

HOW TO RUN THE EXPERIENCE SPRINT SUCCESSFULLY?

Fast Forward to 2030 and Beyond

**MANUAL EXPERIENCE TO ENERGIZE
LET'S GO BEYOND**

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100 MONTHS
TO CHANGE

TRANSFORM **4C**

Do not distribute outside your changeteam



2030

FAST FORWARD TO 2030 AND BEYOND

WELCOME CHANGETEAM

Welcome on board Changeteam!

Today is the start of a new phase in your organization: let's accelerate together towards the Sustainable Development Goals of 2030. Our common mission is to realise these by working together with you and other leaders in the international platform 100 Months to Change (100MTC). We have 76 months to make it to these goals!

As IPCC states in the last report : it is critical that we act now and we act together. We all have a role to play in this process. Whether you work in government, business or education. Whether you work in finance or marketing, production or as customer, consumer or citizen.

Within our organization you play a key role to make transition happen. We invite you as a member of the changeteam in this sprint to make the Experience Let's Go Beyond happen. You have an important role to play in accelerating our journey and integrating sustainability/csr/impact/esg/climate & circularity/wellbeing (give it a name!) in everything we do as a plus: together we discover how to transform faster and faster. In our organization and as part of the platform 100MTC. The actual acceleration comes from a transformational approach proven by pioneers already successful in this topic.

Let's accelerate

Through the approach - starting with this Experience Let's Go beyond - we will meet leaders and colleagues and/or value chain partners across our organization and value chain to get energized and empowered to contribute to the acceleration of transition. We will use the strengths of our organization and the insights of pioneers to transform towards a organization that is in line with the Sustainable Development Goals, and in line with CSRD, EU Taxonomy, regional Climate and Circularity goals. We need many professionals in this process of transformation. For most it is new to deal with this and may feel complex at hand. With this first step we will catalyze the transition. Let's make sure that our key 1% is full of energy and transition steps will be within our reach. Pioneers have proven this works!

Let's Go Beyond!

With this collaboration we go beyond: beyond compliance, beyond expectations and beyond zero. The latter will make sure our organisation finds the most creative solutions. Solutions we never even have thought of to be possible.

The so-called 100MTC Experience Let's Go Beyond* is a great conversation starter and energizer at mindset level for leaders. We need more leaders now to think out of the box and we see opportunities in societal challenges, rather than doom & gloom (it simply doesn't put people to action by saying the world is going down. It is not true either). The Experience is a half a day program that will challenge boards, other leaders or professionals to step up the game, make decisions with guts and to be ready to go the extra mile.

Role of Changeteam

As a member of the changeteam you have been invited to help kickstart the acceleration of the transition agenda in the organization and/or value chain. Using a theory of transformation and tools developed by 100 Months to Change*, you will work together with a small but powerful and cross functional team to energize and start empowering leaders and other professionals within a period of 6 months (we call this a sprint). Our work has been successful if we manage to catalyze action with a crucial 1-10% of stakeholders and critical ambassadors in our ecosystem.

Manual

This manual helps you as a changeteam to develop the perfect Experience for your first fase or to energize during other fases in transition, We advice you to use this manual as a play book to onboard a change team that will co-create the perfect process.

* The 100MTC platform brings a practical Theory of Transformation with powerful stories of pioneers to large audiences around the world and supports in adopting these insights – p.9

