Why **Singularity**

Singularity is honored to submit our proposal for AstraZeneca's "Leading Ambition 2030" program.

Our approach to leadership development is rooted in innovation, experiential learning, and the latest research on leadership best practices. We believe that developing leaders who can inspire and align their teams towards a shared goal is key to success in any organization. Singularity's vision and values are aligned with AstraZeneca's mission to make a positive impact on the world, and our program will incorporate exponential technologies and capabilities to ensure they are ingrained in the foundation and fabric of the entire program.

Visionary **Mindset**

WE HELP YOU TO SEE THE FUTURE + GUIDE YOU THERE

We specialize in guiding clients towards a visionary mindset, leveraging unparalleled expertise in future-shaping 'exponential' technologies.

Our proven frameworks consistently generate transformative outcomes, empowering individuals and enterprises to navigate complexity, unlock opportunities, and achieve enduring success.

What we **Heard**

AstraZeneca is seeking to create a program in three parts to address the requirements of their Bold Ambition 2030. These are understood to be:

Core Experience - Transforming Healthcare Ecosystems, Senior Leadership personal and business transformation

Elective Modules - Targeted Learning Experiences to delve deeper into innovation, communication and storytelling

Virtual Expert Series - Open to all levels of staff, learning from External and internal AZ experts

Your **Differentiators**

TRANSFORMATIONAL
Ability to transform healthcare ecosystems, drive enterprise solutions, pioneer in science/tech

PERFORMANCE DRIVEN
Delivers results at pace and scale, navigates complexity

INNOVATIVE
Cultivates innovation and experimentation

EXTERNALLY FOCUSED
Leading disruption, driving future thinking, entrepreneurial mindset

COLLABORATIVE
Creates impact across the enterprise, drives enterprise collaboration

EMPOWERING
Develops and inspires talent, coaches and unleashes potential in others

STRATEGIC
Future focused strategic thinking

CUSTOMER/PATIENT CENTRIC
Creates future value for the patient

SELF-AWARE
Understands own strengths/development needs to lead

Our **Strengths**

RAPID TECHNOLOGY INNOVATION + DISRUPTION

At Singularity, we believe developing leaders who can drive innovation, transformation and performance requires focusing on key capabilities like fostering innovation and agility, managing change, digital adaptation, navigating disruption, and upholding ethics. Our approach develops self-aware, innovative leaders able to transform their businesses. Our experiential learning journey equips leaders to shape the future, pioneer solutions and engage talent for competitive advantage. We welcome the opportunity to collaborate with AstraZeneca in preparing leaders to achieve their bold 2030 ambitions. By focusing on the critical skills to master innovation, change, digital transformation, disruption, ethics and unlocking potential, we will strengthen AstraZeneca's differentiating leadership capabilities by applying our Futurist values:

FOSTERING INNOVATION + AGILITY	CREATING MEANING	MANAGING ORGANIZATIONAL CHANGE
ADAPTING TO DIGITAL TRANSFORMATION	NAVIGATING DISRUPTIVE TECHNOLOGIES	ADDRESSING PRIVACY, SECURITY + ETHICAL STANDARDS

Our Solution
Core Experience

Core **Experience**

The Core Experience will take place over a period of six months, with a dedicated program manager assigned to oversee the deployment. The program manager will work closely with the AstraZeneca team to ensure that the program is tailored to meet their specific needs and objectives. The program will kick off:

- For all 270 senior leaders
- Focused on transforming healthcare ecosystems, future-focused strategic thinking, and enterprise collaboration & innovation
- Blend of live and virtual elements
- Coaching in small cohorts or 1-on-1 depending on needs identified in kickoff sessions

Core Experience: **SLM**

The SLM event in Shanghai is an important milestone to generate energy and commitment to LA2030 among your global leaders. We propose to co-create the event's design to show leaders the drivers of today's accelerating pace of change, emerging technologies and business models, and guide them to the implications for the organization.

