

SHIFTSHAPER TREK

The Transformative Leadership Course
for the 21st Century

WHAT ARE YOU UP TO IN CENTURY 21?

If this question is not answered for you yet, you've come to the right place. This trek is for people who not only want to grow continuously but also want to shape the shift we need to see in the world. It is for those who are great at what they do but still want to get better.



LIVE ONLINE COHORTS



HYBRID SELF LEARNING



21 WEEKS



5 HOURS PER WEEK



€ 5,925 EARLY BIRD EXCL. VAT



PEER COACHING



INTERNATIONAL CATALYSTS



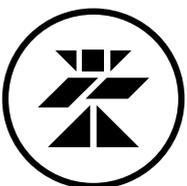
INDIVIDUAL PROJECTS



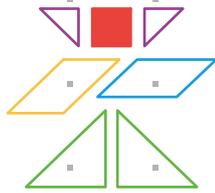
ARE YOU READY FOR THE NEXT CHAPTER OF TRANSFORMATIVE LEADERSHIP?

This initial trek prepares you to understand, adapt, and succeed in this rapidly changing world. And beyond that, inspires you to make the world a little better. You will receive a transformational 21st century leadership training along with the necessary inspirations to develop and work on attitudes to play a leading role in your personal and work life. It's MINDSET, SKILLS, NETWORK, and BALANCE in one program in a community of exceptional peers.

We must transform our paradigm of leadership if we want to address the global challenges of the 21st century. It should no longer focus on the capacity of the individual only, but needs to become the capacity of a collective. We will explore the following questions along the five SHIFTSHAPE dimensions – both in self as in collective leadership mode:

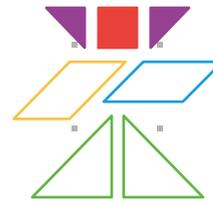


WHAT KIND OF CHALLENGES DO WE WORK ON?



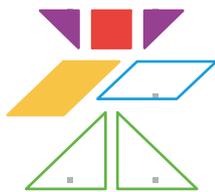
DARE

- I:** How can I take responsibility and hold others accountable at the same time?
- We:** How do we decide and act under conditions of extreme uncertainty?



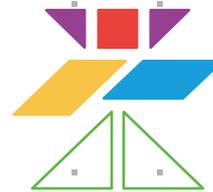
IMAGINE

- I:** How can I detect trends, imagine possible future scenarios, and find meaning?
- We:** How do we shape a purposeful vision out of legacy, ideas and meaning into an interacting whole?



DISCOVER

- I:** How can I foster curiosity and design descriptive experiments to drive rapid learning?
- We:** How can we establish a culture of diversity and creative discourse to find the best possible solutions?



ADAPT

- I:** How do I constantly question existing beliefs, overcome cognitive biases and adapt my opinion accordingly?
- We:** How do we constantly challenge the status quo, reduce complexity, and adapt to an environment of perpetual change?

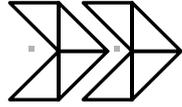


DO

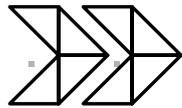
- I:** How do I gain a conscious awareness of myself and credibility by expressing vulnerability and gratitude?
- We:** How can we build trust, reliability, and sustainable relationships with all stakeholders by empathic interaction?



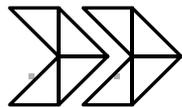
WHO IS THIS PROGRAM FOR?



