by SHIFTSCHOOL

THE PERSONAL GROWTH PATH TOWARDS A BETTER PURPOSE

DEAR PURPOSE-SEEKER,

In order to get the answers to the wicked problems of our times, we have no choice but to really get to know us better. Know who we are and what we really want from life. 'Know thyself' may be the oldest advice in the book but it has never been more urgent than now. Whenever people think about themselves, the cry for purpose comes up quickly. But is this just another business fad or does the search for meaning really provide the answer to the challenges of modern self-leadership? Back in 2019, we went to find out what this was all about. We looked deeply into psychology, neuroscience, evolutionary biology, and philosophy. We talked to leadership experts, therapists and motivational coaches. And in the end, we even went high up North to Finland, the number one in the UN World Happiness Report, to learn about their recipe for a meaningful life. We learned that finns love technology, but they find happiness elsewhere: in the deep connection to nature. While others theorize to determine their purpose, we put on a pair of hiking boots and went into the wilderness - to find answers we were seeking.

We took those learnings from the wilderness and combined them with our experience from hundreds of leadership trainings: The result is an entirely new approach to self-leadership: The **SHIFT**® growth path is one-of-a-kind hero*ine journey that sets out on the search to find purpose in a radically changing world: Who are we? Why do we exist? What do we believe in? What do we want to fight for? Why do we get up in the morning and go to work? Why do people want to live and work with us? The purpose is always more than just earning money. Someone who has found purpose brings passion and drive into his or her life - at home and at work. And a strong transformational purpose is the key anchor to effective transformation. So, what is your purpose in life?

Come along and find out. The only things you need are the motivation to learn, the openness to reflect, and the willingness to truly change things. This program is aimed to build up your personal leadership skills as well as the competence to craft a purpose driven culture for the people around you. We invite you to embark on a personal growth path - towards your better purpose.

Excited to work with you,

Tobias

ARE YOU READY TO SHIFT YOUR MENTAL POSITIONS AND LEAD BY EXAMPLE?

This transformative experience encourages you to follow a growth path towards personal mastery and excellence. Towards your better purpose – whatever this may be? This self-leadership program is about intentionally working on your way of thinking, on how to reflect your feelings and on the actions towards your objectives as a leader. It is also about empowering yourself to take the right decisions in times of great uncertainty – with a combination of perseverance and passion.

4

IMMERSIVE RETREAT DAYS

2

MODERATED COACHING SESSIONS

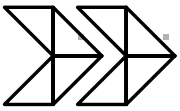
50

DAYS MASTERMIND JOURNEY

5

SELF-DEVELOPMENT UNITS

WHAT ARE THE QUICK FACTS?

