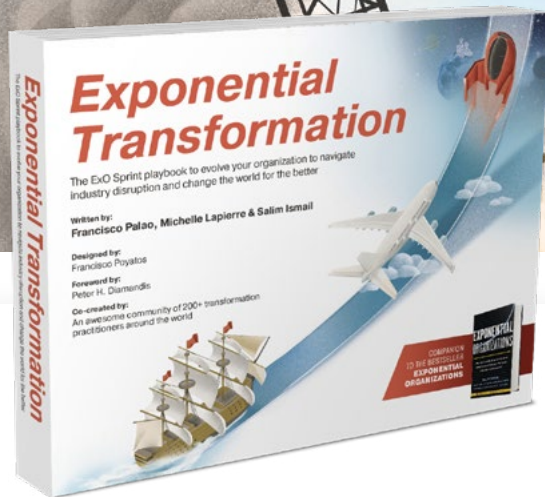


# Exponential Transformation Book Launch

## COMMUNITY LAUNCH EVENT GUIDELINES



Certified members of the ExO Lever Ecosystem and ExO Book Collaborators can use the following guidelines to run launch events locally following the official release date of the book. Events should be run at low cost, leveraging aspects of the ExO model to showcase the new manual for organizational transformation. This is meant to be a guide rather than a strict set of rules for running these events.

If you intend to run an event, please notify [extbook@exolever.com](mailto:extbook@exolever.com). You can then submit your event to be published on the official book website. [Submit your event details here.](#)

## General Agenda Guidelines

Please use the following event title in order to maintain consistency with other EXT launch events happening globally:

***Exponential Transformation: [Insert City Name] Book Launch!***

Try to keep the agenda between two to three hours of sitting time, and consider scheduling a break in between sessions so attendees have time to move their bodies and mentally digest the content.

This may help attendees produce more thoughtful questions and suggestions during your discussion time, but keep in mind that breaks can also hurt the flow of the sessions, so consider your audience and your environment as you design your program.