The event will inspire participants and bring your strategic priorities into focus. In-person participants can expect an immersive experience with dynamic content, transformative dialogues, and dedicated time to co-create solutions. AZ's external orientation and innovation differentiators will be strengthened by collaboration fostered through networking, cohort-building, and team application workshops.

For virtual participants, we will design an interactive digital environment for Shanghai attendees to share key insights in real-time through livestreams, videos, and social posts. And we will engage remote learners with parallel local events and challenges to prepare for LA2030.

Core **Experience**

ENGAGE

Kick-off session (virtual or in-person) to introduce Exponentials, the Strategic Narrative methodology, and how to apply the process to drive transformative changes and Identify 10x Projects* for individuals or teams

EXPLORE

In a subsequent in-person workshop, articulate the desired end-state and Future Vision and work together in this session to construct projects based on the Future Vision.

Singularity team to interview 3-5 AstraZeneca stakeholders, and 1-2 Singularity Experts, on identified focus areas developed during first phase

EVOLVE

10x Project* showcase, in-person event. Teams or individuals will demonstrate applied knowledge building on the identified differentiators and skills learned during the Core Experience

Core **Experience**

LEARNING EXPERIENCE

The program will be designed by Singularity and led by a Singularity Facilitator, and additional subject matter experts:

- **The Facilitator** guides the group to achieve desired training outcomes by objectively connecting the sessions, highlighting key learnings, and engaging in active application with participants.
- **Experts** will be curated from Singularity's multidisciplinary community to highlight a range of technologies and concepts that are converging to accelerate important digital trends.

PARTICIPANT OUTCOMES

- Future focused, strategic thinking
- Enterprise mindset to collaborate & innovate
- Ability to shape & influence the system
- Deepen market experience & understanding
- Enhancing leaders' market knowledge and understanding of regional/global healthcare markets
- Create and enhance future value for the patient
- Keeping the patient at the center and developing patient value
- Self aware of own strengths and development needs
- Increasing self-awareness and understanding of personal strengths/development areas
- Completion of 10x Project*

Core **Experience**

10X PROJECTS AND COACHING

SU's Coaching sessions for small groups offer AZ leaders time with our Lead Facilitator in order to reinforce and activate what they learned in the Core kick-off session.

The subsequent 10X projects and coaching apply this new thinking, creating opportunities to put new tools into practice, remove barriers and maintain energy and sustain courage.

These monthly or bi-weekly sessions act as regular "check-in's" with Singularity high-performance executive coaches and help ensure your leaders stay on track.

Our Solution
Elective Modules

Elective **Modules**

Singularity is uniquely positioned to deliver innovative, high-impact elective modules that align to AZ's leadership development needs. We have a global network of over 300 subject matter experts focused on leadership, organizational transformation, disruptive technologies and more.

We will collaborate with AZ to shape these elective modules and recommend the right expert faculty to deliver transformational learning experiences that amplify the outcomes of your core leadership program. Whether delivered in-person or virtually, we are confident our breadth of specialty experience can significantly enhance the impact of your development journey.

Future of
Healthcare

At The Intersection of AI, Robotics and Digital Biology

The diverse faculty of experts at Singularity carries immense significance to our customers, as their varied expertise and perspectives enable us to provide powerful insights and innovative solutions that address complex challenges from a multitude of angles, fostering holistic and impactful outcomes.
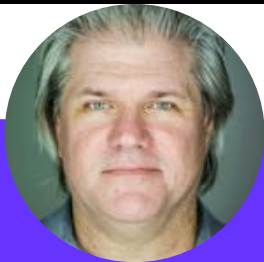
Dr. Raymond McCauley
Biotechnology

Rob Nail
Bio-Tech/ Robotics

Dr. Hod Lipson
Artificial Intelligence

Dr. Tiffany Vora
Digital Biology

Elective Modules **Experts**

DR. RAYMOND MCCAULEY
SU CHAIR: DIGITAL BIOLOGY

Raymond is a scientist, engineer, and entrepreneur working at the forefront of biotechnology. Raymond explores how applying technology to life "biology, genetics, medicine, agriculture" is affecting every one of us. He is known for using storytelling and down-to-earth examples to show how quickly these changes are happening, right now.