** Transform4C | 100MTC offers > 10 types of Experiences (see www.transform4c.com).

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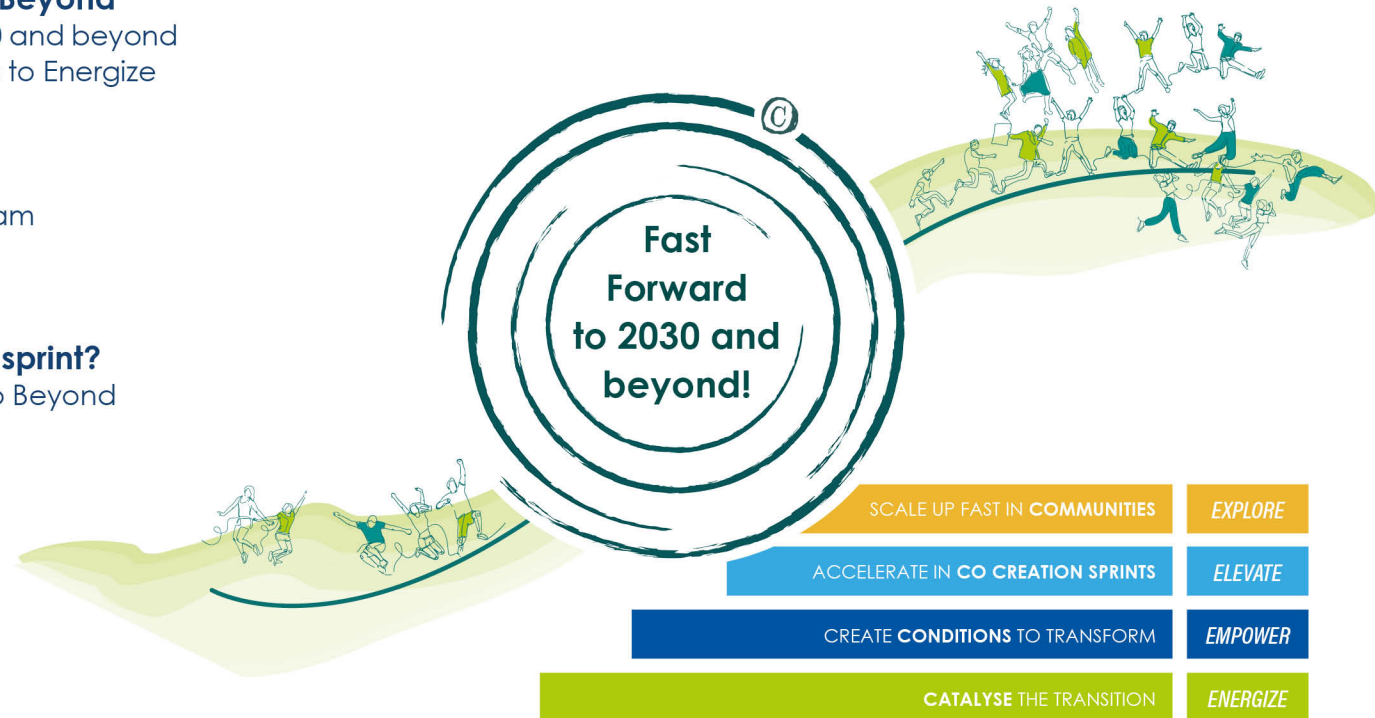
- On a mission: FastForward to 2030 and beyond
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- Working together in a changeteam
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Bron: Veerkrachtmodel © | Transform4C

ON A MISSION FAST FORWARD TO 2030 AND BEYOND

Over the past years we see a major development in organizations in transition. Complex and interdependent themes like climate & circularity. 'How do we deal with this?' Is the question of most leaders.

Once put on the agenda by the well known Brundtland commission as the term Sustainable Development, nowadays has landed into a clear agenda and international legislation or voluntary frameworks and strategies leading to the creation of shared value. The debate is going beyond financial or economic value. The agenda is led by the 17 Sustainable Development Goals, to be made in 2030.

Most organisations are still at the level of debate and less in action. This is feedback from 10.000 professionals in the platform 100MTC. In order to make sure we make it to these goals in 2030, and abide the laws, we need to go faster in transition as we currently do. We can! You can!

The fastest way to adopt new behaviour is to do what others already did effectively. That brings us to the question: What do pioneers do successfully to make it to the 2030 goals. Pioneers have a different way : they have a different orientation and a different approach of dealing with complex issues. Their secret: they focus on people and behavior, not technical solutions. Technique is there, now it is time to act, with only 1%.