## What will you need to prepare?

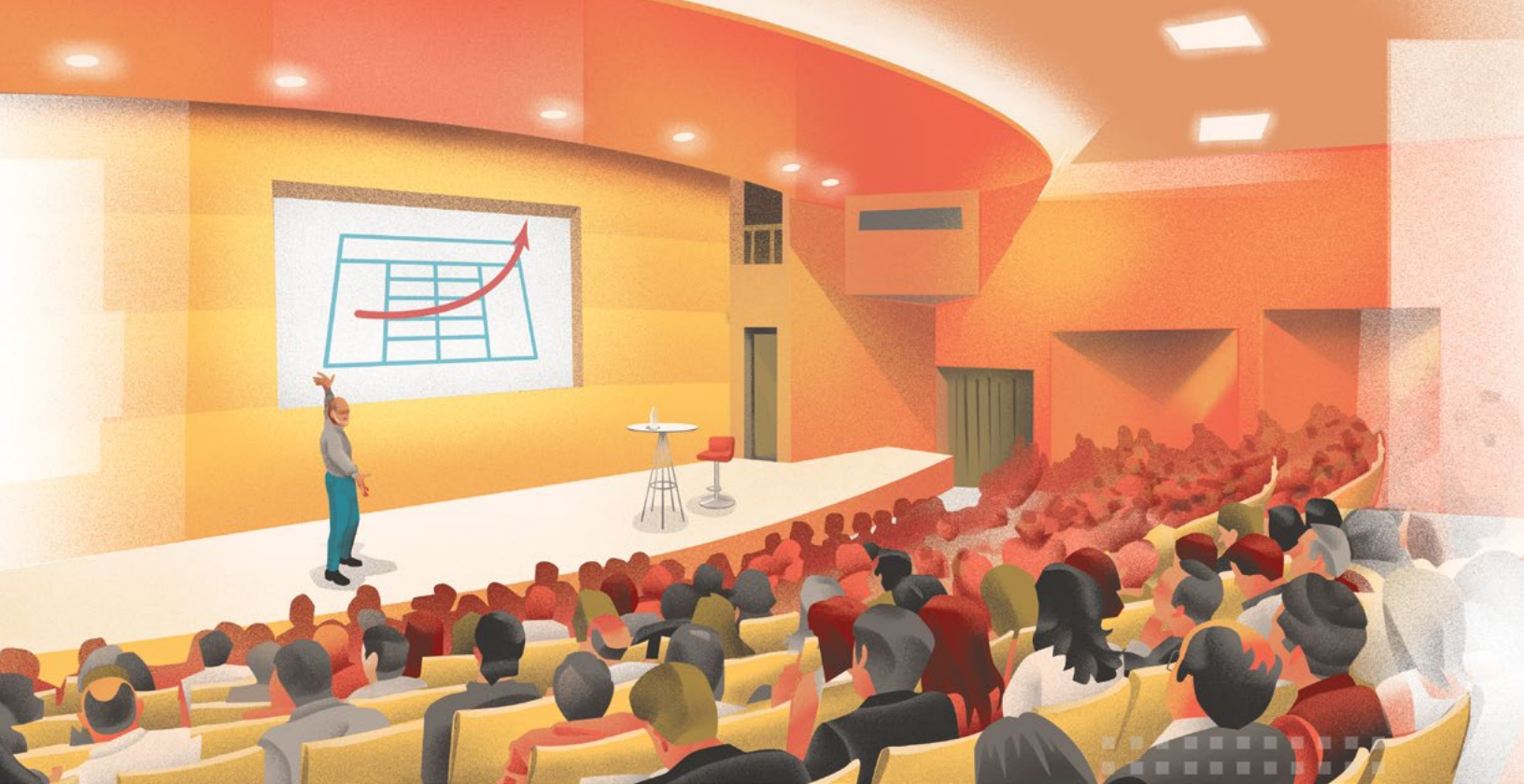
- Computer and A/V setup
- Use ExT slide deck template to complete slides for your sessions.
  - Include your contact details in the presentation—make sure to effectively introduce yourself and your purpose for bringing the group together.
  - Include ExO Lever contact details in the presentation.
  - Make sure to attribute content provided by others, and pay for licenses to use certain content if necessary. There are lots of free stock photo sites online if you need visual content.
  - The slide template will be provided to you once you let us know you're planning to run a launch event.
- Schedule a dial-in or video recorded session from at least one of the authors  
*Contact [samantha@exo.team](mailto:samantha@exo.team) for support with scheduling the authors.*
- Business/contact cards



## Proposed Agenda

- Welcome + social mixing (30 MINS)
- Introduction by facilitator to cover the following:
  - Intro to ExT book (5-10 MINS)
    - Brief of the book
  - Intro to ExO model (5-10 MINS)
  - Intro to ExO Sprint (5-10 MINS)
  - Play ExO Sprint marketing videos (10-15 MINS)
    - [ExO Sprint by Salim Ismail \(2 MINS\)](#)
    - [ExO Sprint Breakdown by Salim Ismail \(4 MINS\)](#)
    - [HP ExO Sprint \(3 MINS\)](#)
    - [INTERprotección ExO Sprint \(6 MINS\)](#)
    - [INTERprotección ExO Sprint Testimonial \(2 MINS\)](#)

*Use this time to get the video call setup behind the scenes*
- Co-author participation *Francisco Palao is available to speak in Spanish, the other authors speak only English.*
  - Dial in by at least one author to speak about the book, Sprint, ecosystem/ExO Lever (15-20 MINS)  
*We recommend using Zoom—please email [extbook@exolever.com](mailto:extbook@exolever.com) for access to a Zoom room for your event if you don't have one.*
  - Q&A with author (if live) and facilitator(s) (15-30 MINS)
- Outline next steps (20-30 MINS).
  - How to show interest in running an ExO Workshop
  - How to show interest in running an ExO Sprint
  - How to show interest in becoming certified by ExO Lever
  - How to begin the process of integrating ExT into business education
  - Discussion + Q&A on next steps (20-40 MINS)
- Wrap up (5 MINS).
- Social mixing (30+ MINS).



