

# FROM AWARENESS TO ACTIVATION

## Our Recipe for Transformation

We help business leaders understand and respond to exponential change by taking them through four phases of transformation: **Educate, Ideate, Incubate, and Leap.**

Awareness of exponential technologies does not translate to transformation. **Action does.**

01

## EDUCATE

**See** the Future

First, leaders must **see** the breakthroughs happening across a number of technology fields. In this phase, participants will learn the fundamentals of exponential thinking, drivers of today's accelerating pace of change, emerging technologies and business models, and implications for their organization.

02

## IDEATE

**Design** the Future

Second, leaders must determine the implications of these forces and **design** several new potential futures for their organization. You will identify new opportunity spaces informed by emerging technologies, business models, and global grand challenges, as well as generate concepts for prototyping.

03

## INCUBATE

**Build** the Future

Third, leaders must experiment and **build** a portfolio of new spaces to formulate a point-of-view on emerging technologies and the feasibility of potential new businesses. Participants will find collaboration and development partners while rapidly experimenting at Singularity University Innovation Lab and then preparing vetted proofs-of-concept for pilot and scale.

04

## LEAP

**Become** the Future

Finally, leaders must **become** an agile, adaptable organization ready for the future. This phase helps participants build a new exponential business model outside their core to ensure that they can jump ahead of the market and accelerate their business into the future.