

The Entrepreneur's Faces: A Dynamic Workshop



Embrace the mindset and techniques of top entrepreneurs for personal and team transformation



Join this intensive, interactive 4-hour workshop based on *The Entrepreneur's Faces: How Makers, Visionaries and Outsiders Succeed*, a new book by Jonathan Littman, co-author of the international bestsellers *The Art of Innovation* and *The Ten Faces of Innovation*, and Susanna Camp, formerly of *Wired*. This dynamic workshop is ideal for companies seeking to spark individual, team and company transformation. Drawing from human-centered design, and the authentic stories and insights of international innovators and founders, the Entrepreneur's Faces Lab takes participants on an engaging journey to heighten performance.

Welcome to a New, Human-Centered Model

Through a fast-paced, gamified format, participants are introduced to ten core archetypes often found in successful teams and companies. These "Faces" are Makers, Guardians, Visionaries, Evangelists, Accidentals, and more. Through a guided process, participants decipher and frame their own characteristics, learning how those tendencies and styles may be brought to bear on specific entrepreneurial and innovation challenges. Let's meet a few of the Faces:



The Outsider: Greets challenges with a Zen-like "beginner's mind." Deftly finds the side door.



The Maker: Prototypes to learn and progress. Models and tests every element of business.



The Athlete: Navigates experiences through kinetics and motion.



The Visionary: Relentlessly pursues a dream. Thinks and acts asymmetrically.

CLIENT TAKEAWAYS

- Adopt a growth mindset to be more innovative and seize opportunities.
- Recognize the Faces of entrepreneurs, and discover your own strongest talents.
- Identify the stages of growth, from initial Awakening to final Scale.

CLIENT TRANSFORMATION TOOLS

- Physical/digital assets: Shift Project Board, Face Cards, & assessment instrument.
- Facilitation of ongoing personal/professional transformation efforts.
- The book: *The Entrepreneur's Faces*.



jon@snowballnarrative.com
susannacamp@smartup.life

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The Shift: A Seven-Stage Model for Growth

After participants discover their core Faces, we dive into The Shift, our seven-stage model for personal, team and company growth and transformation. The Shift connects the Faces with a clear process for how innovators and the entrepreneurially-minded transform themselves, their teams and their companies. We explore each of these stages, identifying their core elements, and what makes them key to lasting change.

The Awakening - Tap curiosity and a discovery mindset for new possibilities.

The Shift - Embrace the unknown, break from anchors, take tangible steps.

The Place - Connect with the people, community, and place where you thrive.

The Launch - Deep-dive into prototyping, and get your venture moving.

The Money - Secure funding and backing to make it real.

The Test - Iterate, iterate, iterate. Run the gauntlet of prototyping and troubleshooting. It's do-or-die time.

The Scale - Expand potential through technology, delegation, and partnership. Climbing the last peak.



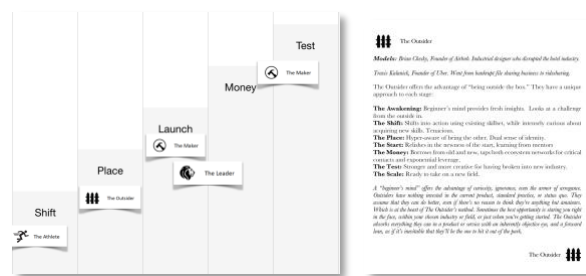
SAMPLE SCHEDULE

8:30 - 9:45	<p>Interactive Lecture: Finding Your Best Face</p> <p>Team Exploration: Teams are handed Face Cards which detail the characteristics of the individual faces - i.e., The Outsider, The Strategist, and how they approach each stage. Working with a partner, collaboratively find two to three Faces you most associate with and two to three you benefit through a partnership. Individuals report back to the group on their partner's choices.</p> <p>The Spark: Awaken, Shift, and Find Your Place (Interactive lecture on the key elements to find your spark.)</p>
9:45 - 10:45	<p>Deep-Dive into the Stages. Each team focuses on one stage: The Awakening, Shift or Place. Teams read case studies of successful entrepreneurs going through one of the stages. Participants circle and underline sentences or language that supports their understanding of each stage. Teams reflect and report back to the whole group on the core signifiers of each stage.</p>
10:45 - 11:00	Break
11:00 - 12:00	Tackle Scenarios with the Faces & Shift Project Board

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	<ul style="list-style-type: none"> • Teams are given a Shift scenario to solve (or work on a current or upcoming real-life Shift challenge at their company). • Teams choose the 3-4 Face Cards they will draw upon to master the challenge. • Teams brainstorm an approach, then fill in the Shift Project Board to show how they will spark the team (Awaken, Shift, Place) and • Make it real (Launch, Money, Test and Scale)
12:00 - 12:30	Teams present their Shift Project Boards. Takeaways.

Sample Activities: Shift Project Board & Faces Card



Jonathan Littman's bestselling books with IDEO have sold 750,000 copies worldwide and have been published in 20 languages. Jonathan leads seminars and delivers keynotes on entrepreneurship, startups, and innovation in the US, Europe and China. He is an expert on innovation, tech ecosystems, startup culture and entrepreneurship. An adjunct professor at the University of San Francisco, Jonathan leads innovation and design thinking immersive labs for executives and MBA candidates from 15 countries from Europe, China and Latin America. Jonathan is the creator of SmartUp.life, an online innovation hub that publishes case studies about entrepreneurship and innovation, and Start20X, an online tool to gauge the talents, capabilities, and readiness of startups and growing enterprises. **Susanna Camp** is an editor and journalist specializing in emerging technology and business trends. She is the Editor-in-Chief of SmartUp.life, and staff writer for Women In Product. A superconnector in the tech ecosystem of San Francisco. Susanna was an early team leader at *Wired* magazine, where she led the creation of one of the first online communities, and has also worked on the staff of *Macworld*, *PCWorld*, and *Outside* magazines. Jonathan and Susanna are currently collaborating on a new book on global entrepreneurship, *The Entrepreneur's Faces*. Entrepreneurs in Residence at Schoolab, an international incubator and consultancy, Jonathan and Susanna are currently collaborating on a new book on global entrepreneurship, *The Entrepreneur's Faces*.

[Check out The Entrepreneur's Faces Video!](#)



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