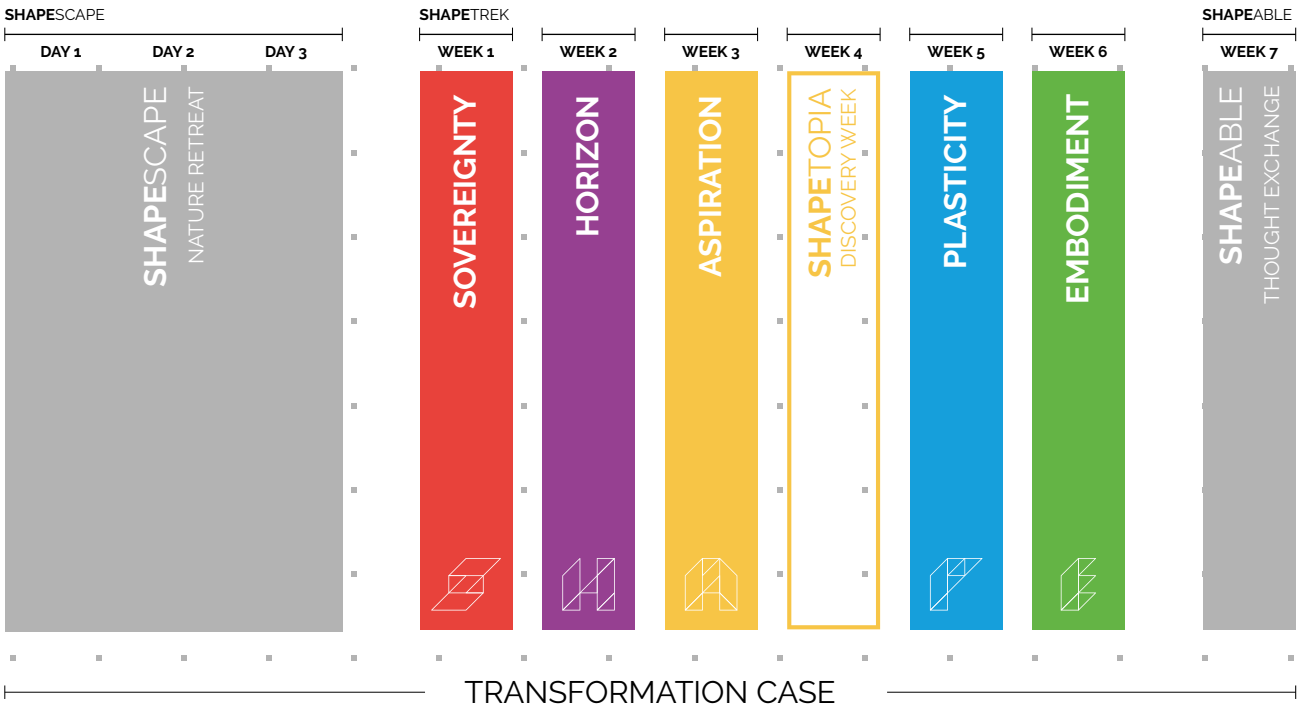


This 7-week immersive self-leadership program inspires you to create and sustain a purpose driven leadership style. You will be trained and challenged to understand, contextualize and navigate uncertainty – to develop your attitude for Century 21. The **SHIFT®** program empowers you to lead yourself and others in this rapidly changing world. Find your purpose in order to lead by example!

- **IMMERSIVE LEARNING IN NATURE**
- **5 HOURS REQUIRED PER WEEK**
- **GERMAN OR ENGLISH MASTERMINDS**
- **INDIVIDUAL MENTORING**
- **MINDFULNESS PROGRAM**
- **ACCOUNTABILITY SUPERVISION**
- **GRADUATION CERTIFICATE**
- **€ 3,500 + VAT (INCL. LODGING)**

HOW IS THE PROGRAM STRUCTURED?

This hybrid course starts off with an immersive retreat with an intensive self-leadership training, personal reflection in nature, mindful interludes, and in-depth sparring sessions with experienced leadership coaches. After that, mastermind groups are built and you launch off in a self-learning routine for 7 consecutive weeks – working on the 5 dimensions of the **SHIFT**® Framework every single day. In this period we also meet twice for online peer coaching sessions moderated by our coaches. In the end of this journey you will reflect on your attitude change in an intensive remote event with all your coaches and peers.



LEARNING JOURNEY IN DETAIL

Welcome to the **SHIFT**® path! A hybrid self-leadership course, nothing you have seen before. Truth is that self-help books won't do the job, personal coaching is not for everyone, and dog-eat-dog career acceleration or ego-boosting human potentiality chaka are definitely not what we need to thrive in Century 21. So how can you find your purpose then?

By learning to become your own best coach. By learning to feed your own mind constantly. By understanding that goals are useless without working on the desired attitude. By learning to lead yourself in order to lead others. This program will show you how to develop a new attitude towards learning. It will question convictions about success and adapt a new state-of-mind to navigate change and create free space for you to get better over time.

/SHIFTSCAPE

THURSDAY
STARTING
AT 1 PM

// CALL TO ADVENTURE
THE ITERATIVE TOOLBOX FOR TRANSFORMATION HERO*INES

We start our path in a remote and trusting environment that allows us to learn the essentials of modern self-leadership. Life is a repeating journey and each hero*ine will eventually struggle, hesitate, resist, and fail along the way – in order to later learn, grow and become even better after all.

>>WORKSHOP EMPHASIS:
Clarify the intentions in your life. It is not so much about goal setting but finding the right direction. Regard purpose as a process that allows you to find a sense of direction.

>> FIELD TRIP:
Prototyping the 21st century attitude in a design sprint

>> MIND ELEVATION:
Creating flow states and discovering your way into flow

>> TEAM ACTIVITY:
Potluck storytelling around the campfire

FRIDAY
DAY 2

// CROSSING THE THRESHOLD
THE ART OF INNOVATIVE CONFIDENCE IN AN UNCERTAIN WORLD

Self-leadership is also about gaining the resilience and flexibility to adapt along the way. In order to do that, we need to continuously develop what we are good at. That means finding and building strengths without feeling entitled to anything. Then put our strengths to work.

