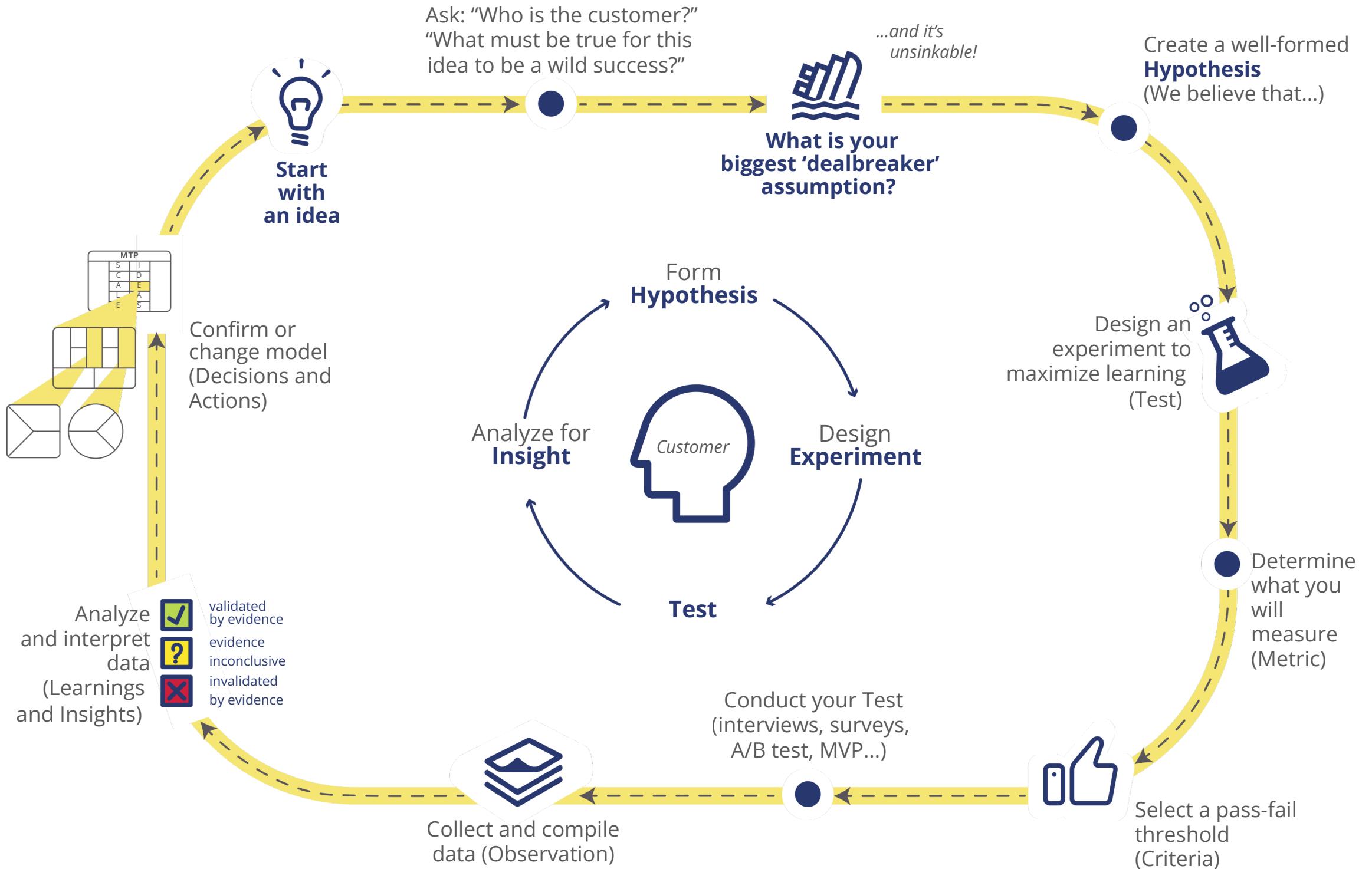| Desired business growth	2x	3x	5x	10x
Example Scope of Staff-on-Demand Initiative	Outsourcing marketing, administrative and maintenance staff, etc.	External firm provides specialized staff, embedded in company	Company staff are a seamless mix of full-time employees & SoD	SoDis core to creating and/or fulfilling demand for your offering at-scale
Task or Service -to achieve the desired growth, what specific task or service could you outsource or *crowdsource*?	Example: Moderating our community forums on social media.			Think: uber and airbnb. Transaction is between 'producers' and 'consumers' on a fully-automated platform. E.G. 'Driver transporting passenger'.
Talent Pools-What sources of talent are available?	Example: Enthusiastic 'super-users' on our forums, who are already helping others out.	UAssist.Me, topcoder.com, upwork.com, company alumni?	upwork.com, wipro.com?	Your user community? Local universities? Owners of underutilized assets?
Value Proposition-how will you attract and retain the best talent? (Autonomy and flexibility? Challenging work? Community? Compensation?)	Example: Flexible work schedule. Provide company email and access to customer support desk ticket system. Fair pay.			Rethink models of compensation and recognition for SoD to incent employee-like behavior, absent direct employee benefits.
Metrics-How will you know your SoD strategy is successful *and achieving healthy, sustainable growth*?	Example: NPS score from community members they have assisted.			Which metrics help every member in the system know they are doing a good job? Dashboards are essential for tracking performance of automated, rapidly-scaling platforms.
ExO Attributes- How will this initiative (2x, 3x, 5x or 10x) your business? What other attributes might you combine to multiply impact?	Example: Improved brand and social license to operate. Community and Crowd, Engagement, Autonomy, Interfaces.			For a platform business: interfaces, algorithms, dashboards, leveraged assets, community and crowd, experimentation + PlatformRevolution.com