DR. HOD LIPSON
COLUMBIA UNIVERSITY

Hod Lipson is an award-winning author and professor of Engineering and Data Science at Columbia University. He challenges conventional views through his work on self-aware and self-replicating robots, and has founded four companies. Lipson directs the Creative Machines Lab at Columbia, pioneering new ways to make machines that create and are creative.

DR. TIFFANY VORA
VICE CHAIR OF MEDICINE & DIGITAL BIOLOGY

Dr. Vora is a Silicon Valley-based educator, writer, scientist, and entrepreneur. She is Vice Chair at SU, a GeoTech Center Fellow at the Atlantic Council, and holds a PhD in Molecular Biology from Princeton. She has amplified women in STEM through projects like Homeward Bound, and leads global conversations on humanity's future via Humanity in Deep Space and ExploreMars.

ROB NAIL
HAMMERFX

Rob, a technologist, engineer, and serial entrepreneur, envisions an equitable and inclusive future through experiments, tools, content, and networks. With over 8 years as Associate Founder and former CEO of Singularity University, he's influenced technological disruption, global entrepreneurship, social impact investing, education's future, and more.

Elective Modules **Taxonomy**
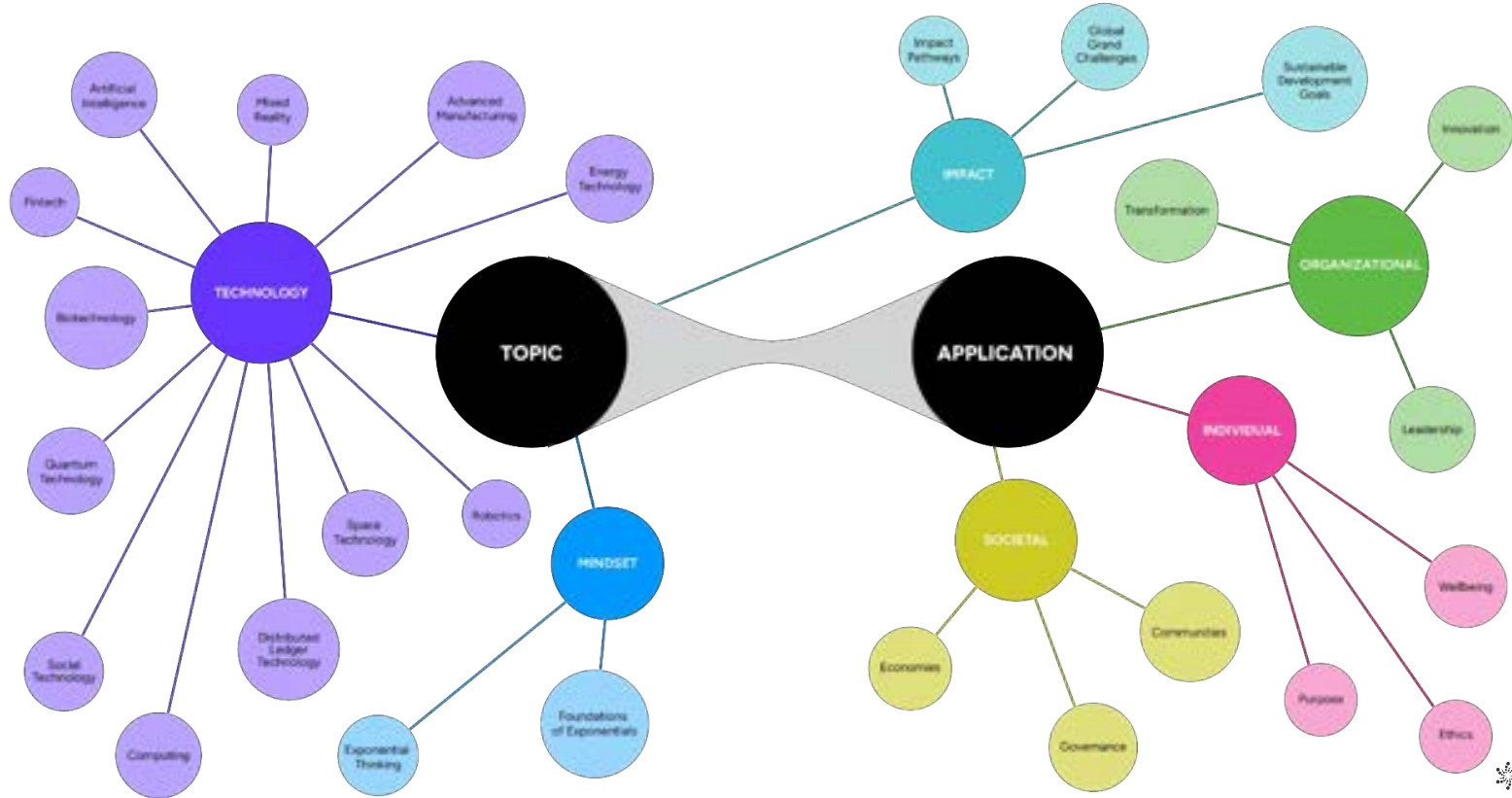
Strategic **Narrative**