>>WORKSHOP EMPHASIS:
Identify your distinctive strengths by building a strength-based leadership framework for yourself. Don't settle with long held convictions but experiment with your talent. Step outside your comfort zone – into the wilderness.

>> FIELD TRIP:
Mastering the wild – survival training for century 21

>> MIND ELEVATION:
Exploring a yoga practice for your constitution

>> TEAM ACTIVITY:
Alter Ego karaoke evening

SATURDAY
DAY 3

// ROAD OF TRAILS
THE CONSCIOUS PRACTICE OF UNDERSTANDING WHO YOU ARE

Know Thyself is probably the oldest advice in the book. But it has never been more urgent than in century 21. In order to lead with purpose, we have no choice but to really get to know us better. Knowing who you are also means cultivating self-awareness of you as a whole human being with specific traits, values, and feelings.

>>WORKSHOP EMPHASIS:
Discover your vulnerabilities and develop a healthier and more honest connection with yourself and others . We love to talk about our sunny sides but there are aspects of you that you are not (yet) aware of. Becoming aware of the blindspots takes courage and so does asking for feedback from others.

>> FIELD TRIP:
Wanderence – a mindset unconference by foot out in nature

>> MIND ELEVATION:
Breathwork and mindset exercises to work with emotional states

>> TEAM ACTIVITY:
Farewell to Unfinished Business dinner

SUNDAY
ENDING
AT 5 PM

// ROAD OF TRAILS
THE CONSCIOUS PRACTICE OF UNDERSTANDING WHO YOU ARE

Self-leadership is not about boosting personal efficiency through self-confidence and new self-affirmative convictions. It is crucial to understand that the secret of winning lies in not trying too hard and learning how to focus on moments of impact. Shaping the right attitudes and then adapt your plans as you go leads to a sustainable transition towards a life of meaning and fulfilment.

>>WORKSHOP EMPHASIS:
Develop personal ownership. We can only grow if we take full responsibility for what we learn and how we make progress. Self-leadership works best when two things come together: Taking personal responsibility and holding those around us accountable for their actions, too.

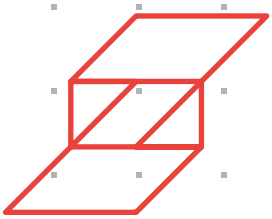
>> FIELD TRIP:
Experimenting with self-inquiry and building a self-coaching practice

>> MIND ELEVATION:
Exploring a meditation practice that works for you

>> TEAM ACTIVITY:
Purpose-hangover prevention and Mastermind Wedding

/SHIFTPATH

Modern self-leadership means that you must develop and effectively communicate an unique story that is not focussed only on career goals but includes all aspects of your life. This process involves transforming your thinking from a fixed into a growth oriented state of mind – as something that is not set but adaptable and flexible. This flexible mindset is best developed by questioning your own attitude towards change. The **SHIFT**® framework is a state-of-the art approach to self-leadership as a fundamental 21st century skill. It consists of five attitudes that you will be working on together with your mastermind and your coaches in the upcoming weeks.

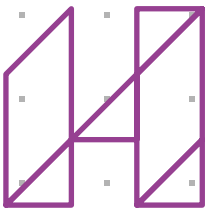


PART 1: SPIRITED

How can I become SELF-EFFECTIVE?

In this part you will be working on how to

- take initiative and become resourceful
- deal with fear and uncertainty
- persevere and commit yourself to change



PART 2: HOLISTIC

How can I become SELF-IMAGINATIVE?

In this part you will be working on how to

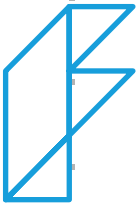
- reflect on goals, purpose, and meaning
- develop an holistic worldview
- frame the right attitude towards a desired future

PART 3: IDEATIVE

How can I become SELF-CONFIDENT?

In this part you will be working on how to

- challenge convictions and ask the right questions
- explore and discover what is possible
- decide on which path to take

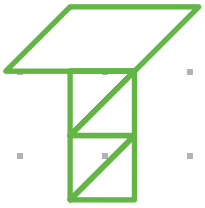


PART 4: FLEXIBLE

How can I become SELF-REFLECTIVE?

In this part you will be working on how to

- make sense of ambiguity and complexity
- uncover biases and learning to become more self-honest
- develop a mental model for change



PART 5: TRUE

How can I become SELF-AWARE?