Many organizations are currently active in transition. They use different labels: impact, ESG, CSR, Sustainability, Circularity. Give it a name! The essence is that they contribute to the solutions of the 17 wicked problems in this society defined as the Sustainable development goals.

In the past decades some started by making sure they are Compliant. Others have adopted Do Good with for example charity projects. A minority made it to the level of Frontrunner; leading the way in a sector to transform faster than others. Only a few are changing the game. Our work together is set on the ambition to be a frontrunner in transition as organization. Either because we want to become one or stay in this position.

We need to go FastForward to 2030 and beyond. Take the circularity gap report: we only made it to 8%! Or check your regional climate results: we are not on track. The other of the coin is: pioneers have proven that it is possible to make it to the goals and with many benefits. More than they could have ever imagined. How? That will be lived through in the Experience.

Let's speed up together by using insights of pioneers. Let's catalyze the transition.

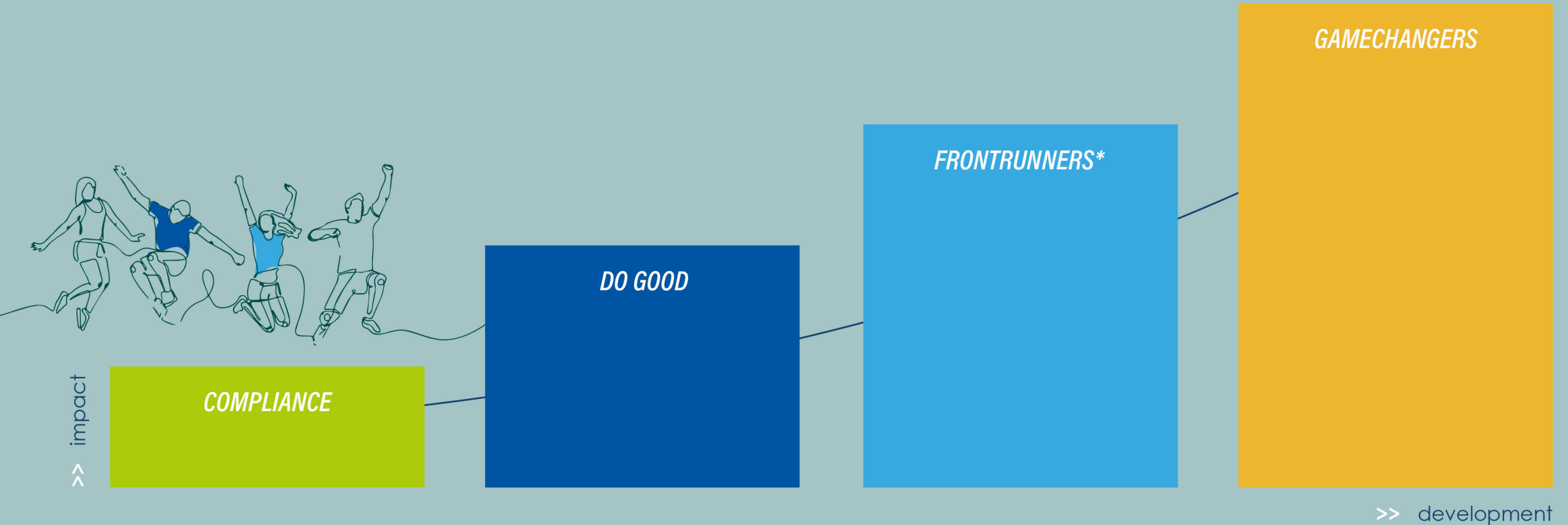
First step: let's run the Experience!



QUESTION TO THE CHANGE TEAM

LEVEL OF AMBITION IN TRANSITION

What is in your organisation the



* This programme is designed for Frontrunners in transition.

CATALYZE THE TRANSITION EXPERIENCE TO ENERGIZE

Experience to Energize is a transformation program that aims to accelerate transition in your organization.