In addition to Subject Specific Modules, Singularity offers a unique Strategic Narrative program to harness the power of storytelling to drive organizational and personal development.

Strategic narrative is Singularity's behavioral science-based approach for helping companies develop a future-focused vision and evangelize it using the power of story.

The Strategic Narrative journey prepares leaders to drive organizational transformation by enabling them to envision a desired future, and engage and inspire key stakeholders who can help them make the vision real.

Strategic **Narrative**

Program Outcomes

Singularity will work with AZ to apply strategic narrative methods to specific programs or initiatives, and also to design customized workflows and playbooks that empower internal teams to leverage strategic narrative as a repeatable methodology. Strategic narrative outcomes include:

- **Discover emerging possibilities**
  - Explore probable, possible futures at the intersection of technological and societal trends
- **Create an inspiring future vision**
  - Through story, paint a tangible picture of the future that humanizes the vision and guides the team forward by creating direction toward a common goal: to realize the narrative
- **Reverse-engineer a roadmap to tomorrow**
  - Work backwards from the narrative to identify the first steps that must be taken, and identify pilot projects, partnerships and measures of success

Our Solution
Virtual Expert Series

Virtual Expert Series

Singularity has deep expertise in designing and delivering engaging virtual learning experiences. We are excited by the opportunity to develop an impactful Virtual Expert series available to all levels of AZ staff that sparks innovation and aligns to your strategic priorities.

We propose a series of **60-90 min talks,** delivered after the Core Experience that feature a diverse range of respected thinkers shaping the future of healthcare, organizational leadership, and disruptive technologies. Our programming can include talks on cutting-edge topics like:

Future of Neuromedicine
Information and Data-Driven Healthcare
Engaged & Empowered Patients

Program **Overview**

SAMPLE SIX MONTH JOURNEY

KICK-OFF & SLM EVENT	Kick-off 2-3 days In-Person, Integrated into SLM	
ELECTIVE MODULES		Modules become available after Core Experience Kick-off
VIRTUAL EXPERT SERIES		Expert Series become available after Core Experience Kick-off, Delivered on Zoom monthly till Project Presentation (5 total 60-90 min sessions)
COACHING		Groups formed at Kick-off and check in at regular intervals over six month program to assist with 10x Project Development, interval TBD in Design Phase