Staff on Demand

Instructions –Select desired business growth multiplier (2x, 3x, 5x or 10x). Read Example Scope of Staff-on-Demand Initiative
Working *down* the column, answer questions. We suggest you complete at least two of the columns (2x, 3x, 5x or 10x).

Company Name: _____ **Your MTP:** _____

Desired business growth	2x	3x	5x	10x
Example Scope of Staff-on-Demand Initiative	Outsourcing marketing, administrative and maintenance staff, etc.	External firm provides specialized staff, embedded in company	Company staff are a seamless mix of full-time employees & SoD	SoD is core to creating and/or fulfilling demand for your offering at-scale
Task or Service -to achieve the desired growth, what specific task or service could you outsource or crowdsource?				
Talent Pools-What sources of talent are available?				
Value Proposition-how will you attract and retain the best talent? (Autonomy and flexibility? Challenging work? Community? Compensation?)				
Metrics-How will you know your SoD strategy is successful and achieving healthy, sustainable growth?				
ExO Attributes- How will this initiative (2x, 3x, 5x or 10x) your business? What other attributes might you combine to multiply impact?				

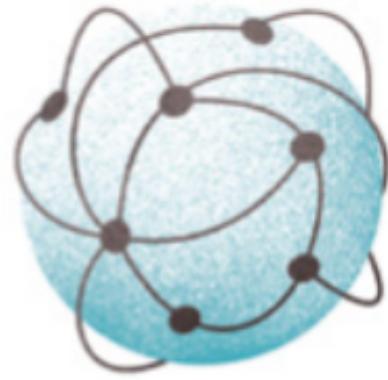# Notes

Experimentation

Start with an idea

Ask: "Who is the customer?" "What must be true for this idea to be a wild success?"

What is your biggest 'dealbreaker' assumption?

...and it's unsinkable!

Create a well-formed **Hypothesis** (We believe that...)

Design an experiment to maximize learning (Test)

Determine what you will measure (Metric)

Select a pass-fail threshold (Criteria)

Conduct your Test (interviews, surveys, A/B test, MVP...)

Collect and compile data (Observation)

Analyze and interpret data (Learnings and Insights)

✅ validated by evidence
❓ evidence inconclusive
❌ invalidated by evidence

Confirm or change model (Decisions and Actions)

MTP

Form **Hypothesis**

Design **Experiment**

Test

Analyze for **Insight**

Customer

Notes

An MTP is...

Purposeful

What do you want to achieve?

Massive

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

Transformative

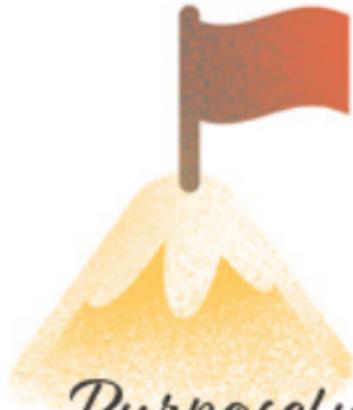How would the world be changed for the better if the MTP were achieved?