The programme supports changeteams in their role the catalyze the transition process and/or keep it going.

The experience itself is a means to energize and empower critical stakeholders and ambassadors in the start of a transition, leading to acceleration at the start and along every step of the way.

Objectives

- >> **To create awareness for the topic of transition:
it is relevant for your organisation and you, now! Today**
- >> **Instill a sense of urgency from a positive outlook!**
- >> **Flag the role of leaders and the need for their commitment
and buy in at an early stage**
- >> **Give perspective for each professionals role in the transition**
- >> **Provide a clear path and process for follow up leading to focused action**
- >> **Fundament for a attractive movement**



ABN AMRO: value of the Experience

FACTS & FIGURES

01.01.2021	Start of the international programme 100 Months to Change
11.11.2021	Dutch premiere of the Experience Let's go Beyond (Zero)
01.03.2022	95 months to go milestone > 20 partners taking part (despite the lockdown)
01.08.2022	90 months to go > 24 partners taking part
01.12.2022	85 months to go > 40 partners taking part
RESULT 2022	10.000 professionals and future professionals participated in the Experience

KEY INSIGHTS

**A lot of action,
less conditions to transform**

Changeteams work!

Leaders more in position

Where is the next generation?

WHAT LEADERS SAY ABOUT LET'S GO BEYOND

"Beyond Zero is a fascinating story, not only about inspirational and visionary founder Ray Anderson, but the struggles and determination of a company trying to become a positive force in the world. The film delivers a message that needs to be told: In the end it indeed boils down to people, and business can be more successful and resilient, simply by doing the right thing."

Paul Polman | Former CEO of Unilever and member of the board, United Nations Global Compact

"Superb!"

Paul Hawken | Author, Entrepreneur, Environmentalist, Initiator of the DrawDown Movement

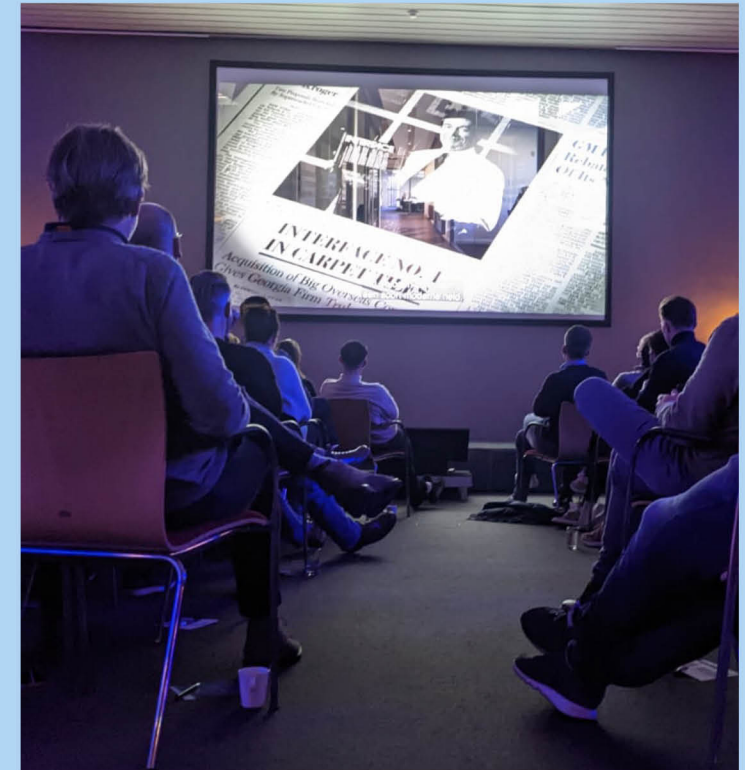


More items on Youtube!