Business leaders from large corporations looking for new ways to change their organizations



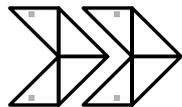
Executives from established SMBs wanting to drive the transformation of their organizations to make them 21st century proof



Entre- and solopreneurs seeking a new challenge to scale their impact



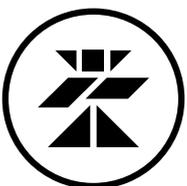
Go-getters looking for new opportunities to develop their shiftshaping mindset and grow themselves



Creative business professionals and cultural change-makers with at least five years of work experience

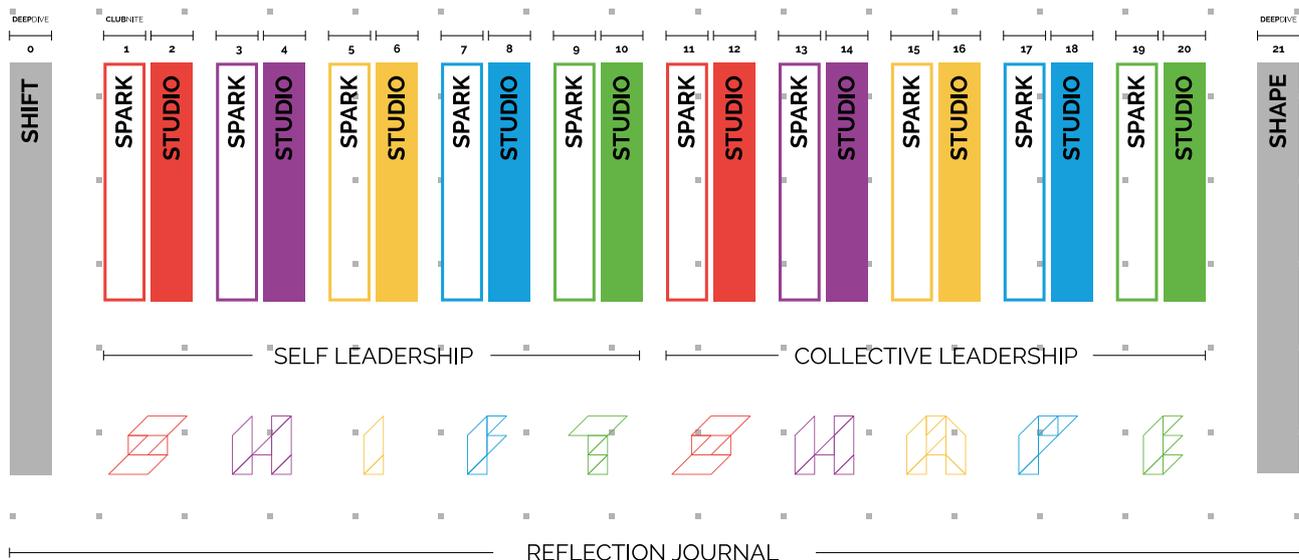


Future-forward game-changers who look for a diverse network of like-minded individuals to explore what's possible.



HOW IS THE PROGRAM STRUCTURED?

The remote 21-week SHIFTSAPER trek starts off and finishes with immersive weekends with interactive impulse sessions, personal reflection, and team building. In between, each week on Thursday nights we meet with inspirational experts and method coaches for the live online CLUBNITE – working on the 5 dimensions of the SHIFTSAPER Framework as well as your individual project.



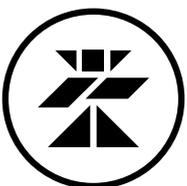
UPCOMING TREK

KICKOFF on June 21

DEEPDIVE Immersive opening weekend June 25-27

CLUBNITES 1-20 every Thursday evening from 19:00-22:00 CEST

DEEPDIVE Immersive closing weekend November 12-14



PROGRAM DETAILS

//DEEPDIVE SHIFT – OPENING WEEKEND

Immersive workshop weekend with 1-2 hour inspiration sessions, break-out assignments, and self-reflective episodes over the course of the whole weekend

FRIDAY

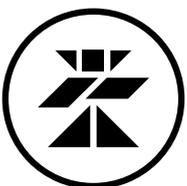
- Getting to know the club
- The DI DA DO Way of Transforming the world
- Team-ritual and self-reflection
- Surprise remote dinner party