Inspiring

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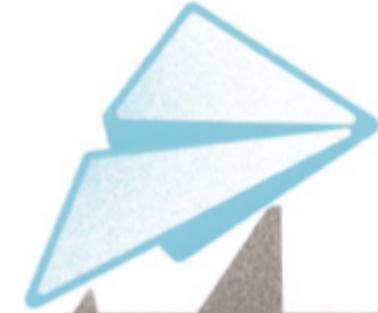
Passionate

Does the MTP convey your passion?

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)

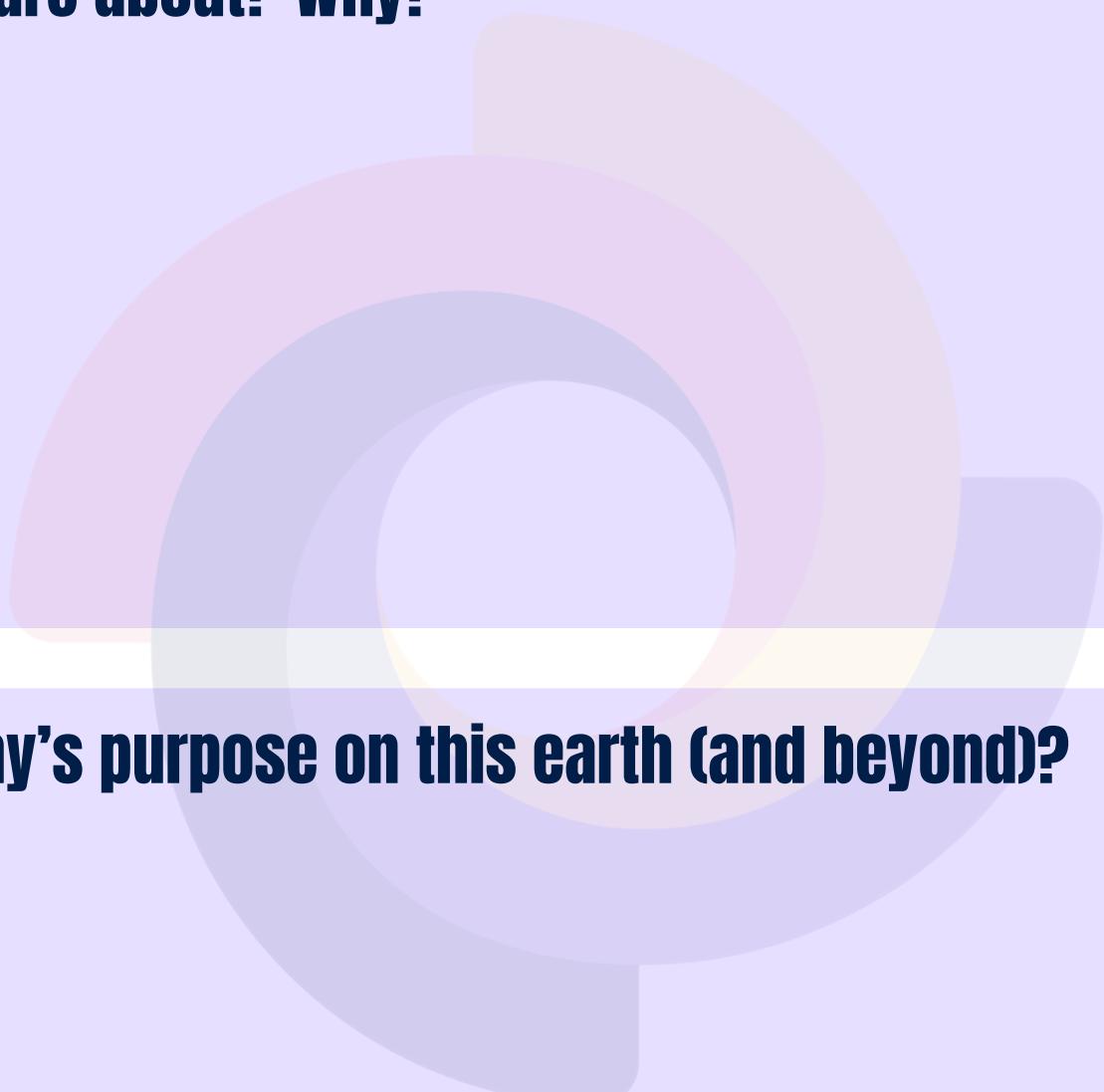Restrictive to future pivots

A Marketing slogan for customers

A sentence for the customer ("you")