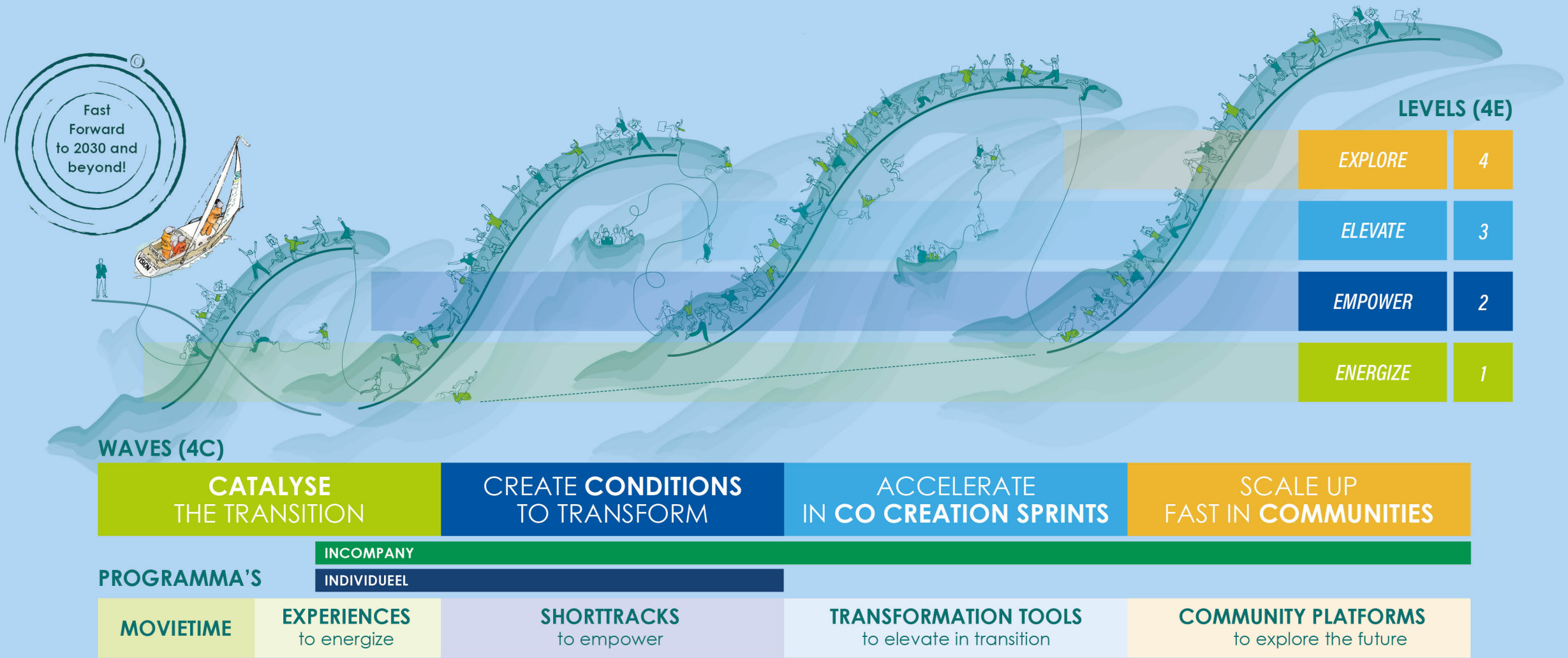
100MonthstoChange

BENEFITS OF THE EXPERIENCE

- >> Leaders on board : guidance in transition and access to resources
- >> Ready to make more and bolder investments
- >> Increased creativity, e.g. leading to self-driven initiatives and/or new business models
- >> Better cooperation in teams and across professionals in the organization and value chain
- >> Less time pressure and frustration
- >> Growing collective intelligence
- >> Pride and Positivity
- >> Mental support and team spirit for frontrunners in the organisation