In this part you will be working on how to

- embrace habitual improvement and life hacking
- allow self compassion and Being Enough
- show authentic empathy and gratefulness

// PEER COACHING AND REFLECTION

This remote peer coaching workshop is facilitated by our leadership coaching team and will help you to reflect on your individual learning experiences and on how they relate to your overall goal that you have set through a process of inquiry. Accountability is managed here as well. This 3-hour workshop consists of three parts:

SELF REFLECTION

Reflection of personal thinking patterns as an agile leader with written solo exercises to gain insights and practice to edge your comfort zone.

PEER REFLECTION

Peer coaching session in moderated break-out groups to reflect on self-organization in agile systems in the context of constantly changing conditions.

GROUP COACHING

Synchronous live coaching with spontaneous Q&A related to the experience in the previous parts. Submitted-in-advance issues can also be live coached in this format.

// SHIFTABLE

The purpose of this final session is to consolidate all the learnings, to celebrate all the great work that you have achieved so far, and to create an outlook into the future – into a world of radical change, rising complexity, and paradigm shifts. It is our goal to use the spirit and momentum of this class to really push your transformation endeavors out there. Creating impact not concepts! For learning to stick over the long-term, you need time to apply the new methods and practice your new way of thinking on a regular basis. In this final workshop we will discuss how you can achieve sustainable success and continue to thrive in a network of like minded change-makers.

WHO IS THIS PROGRAM FOR?

Today's leaders can be divided in two categories: Those who think the world around them must change. And those who understand that they have to change themselves. This program is designed for the latter. We believe that transformation is not about implementing new technologies but primarily about an open attitude towards change. In a world changing so rapidly, finding purpose is the essential foundation for every transformative leader. We are deeply convinced that people must acquire new attitudes to come up with new solutions to the unexpected problems that will undoubtedly determine our future way of doing business.

- Executives from established SMBs wanting to drive the transformation of their organizations to make them 21st century proof
- Business leaders from large corporations looking for new ways to change their organizations
- Future-forward entrepreneurs and game-changers who look for a diverse network of like-minded peers seeking a new challenge to scale their impact
- Creative business professionals and cultural change-makers with at least five years of work experience

WHAT YOU WILL HAVE LEARNED

Truth is there is no one-size-fits-all solution to personal transformation. Attitudes are and always will be a highly subjective matter. That is why we have created a different concept that combines different didactic formats, philosophical approaches and the latest findings from neuroscience and psychology. The result is a hybrid recipe that combines three essential ingredients:

EXPERIENCE:

A mix of an intensive trip that will provide you with the necessary impulses and the emotional triggers that can lead to sustainable impact. Because talking alone won't do the job.

REFLECTION:

A fifty-day self-reflection that keeps track of your experiences along the way, triggers new thoughts, and forms a new habit of daily reflection in your personal transformation.

COMMITMENT:

Forming lasting habits takes time. Keeping up with change is hard. And finding the courage to execute plans is even harder. That is why we do this in a group. Creating lasting bonds during the initial retreat helps to hold each other accountable in a MASTERMIND community.

By working with the **SHIFT**® Framework you will build the capacity to

- design your personal development plan to individualise your learning path
- dive deep into your unique leadership style
- discover your strengths and areas for growth with the help of our the **SHIFT**SCHOOL team and community

OUR SHIFTSCAPE RETREAT LOCATION

The **SHIFT**® Path kick-off takes us right into the heart of the Bavarian Forest National Park. Experience a wonderful and intensive time together with your fellow changemakers. Learning is a social endeavor and bonding a group of excellent people in a combination of in- and outdoor workshops will lay the foundation of an unforgetable learning journey.

EDUCATION

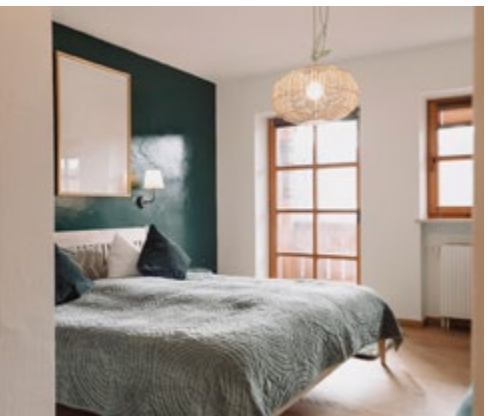
Learn in an open workshop space with heart & soul! You find lots of free space to get clarity and new ideas. In an architecture that cleverly combines virtual, real, and natural areas. Our laboratory for inventing meaningful futures!