A sentence for us ("we")

It is not about the business
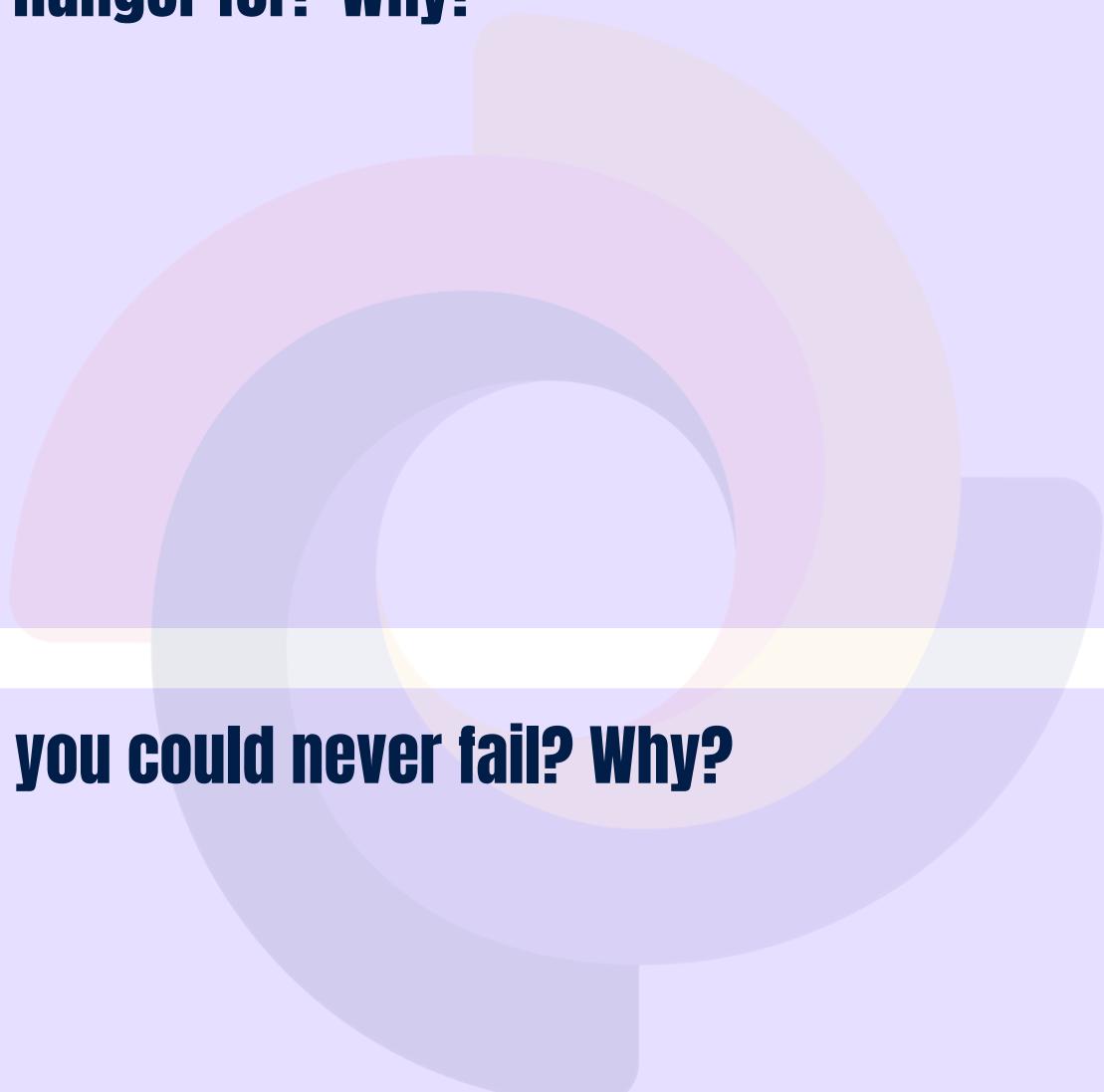
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Key question to get to your MTP

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 V0.1 MTP?

More help from AI

Click Here ≫

Leverage the MTP Genie to further improve your MTP

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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!

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Notes

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

Let's build the future - today