



Virtual ExO Consultant Certification Information Package



100% Online:

Individual assignments
Working with your own client organization
Videos + discussions



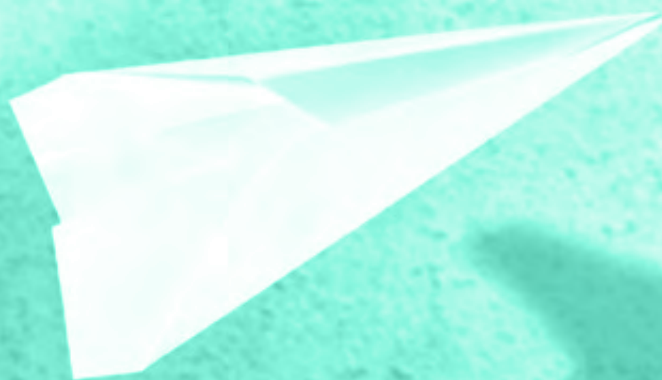
Price: \$1,500



Duration: 4 weeks (4-8 hours/week)



Mentoring: Weekly call with ExO Trainer





Dear OpenExO Community member,

The following pages contain a description of the ExO Consultant virtual certification programme.

Objectives

The ExO Consultant certification has the following objectives:

- Build capability to sell and deliver consulting services based on the ExO model;
- Introduce in detail the phenomena of Exponential Organizations, its high relevance today and the overall technological and economic context that gave rise to it;
- Provide a detailed understanding of 'Massive Transformative Purpose' and its function as a 'North-Star' for any Exponential Organization;
- Give a detailed overview of each of the 10 ExO Attributes including examples of how they are being implemented in reality;
- Create a rich learning environment with short 'content bursts', real-life application assignments and highly-interactive peer to peer learning;
- Introduce how to use and administer the ExQ survey and the OpenExO Marketplace to better serve existing as well as attract new clients.

Overview

ExO Consultant Virtual Simulation





The Learning Architecture is:

- Online course built on the OpenExO Platform;
- Throughout the course people are divided into several groups led by an assigned trainer;
- Every Monday all participants will get together for assignment briefing and Q&A 30-min session with trainers;
- Every Friday trainers will conduct 1-hour results presentation and split their groups into smaller groups of 4-5 people;
- Each week, participants unlock the next Module as well as the individual assignments needed to complete it;
- Each week has an intro video and then the course material in video and written format;
- People have individual tasks to complete that will be scored by the trainer;
- Certain tasks require a client to be involved, this client can be an actual client, a colleague or friend. This is to allow for hands on experience.
- The final week is a Certification week where participants undergo the final assessment towards their ExO Consultant certification;
- The course takes place over a period of 4 weeks with maximum 100 people per cohort;
- At the end of the certification the participants will be accredited with an ExO Consultant certificate and corresponding badge within the platform;
- Certified Consultants will also unlock access to using the Exponential Quotient (ExQ) assessment as well as other tools inside the OpenExO platform;
- People who are not platform members will be invited to join the community and need to complete their ExO Foundations certification before starting with the Consultant certification.



Structure

○ Week 1

Module 1: What are Exponential Organizations?

In this section, we cover the following:

- What are Exponential Technologies?
- A dive into the different Exponential Technologies and their impact on the world;
- The origins of the concept of Exponential Organization;
- What are the characteristics of an Exponential Organization?
- The difference between linear and Exponential Organizations;
- Migration from scarcity models to abundance business models. How do you organize for abundance?
- What does it mean to be an ExO?
- How ExOs impact the market and the world at large.



Assignment:

Find 5 Exponential Organizations in your country/market and explain why they are ExOs.

○ Week 2

Module 2: MTP, SCALE and IDEAS (ExO Attributes)

In this section, we cover the following:

- What is an MTP and what is its role in an ExO?
- Why having an MTP helps to fuel exponential growth and community engagement?
- Key questions to ask when creating an MTP



- In depth overview of
 - Staff On Demand
 - Community and Crowd
 - Algorithms
 - Leveraged Assets
 - Engagement
- In depth overview of
 - Interfaces
 - Dashboards
 - Experimentation
 - Autonomy
 - Social Technologies



Assignment:

Take a client through the ExO Canvas and help them to apply at least 4 attributes to their existing business.

Week 3

Module 3: Implementing the ExO Model, OpenExO Community and the ExQ Survey

In this section, we cover the following, using real examples:

- How to implement the ExO Model in a new organization;
- Using the Lean Startup Methodology;
- How to implement the ExO Model in an existing organization
 - The immune system
 - The ExO Sprint Methodology
- The basics of consulting;
- The basics of coaching;
- What is the OpenExO Ecosystem and community;
- The different roles within the community and what can be yours?



- OpenExO Marketplace and ExO Economy
- OpenExO Platform Walkthrough
- ExQ Assessment, its design and composition



Assignment:

Ask your client to fill and ExQ Assessment and sit down with them to interpret their results. Following, arrange an advisory call for the client via the OpenExO marketplace and finally, update their ExO Canvas from Week 2 based on the learning achieved in Week 3.

Week 4

Certification and Conclusion

This is a final section where you will receive an individual certification assignment which will be presented at the end of the week for feedback and final assessment. Following the completion of the final survey and evaluation/feedback call, you will then shortly receive your certification decision..

Time commitment – based on the above, the virtual training will require a minimum of around 2 hours per day, Monday to Friday each of the 4 weeks of the programme. In addition, there will be a 30-min feedback survey and a 60-min evaluation/feedback call after the certification is over.