Total **Investment**

	CORE EXPERIENCE	ELECTIVE MODULES	VIRTUAL EXPERT SERIES
DESCRIPTION	3-day In-Person kick-off at SLM, Internal and Expert Interviews, Coaching for individuals and/or small cohorts throughout	Half-to-full day sessions with Singularity Facilitator and/or Experts, to expand upon and articulate the content of the Core Experience TBD during Design Phase	Monthly Virtual Expert Series Available to all levels of AZ Staff. To be delivered over Zoom or similar format.
COST	- Programming for SLM event estimated $85k-100k per day *Assumes AZ provides venue and does not include international travel* - Interviews and Report starting at $25k - Coaching starting at $500 per person, per session	- In-Person Modules: $50,000 - $85,000 *Assumes AZ provides venue and does not include international travel* - Virtual modules are also available and typically 1-2 hour session, starting at $15,000	Starting at $15,000

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The best way to predict the future is to **create it.**

Alan Kay

Client **Impact**

"After two days at Singularity, everything changed for us. We learned to reframe issues in unconventional ways."

Project Leader, Lufthansa

"Fantastic learning and network sessions."

Paschoal Baptista, Deloitte Brasil

"Normally research within our company is looking backwards, but we are not really looking into the future in a sophisticated way...so it was natural for us to turn to Singularity, who is probably the best in exponential technologies and understanding what it means and the impact it has, to...understand how life and society will look in 2030..."

Hakan Nordkist, IKEA

"We left the session with a powerful mindset shift, moving from a constraint-based thinking model, to a thinking in a world of abundance. The sentence that stuck most with everyone is, if you can't imagine a future without X, then just do it."

Robert Rabe, SAP Digital

"The world needs impact accelerators. What I saw at Singularity was an opportunity to take the leapfrog into the future

Horacio Barbeito, Walmart Canada

"It is a major issue for a global company if you cannot innovate at the pace of smaller, more agile competitors. It can be overwhelming. Singularity helps us stay on an advance and relevant innovation track."

Dirk Schapeler, Bayer

""The Custom Program was the kick-start we needed to create a mindset shift in the company."

Travis Witteveen, Avira

"What we learned and discussed truly needs to be understood all over the world, especially by global leaders of government and business, but also by individual entrepreneurs."

Sir Richard Branson, Virgin Group

"I believe Singularity works so well because it has the experts who can educate people about new technologies, and it attracts large companies that may not have participated in exponential technologies before..."

Michiel Rauws, X2AI

Bayer **Impact**

**BAYER EMBRACES DIGITAL INNOVATION
TO ENSURE BETTER HEALTHCARE, NUTRITION FOR ALL**

The Challenge:

Bayer sought to develop new life science solutions based on digital technology, machine learning, sensors, and new business models, as well as define faster, less-costly development, testing, and go-to-market processes and solutions.

The Results:

Digital technologies require a radical partnership approach with the best players in the field, many of which are based in Silicon Valley. These players include large technology companies and small innovators. Bayer established its LifeScience iHUB at SU Labs in 2015 to be close to Singularity innovators, startups, and the Singularity ecosystem.

Lowe's **Impact**

LOWE'S TRANSFORMATIONAL APPROACH TO INNOVATION HAS INSPIRED THE ENTIRE COMPANY TO THINK AND BEHAVE DIFFERENTLY.

The Challenge:

Turn a "big box home improvement retailer" into a center of excellence for delivering meaningful innovation.

The Results:

Lowe's has completely embraced exponential thinking, with results that go well beyond innovation in its stores, a motivated and loyal employee base, and breakthroughs that address global grand challenges. Lowe's has innovated 3D printing at the International Space Station and is pushing the envelope on robotics and virtual and augmented reality. Lowe's is now a sought-after innovation partner of companies like Google and Microsoft and has been recognized by the White House as a Champion of Change.

Airbus **Impact**

FIRST-OF-ITS-KIND AR/AI EDUCATION PLATFORM FOR AIRBUS EMPLOYEES AND CUSTOMERS

The Challenge:

Help Airbus employees share and better retain company knowledge by designing a new online training module.