SATURDAY

- Introduction to the SHIFTSHAPE Framework
- Experiencing the SHIFT attitudes
 - SPIRITED – to take initiative and be courageous and resourceful
 - HOLISTIC – to imagine complete systems beyond current constraints
 - IDEATIVE – to consider new suggestions and to develop ideas constantly
 - FLEXIBLE – to deal with complexity and to encompass change
 - TRUE – to show up as a complete and harmonious being

SUNDAY

- The Power of Communities and Collaboration Masterclass
- Expedition towards a better purpose
- Personal project definition



PROGRAM DETAILS

//SHIFT SELF LEADERSHIP (WEEK 1-10))

A self-leadership procedure dedicated to the five attitudes for personal transformation

WEEK 1-2 SPIRITED

self-effective

encourages members to take action and try out things

WEEK 3-4 HOLISTIC

self-aware

encourages members to strive for something greater than themselves

WEEK 5-6 IDEATIVE

self-confident

encourages members to develop an open and inspirational approach

WEEK 7-8 FLEXIBLE

self-reflective

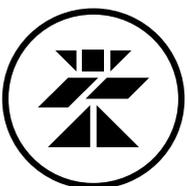
encourages members to establish continuous and habitual growth

WEEK 9-10 TRUE

self-less

encourages members to show great concern for and willingness to give unselfishly to others

The weekly sessions alternate between inspirational Spark Sessions with your Leaders by Example and project-oriented Studio Sessions where participants have the opportunity to apply their knowledge and work on their own projects.



PROGRAM DETAILS

//SHAPE COLLECTIVE LEADERSHIP (WEEK 11-20))

A collective-leadership approach designed to lead organizational transformation

WEEK 11-12 SOVEREIGNTY

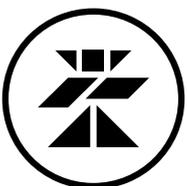
- Exemplary Ownership – the craft of taking responsibility and holding others accountable at the same time
- Entrepreneurial Acumen – the ability to decide and act under conditions of extreme uncertainty
- Autonomous Collaboration – the art of establishing leaderless leadership

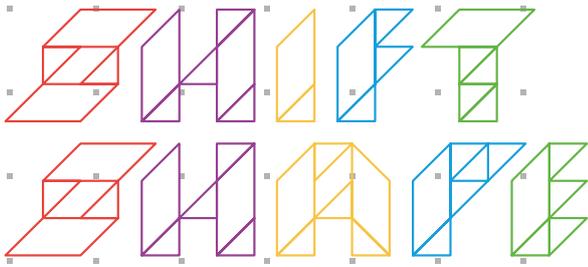
WEEK 13-14 HORIZON

- Predictive Re-Creation – the ability of detecting trends and imaging possible future scenarios.
- Directive Purpose – the craft of shaping a meaningful vision out of legacy, ideas and meaning into an interacting whole
- Expressive Leadership – the art of forming unity by means of storytelling

WEEK 15-16 ASPIRATION

- Creative Alchemy – the art of playfully combining interdisciplinary methods with curiosity and serendipity
- Investigative Discovery – the craft to design and conduct descriptive experiments to drive rapid learning
- Open Discourse – the ability to compete for the best solution driven by an open in deviating opinions





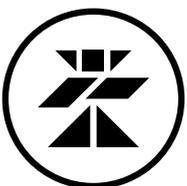
WEEK 17-18 PLASTICITY

- Inquisitive Thinking – the ability to challenge the status quo, reduce complexity, and look for inconsistencies in reasoning
- Habitual Improvement – the craft to learn quickly from experience and to persistently grow better over time
- Adaptive Judgement – the ability to question beliefs, overcome cognitive biases and adapt opinions accordingly

WEEK 19-20 EMBODIMENT

- Reflective Awareness – the ability of gaining conscious understanding of the self
- Collaborative Communication – the art of expressing vulnerability and gratitude
- Social Sensemaking – the craft of gaining clarity by empathic interaction with a group

The weekly sessions alternate between inspirational Spark Sessions with your Leaders by Example and project-oriented Studio Sessions where participants have the opportunity to apply their knowledge and work on their own projects.