## Steps

- Secure a location. Leverage Assets! As much as possible, do not pay for the space or equipment. **Do you know of a space, or someone with access to space that could serve as a venue for the event?** Think something professional but don't be afraid to get creative. It doesn't have to be, in fact it shouldn't be, an office or conference space, if you can help it. **Is there a local accelerator that has space for you? What are other meetups using as a venue?** You can do this research online by looking up other local events.
- Set up an Eventbrite, Meetup group, Facebook event, or whatever other tool you like to use to launch and market social events, and include all event details there. There are pros and cons to each, but it's important to leverage existing communities and automation to help you run the event smoothly. Try to make the event as public as possible so you can get as many people signed up as you can. Unless you're sure your space and equipment can handle it, we don't suggest making the event available for attendees who haven't registered (otherwise, you'll find the event itself hard to manage).
- Let us know that you're going to be running an event, and send us a link to the event so we can include it on the official *Exponential Transformation* book website and help you promote it. You can notify us by emailing [extbook@exolever.com](mailto:extbook@exolever.com).
- Try to have some snacks and drinks available. We suggest those that are healthy and delicious. **Are there any local food companies that follow ExO principles? Any brands or suppliers you can showcase?**

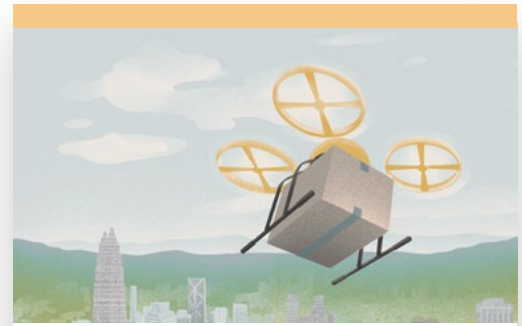


# Things To Consider As You Prepare Your Launch Event

- Consider finding a sponsor to pay for the costs (e.g., a consulting company, an innovation association, etc.).
- Consider working with an intern or any other extra hands you can find to support the execution of your event. Someone with experience running events is invaluable, since they can help you produce a better event while you focus your energy on what you're best at.
- **Is there another relevant event or meetup that you could coordinate with to run an ExT launch session before, during, or after?** This is a great way to target relevant attendees as well as leverage access to space and even staff, food, equipment, and other event necessities.
- Use the local language or most commonly understood language as much as you are comfortable with or feel you'd like to support. We aim to be an inclusive community, and while English is the official language of all ExO-related entities, our mission is global, and we hope these tools get into the hands of a diverse community.
- Consider making copies of the first book, *Exponential Organizations*, available to your attendees to peruse during the event. You can even raffle these or have small competitions as part of your event to gamify engagement.
- There are three main personas the book targets, so consider how you can reach and add value for each of them.

## THE PERSONAS ARE:

- 1) Organizations interested in transforming themselves.
  - 2) Innovation professionals and consultancies interested in becoming part of the community and using the methodology to help others transform.
  - 3) Educational professionals who are interested in transforming business education for the next generation of innovation professionals.
- If you're able to record and livestream the event (**Facebook Live is great for this**), you can attract even more attendees by making it available virtually.
  - **What is the environmental impact of the event? Limit the use of plastic and single-use items, ask people to carpool and/or use public transportation, get food and other necessities from local and/or conscious suppliers. What else can you do to make a positive impact through this event?**
  - Remember the ExO model and try to create an event, environment, and experience that is aligned with its principles. You do not need the event to be perfect, you just need it to be an informative, engaging, and ideally fun experience for people. **Remember, this can also be achieved if things go wrong!**



## Tools We Provide You

- Presentation slides and a recorded version of the 'Intro by facilitator.' You should deliver this in your own words, but you'll have something to work with as your baseline.
- Software tool to manage event invitations and lead management (**Eventbrite connected to ExO Lever for tracking.**)
- Graphic materials for event promotion.
- Connect with the ExO Lever team for a consultation call in order to make sure you have the right message and materials needed for the event. We'll help you ensure your event is consistent (**in all the right ways**) with other launch events around the world.
- A basic checklist of things to complete as part of the event planning and execution.