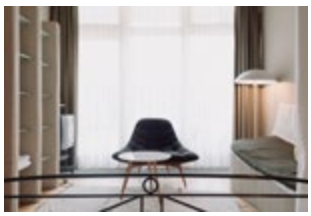
EXPLORATION

Wander on mystical forest trails, canoe along the banks of the river or hike on scenic gravel paths through hilly landscapes. Our hikes and guided team activities not only create good group dynamics but are also the perfect occasion to come up with new transformative ideas. After an inspiring workshop day gather around a self-made campfire to explore your purpose, share your experiences, and learn from each other.

ACCOMMODATION

Spend your downtime in a stylish, single room „hideaway“, which architecturally covers all needs in a small space. Architecture and nature complement each other with larch wood floors, and high, light-filled rooms.





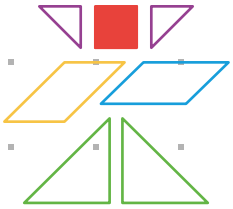
ALIMENTATION

Enjoy plant-based, vegetarian, or vegan cuisine with local ingredients from the Bavarian Forest, spiced with exotic recipes, combined in a healthy and forward-looking way. Forest goes Fusion becomes Future – leaving a positive footprint through our culinary experiences.

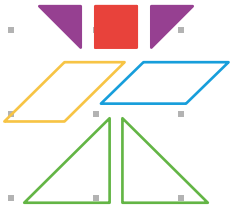
RESTORATION

Reflect on the learnings in meditation and yoga sessions or just relax in flying gardens, bubble basins, in stone basket saunas or under soul sound showers. The somewhat different well-being experience. Century 21 style meets exceptional nature -with refreshing beach lounges in the summer and cozy indoor fireplaces in the winter.

HOW DOES THE SHIFT® SELF-LEARNING WORK?

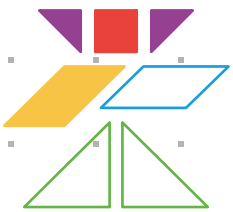


DARE
How can I take responsibility and hold myself accountable to pursue my goals?



IMAGINE
How can I detect trends, imagine possible future scenarios, and find meaning?

Our 50 day self-learning program will help you to reflect on your learnings, implement new routines, and to keep track of your progress. The program with 50 challenges offers you the opportunity to write, sketch, and reflect your thoughts. Question your beliefs and give shape to your thoughts! Putting a thought on paper has a great effect. It allows you to see things from a different angle. The new perspective can help you to see things more clearly and detach from the unconscious thought patterns that are so deeply ingrained into your mind. They influence the way we think and act – much more than you would like to admit. Your mastermind and your virtual coaches will make sure that you do not run away when things get harder. This program is also an obligation because not doing your exercises means coming with empty hands to your mastermind meetups and letting your companions down.



DISCOVER
How can I foster curiosity and design descriptive experiments to drive rapid learning?

ADAPT
How do I constantly question existing beliefs, overcome cognitive biases and adapt my opinion?

DO
How do I gain a conscious awareness and credibility by expressing vulnerability and gratitude?

WHAT DO PEOPLE SAY ABOUT SHIFTSCHOOL?

"If you want to change something in your life, in your business, in your job position, you have to do something first. It's about questioning yourself where you want to go? What's your inner purpose? This is something that I learned at **SHIFT**SCHOOL."

SILVIA BARONI
Senior Strategic Designer,
Volkswagen

"**SHIFT**SCHOOL is at the frontier of a human centered way of learning: It's about enabling, trying, failing, experiencing, working together interactively, hands-on with digital doers (not talkers). I believe this is preparing participants to understand and stay up to speed with the rapidly changing digital world."

JOHANNES START
Technical Program Manager,
Google

"I believe that if you have not experienced **SHIFT**SCHOOL yourself, you simply cannot imagine what is possible: the people you connect to, everything that you learn and suddenly dare to do. You receive a toolbox of methods, thinking patterns and experiences that together with a strong network make sure you can tackle any new challenge gladly and proactively. To me it has been the most intensive, most valuable and at the same time most sustainable further education."

