

What we (want to) do?

ideally verbs and nouns

Things we care about

or things we want to get rid of or transform

Drop your post-its
and ideas here!

Space to put down proposals
for the massive transformative
purpose

Drop your post-its
and ideas here!



Your project's name

Drop your post-its
and ideas here!

Space to get inspired by
images, quotes, photos

Drop your post-its
and ideas here!

How do we want to do things?

ideally adjectives and adverbs

Our reasons for doing things

Sources & inspirations: Massive Transformative Purpose (MTP) and the Exponential Organizations (ExO) approach based on: Exponential Organizations (2014), S. Ismail, M.S. Malone and Y. van Geest