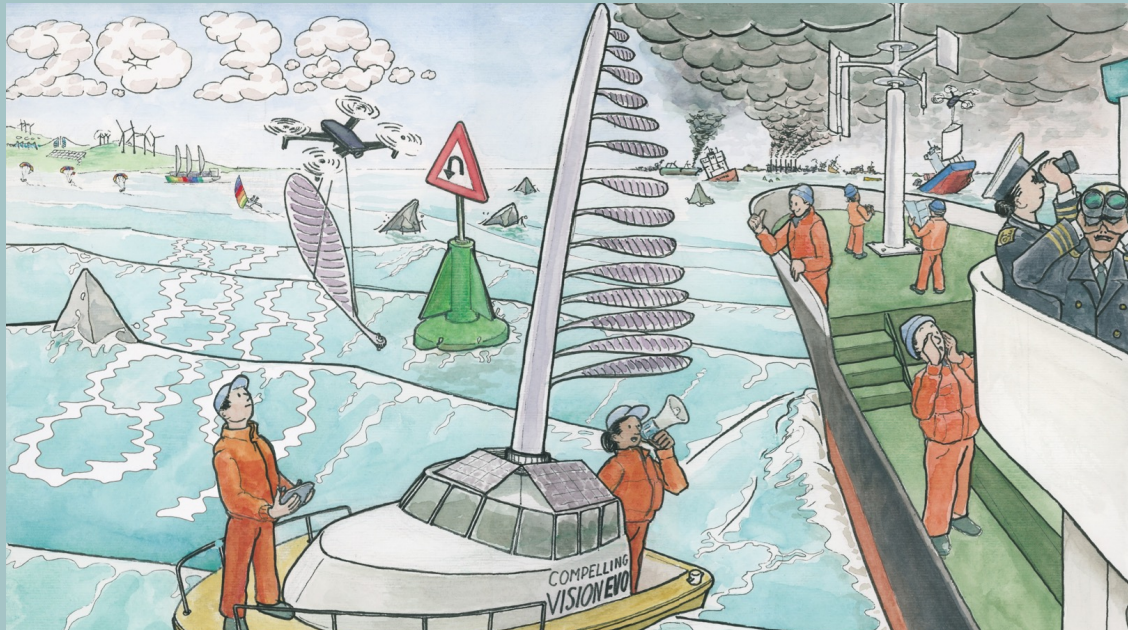


THEORY OF TRANSFORMATION



WORKING TOGETHER IN A CHANGETEAM

Changeteams are critical drivers for making transition succesful: it are small teams that drive a sprint to accelerate implementation of strategy by applying insights of pioneers.



The changeteam is a small cross functional group that influences another small group. That is affecting another group. We use the formula $5 * 5 * 5$ to imply the exponential effect of a changeteam. It is viral change. As that is proven to be the fastest way to transform an organization.