ANNIKA SCHREINER
Global Marketing Manager,
Siemens Digital Industries

"The concept of the **SHIFT**SCHOOL convinced me from the very first moment. In my daily work, I repeatedly encounter a lack of transformational talent - no matter how old my colleagues are. Developing things together with an open team in an amazing atmosphere and finding answers for future tasks is what I really appreciate about **SHIFT**SCHOOL."

HARALD M. HOEPFFNER
Senior Manager Growth Strategy,
Capgemini Invent

HOW DOES THE APPLICATION WORK?

We are looking for people who are leading initiatives, organizations or communities that are playing some part in forging a new “Story of Better”. People who see the future as something we want to create together and not as something that we’d rather like to avoid. Each candidate must submit their purpose statement as their starting point for their **SHIFT**. Something they want to shift towards.

We reject fast food learning and passive content consumption as well as egoistic and inconsiderate behavior towards the group. Our leadership programs are designed as immersive learning experiences. We are looking for individuals who thrive in a community of like minded peers and share an authentic interest in getting to know other participants for who they are, and who they want to become.

We believe that learning is a social endeavor. It is our goal to build lasting relationships, not shallow encounters. Every cohort is formed as a unique community of highly skilled individuals who remain deeply connected and committed to each other and their shared experience.

Are you in? To start the application process, please fill in the application. Once submitted, you will receive an email containing a link to schedule an interview. The goal of the interview is to find out what motivates you to join the community. We will let you know within a week after your interview if you are accepted into the next **SHIFT**® journey.

ENQUIRE NOW

MORE QUESTIONS?

HOW MUCH IS THE TUITION?

The program costs 3,500 Euros excluding VAT and covers the tuition, course materials as well as accommodation and food on workshop days. The first year membership fee for the **SHIFT**SHAPE CLUB will also be included in the package. It does not include travel expenses to the retreat location. VAT shall apply at rates according to national laws and regulations. Personal coaching packages upon request. Please note that training costs are usually tax deductible in many countries.

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 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 CREDENTIALED?

All participants who work through the course and submit their completed final project are eligible for a **SHIFT**SCHOOL certificate which details the methods and frameworks learned and applied. However, a formal certificate is just a piece of paper that, in our opinion, does not really say 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 DO YOU WORK WITH SMALL COHORTS AND LIVE SESSIONS?

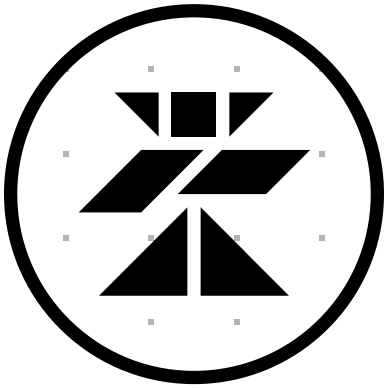
We believe in quality, in-depth learning. Science and our experiences from teaching thousands of workshops tell us that people learn best in a safe, social, and interactive learning environment. Massive open online courses might provide great specific content but are not suited to build 21st century 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.

DO YOU HAVE A SHIFTSCHOOL PHILOSOPHY?

Our maxim is a school where the content is a means to an end - teaching people to learn how to learn. The best way for an advanced learner to build up new knowledge is then not to have it served up by a teacher, but rather to discover it organically. Our role is serving as facilitators of discovery. In a fast-changing world, teaching facts is neither sustainable nor effective. Our main instructional duty is therefore to inspire you to develop a new attitude towards change, push you to experience transformation, and encourage you to apply new strategies to shape the world around us.

HOW DO YOU KEEP UP WITH THE COVID-19 POLICIES?

SHIFTSCHOOL and all our retreat partners are taking every measure to continuously monitor and base our workshop guidelines on the Public Health Agencies rules and supporting recommendations in all our programs. The health and wellbeing of our participants remains our priority, along with a focus on maintaining an immersive learning experience. That's why we strive for the highest safety through a comprehensive hygiene concept on site and by applying the 3G rule (vaccinated, recovered, tested) for all face-to-face events. In addition, we offer free and voluntary Covid self-tests to all participants. As COVID-19 is a changing situation we will renew and reconfirm our guidelines regularly. If face-to-face events are not possible due official Covid restrictions, you can alternatively participate in an online workshop or rebook free of charge.



WORK TAKES ON NEW MEANING WHEN YOU FEEL YOU ARE POINTED IN THE RIGHT DIRECTION. OTHERWISE, IT'S JUST A JOB, AND LIFE IS TOO SHORT FOR THAT.

SHIFTSCHOOL

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