This is the weekly flow for Modules 1-3:

- **Monday (mandatory)**
Participants review videos for the week including the assignment;
- **Monday (mandatory)**
Whole cohort call to answer pending questions;
- **During the week (optional)**
Individual assignments with peer to peer support inside a group;
- **Friday (mandatory)**
Call with group trainer to present and debrief the results of the individual assignments;

This is the weekly flow for Week 4 (certification):

- **Monday**
participants review videos for the week including the assignment;
- **Monday**
Whole cohort call to answer pending questions;
- **During the week**
individual assignments working to prepare a final presentation of achieved results and learning;
- **Friday**
Call with group trainer to present final assignment and receive feedback. This final call together with trainer observations during the programme and trainer feedback is the basis for the certification decision.

Attendance – it is important to be present throughout all the key parts of the programme. All calls can be recorded and shared with the team, however, attendance in person is very important both for your experience and learning as well as for a successful certification decision at the end. If you know for sure that you can't attend a call, please let the group and your trainer know as soon as possible



Working with a 'client' during the programme

As this programme is a 'certification' programme not a mere online training programme, besides learning and mastering all the key concepts, it requires each participant to practice key ExO Consultant tasks (introductory client meeting around ExO and ExO Canvas, ExQ survey, facilitating an advisory call with a member of the OpenExO community, working with the ExO Canvas) with a real client.

Our definition of a client is fairly broad to allow maximum flexibility as to the different ways consultants will apply our tools in their contexts.

The choice of the client should be as close as possible to how you plan to use it in your consulting work or in your organization.

If none of these apply, you can also choose a colleague from your own organization or even a professional acquaintance that works for another commercial organization which is used as a case study.

For example:

- If you work as a consultant with client organization, we suggest you to choose a current, past or future (potential) client to work with;
- If you are an entrepreneur and plan to use the concepts in your own organization, you can work with your leadership team;
- If you work as a consultant in an organization and want to get a buy-in from your senior leadership to embed ExO services among your innovation and strategy advisory services, you can work with your CEO or other members of your leadership team;
- If you work as an internal consultant, you can choose an internal client to work with.



Overall, the client you choose should give you an opportunity to practice and learn working with ExO tools and be relevant to how you want to apply the tools afterwards.

Finally, the client you choose needs to be open to innovation and willing to try on new concepts.

We have seen this part of the programme repeatedly to add significant 'free' value to tens of organizations and translate into concrete strategy improvements and business benefits.

The interactions with the client are purely centered around adding value to their organizations, we don't use them for selling any follow on work or services (though occasionally this is requested from the client side and consultants continue working with their client organizations outside of the scope of the programme).

We recommend to think through your client choice before the programme starts and in case there are any questions, please email us directly at certification@openexo.com.





Tools

The certification will be conducted via the **OpenExO platform** supporting you throughout the entire process. Every week, you can find a **detailed write-up of each assignment** as well as briefing videos and additional documents to help you go through the week.

Every group will have a dedicated **collaboration space** where you can post links, brainstorm ideas and connect with your team.

The **final result** of every week (presentation/document) needs to be uploaded onto the OpenExO platform 'Deliver' tab of each week ahead of the call with your mentor.

Ability to navigate and access the Zoom and the OpenExO Platform will be required on a weekly basis.

Familiarizing yourself with these tools ahead of time will facilitate your success and organization during the program.

Pricing

The price for participation in the programme is **\$1,500 USD** and will be payable before the first module. Each cohort has 20% of seats which are payable in EXOS tokens. If you are interested in applying for one of these seats, please contact certification@openexo.com in advance as we allocate the available seats on a first come first serve basis. Additionally, we also try to take the economic situation of the applicants into account.

We will be able to confirm your ability to enroll using the EXOS tokens latest 3 days prior to the programme start. In case it will not be possible to claim one of those seats, you will be offered to pay in USD instead or to receive one of the EXOS payable seats on the next available upcoming cohort.



ExO Consultant Certification study materials

Mandatory:

- Exponential Organizations book by Salim Ismail, Yuri van Geest and Michael S Malone
- 4th Industrial Revolution - <https://www.youtube.com/watch?v=SCGV1tNBoeU>
- How to create an ExO? - <https://www.youtube.com/watch?v=DF9qFKfBmbk>
- Exponential Organizations at USI - <https://www.youtube.com/watch?v=FNQSM4ipZog>

Optional:

- Exponential Transformation book by Salim Ismail, Francisco Palao and Michelle Lapierre;
- The Inevitable book by Kevin Kelly;
- Future Crimes book by Marc Goodman;
- The Second Machine Age book by Erik Brynjolfsson and Andrew McAfee;
- Machine, Platform, Crowd book by Erik Brynjolfsson and Andrew McAfee;
- Platform Revolution book by Geoffrey G. Parker, Marshall W. Van Alstyne & Sangeet Paul Choudary;
- Zero to One book by Peter Thiel and Blake Masters;
- The Lean Startup book by Eric Ries;
- Business Model Canvas by Alexander Osterwalder;
- Value Proposition Canvas by Alexander Osterwalder;
- The Startup Owner's Manual – by Steve Blank and Bob Dorf;

A large, abstract graphic composed of two overlapping teal shapes. The top shape is a light teal rounded square, and the bottom shape is a darker teal rounded square. They overlap in the center, creating a darker teal rectangular area.

THANK YOU

QUESTIONS?

certification@openexo.com