PROGRAM DETAILS

//DEEPDIVE SHAPE – CLOSING WEEKEND

Immersive workshop weekend with 1-2 hour inspiration sessions, break-out assignments, and self-reflective episodes over the course of the whole weekend

FRIDAY

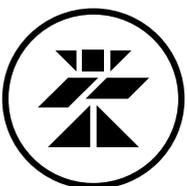
- Final pitches of personal projects
- Intensive feedback sessions
- Discussion on individual learnings

SATURDAY

- Reflecting the SHAPE leadership patterns
 - SOVEREIGNTY – autonomous leadership by positive example by stepping out into unknown territory first
 - HORIZON – expansion of perception and possibility by formulating a compelling narrative of a future
 - ASPIRATION – strong desire to achieve the best possible outcome through open experimentation
 - PLASTICITY – ability to adapt to changing conditions while simultaneously withstanding forces of inertia
 - EMBODIMENT – representation of concrete and perceptible qualities to create openness and trust

SUNDAY

- The Modeling the Future Masterclass
- Dealing with complexity and uncertainty
- Outlook into world of radical change, rising complexity, and paradigm shift



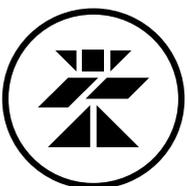
PROGRAM DETAILS

//TRANSFORMATION CASE

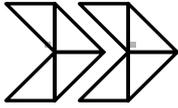
During the trek you will directly work on your own transformation case. An applicable playbook with useful methods and adaptable templates will guide you for driving change in your organization. With the support from our coaches and your peers you will develop your own transformational project in the course of the 21 week trek. This project is designed to push you out of your comfort zone and to turn your plans into action. We will work on overcoming the resistance by developing a new awareness of leadership, engage you in new ways, and show you how to coach yourself to dare to take action.

//SHIFTSHAPE JOURNAL

Every participant receives their personal self-learning package including the 150 day reflection journal book to strengthen their creative habits, to reflect on learnings, and to keep track of their progress.



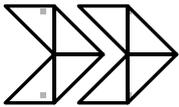
WHAT DO PEOPLE SAY ABOUT US?



„What distinguishes the **SHIFTSCHOOL** is that it truly encourages people to (re-) discover their creativity. Faber-Castell's vision is to unleash the creative potential of our customers as well as our employees. Within our global network, we see the “**SHIFTSCHOOL** as an important innovation coach. Faber-Castell's Corporate Development team appreciates the comprehensive innovation methods and is grateful for the trusting relationship it has developed with the **SHIFTSCHOOL** team.“

COUNTESS KATHARINA VON FABER-CASTELL

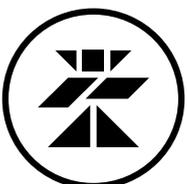
Head of Corporate Business
Development
Faber-Castell AG.



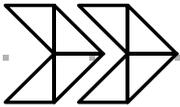
„What I really appreciate about working with **SHIFTSCHOOL** is the fact that I get so much inspiration and Best Practice that I can incorporate directly into my daily work. The large network of **SHIFTSCHOOL** is the big advantage. They collaborate with so many different companies and startups and, therefore, can offer a wide range of insights from many different industries.“

DR. JÜRGEN ZEINER

Robert Bosch GmbH,
Vice President Technical Functions



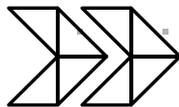
WHAT DO PEOPLE SAY ABOUT US?