The Results:

In 6 months of partnership with Airbus, the Singularity team scoped, designed, engineered, and tested a prototype of a mixed reality communications, collaboration, and learning platform that revolutionized the way Airbus communicates its culture and value to internal audiences.

Client **Impact**

Our Global **Impact**
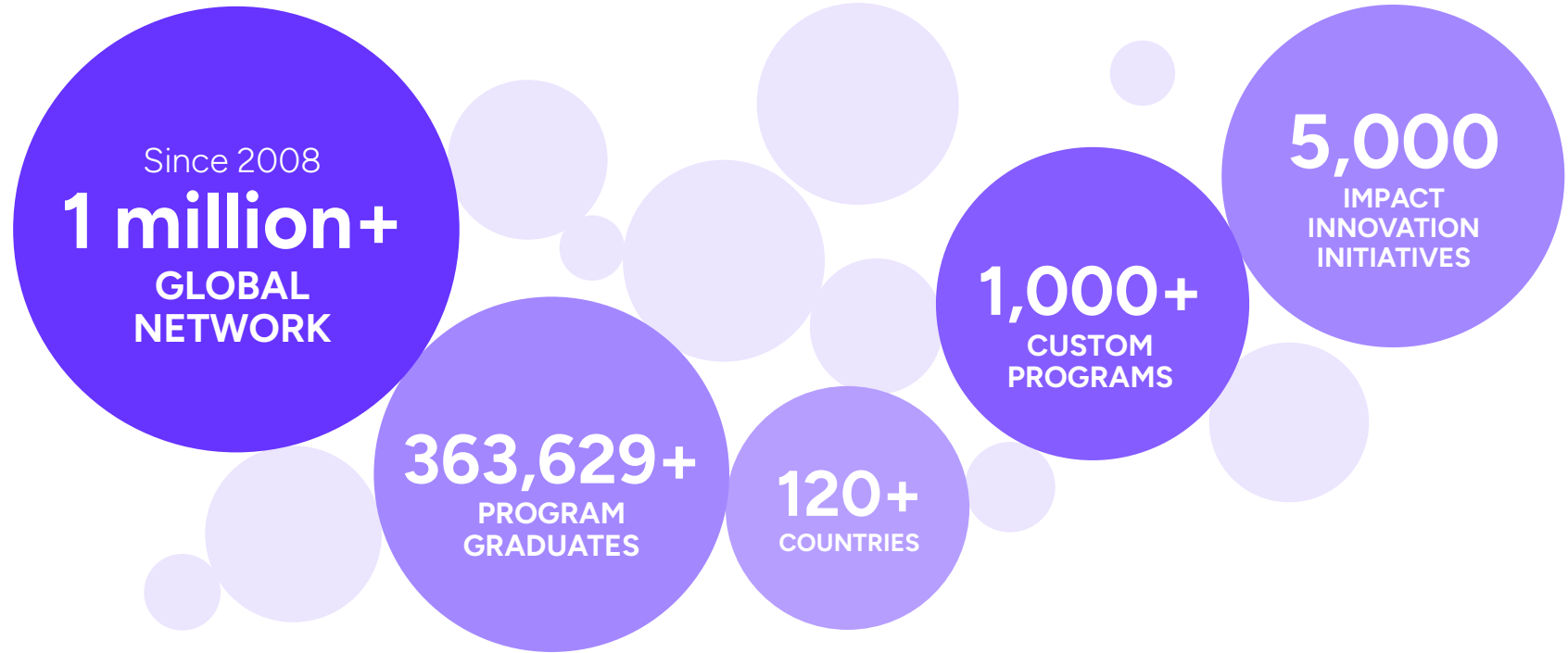
Since 2008
1 million+
GLOBAL NETWORK

363,629+
PROGRAM GRADUATES

120+
COUNTRIES

1,000+
CUSTOM PROGRAMS

5,000
IMPACT INNOVATION INITIATIVES

Singularity group

Thank you

Courtney Alligood, Strategic Relations
courtney.alligood@su.org
+1 919 696 6322 USA