„**SHIFTSCHOOL** means innovation in every aspect! In terms of didactic design and digitization insights. In addition to great training, the entire network offers valuable inspirations to be more innovative in everyday business. All in all, the cooperation with **SHIFTSCHOOL** is great and the team is always on hand with help and advice for us.“

MARKUS BIRKEL

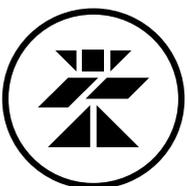
Head of IT & Digital Transformation
medi GmbH & Co. KG



„The collaboration with **SHIFTSCHOOL** has been really great right from the start. **SHIFTSCHOOL** is a reliable partner who always supports me with new insights and constructive critical thinking. Companies that want to make a difference should first send selected employees to **SHIFTSCHOOL**. Especially large corporates should work with **SHIFTSCHOOL**, because their programs really breathe the new life into established systems. This is necessary, today and in the future!“

KRISTINA MUTH

Head of Innovator Academy
Merck Innovation Center
Merck KGaA Darmstadt



WHAT DOES IT COST?

SHIFTSHAPER TREK

The 21-week inception trek costs € 7,500 incl. all learning material excluding VAT. For fast birds signing up for the first cohort in June 2021 we offer an introductory discount of 21%.

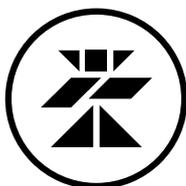
SHIFTSHAPE MEMBERSHIP

The yearly membership fee for the SHIFTSHAPE CLUB upon graduation costs € 2,100 excluding VAT. Please note that a membership is only possible if you have completed the inception trek.

HOW CAN I APPLY?

APPLICATIONS ARE NOW OPEN FOR THE NEXT COHORT. The only things we demand are the motivation to learn, the openness to reflect, and the willingness to truly change things. The entry ticket to the SHIFTSHAPE CLUB is our immersive 21-week inception trek aimed to build up your personal as well as collective leadership skills along the SHIFTSHAPE Framework. After a successful inception you can call yourself a Transformational Leader and become a full-fledged club member. This thoughtful process ensures that we curate diverse cohortes of highly motivated and committed lifelong learners. Request an invitation for an interview to see if you qualify.

[JOIN INFOSESSION](#)



FAQ

CAN I APPLY THE KNOWLEDGE ON THE JOB?

We don't teach theory, but knowledge that you can apply immediately. From day one, you learn through innovative simulations, apply proven methods, and transfer them to concrete challenges in your life. We are convinced that learning only becomes valuable through experience. Only when things are thought through, tried out and applied, does lasting knowledge emerge. During the 21-week **SHIFTSHAPE** trek you will work on your personal development plan, create your own strategy, and experiment, create, and test your ideas in your job environment. This is what we call **JOB READY LEARNING**.

IS THE PROGRAM CERTIFIED AND CREDENTIALLED?

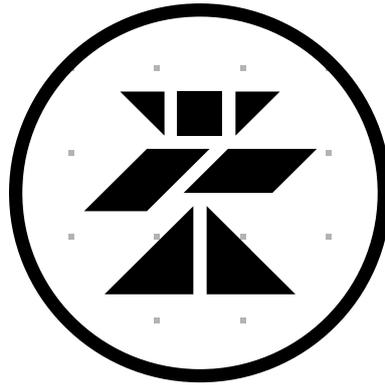
All **SHIFTSHAPERS** who participate meaningfully (defined as working through the course curriculum and submitting a completed final project) are eligible for a **SHIFTSCHOOL** certificate which details the methods and frameworks you've learned and applied. However, a formal certificate is just a piece of paper that, in our opinion, does not really say anything about what someone can do or has learned. Just as grades ultimately say little about whether content and methods have really been understood and can be applied in practice. Therefore, we additionally help each member to outline their core strengths, position themselves in their professional arena, and to develop their own personal brand over time.

WHY IS THE TREK LIMITED AND LIVE?

We believe in quality, in-depth learning. Science and our experiences from teaching thousands of workshops tell us that people learn best in a safe, social, and interactive learning environment. Massive open online courses might provide great specific content but are not suited to build 21st century leadership skills. Change begins at the end of your comfort zone and our cohort-based approach provides both the safety of a smaller group and the accountability of live sessions to make real transformation happen. This setting helps our members to focus on what's important and getting learning done in a clearly structured framework.



FAQ ONLINE



SHIFTSCHOOL

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