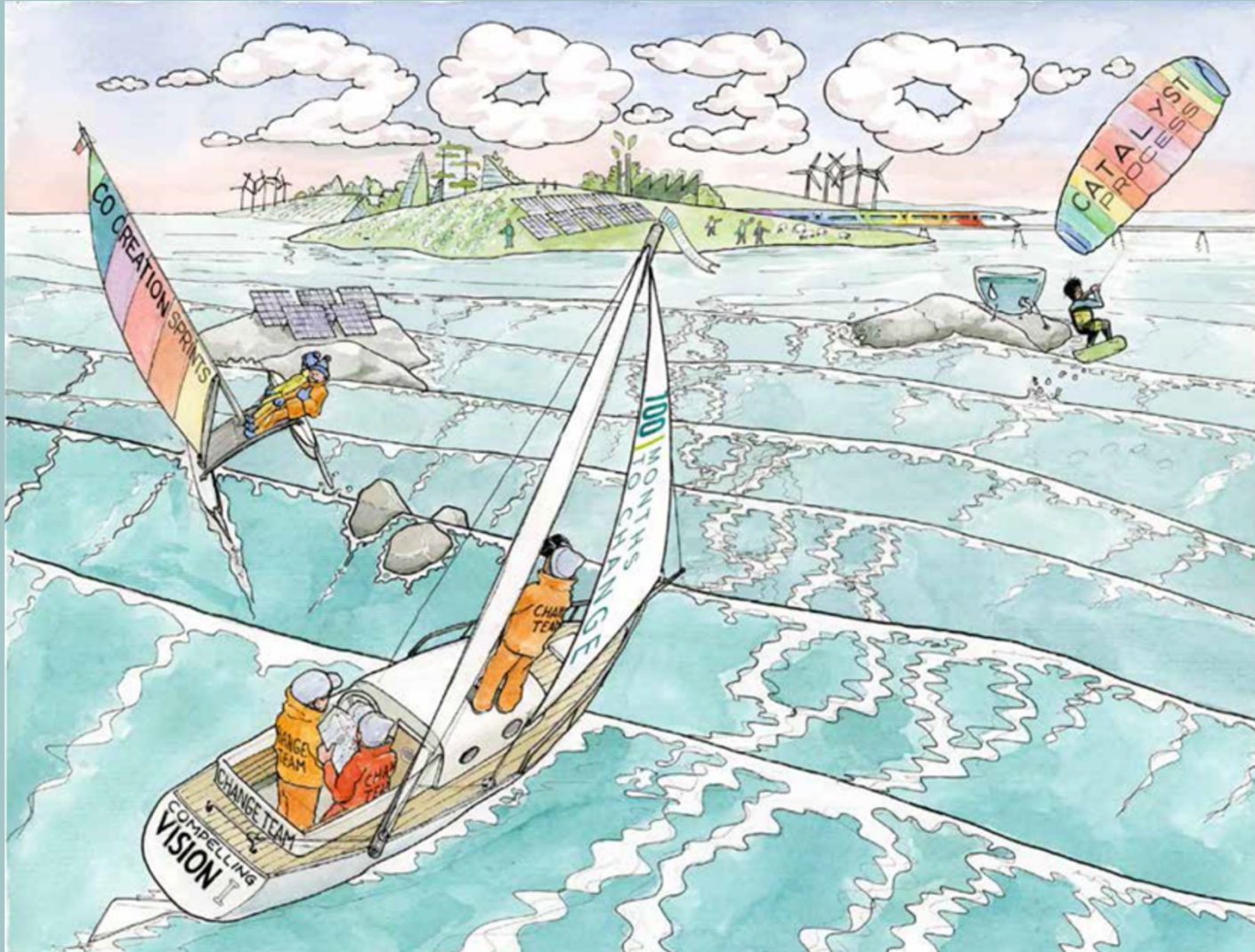
The group set up differs per organisation. It depends on the fase and level in transition and factors such as type of organization and access to resources and motivation.

It starts with 5 motivated professionals.

- >> Intrinsically motivated
- >> Complementary skills : ideally leadership, communication, transition and/ or sustainability, learning & development, process support, ambassadors and representation of the next generation.
- >> Working from a shared compass and vision
- >> Dedicated during the full sprint process

The picture on the left and on the next page has been made by Helmich Jousma, 100MTC expert and illustrator in the 4C The Future | Fast Forward Vision programme. It explains the dynamics between leaders and sustainability/transition experts.

Changeteam: what is your role?



What is your role? The picture on the left is a metaphor for the dynamic of transition for changeteams.

Imagine you are navigating at open sea. The boat is sailing towards the future. It has a crew: the changeteam. You know exactly where you want to go. Your Compelling Vision of what the organisation and your market/society looks like when it is 2030. You have made this destination clear and bright.

However, getting to this destination requires flexibility. You will deal with unexpected elements at sea. Like the weather. It will be changing. How do you respond or stay course?

Also you find some go faster than others: what can you learn from them. Are you linked in?

Question to the members of the change team is :
Whom are you in this picture? What role do you take?

HOW TO RUN THE EXPERIENCE IN A SPRINT?

Pioneers have a different way of working : they do not role out a Project or a program. They sprint. A sprint is like making a wave : the effect is that people start doing something else than they always do. They show different behaviour.

Projects and programmes are effective in environments where there is some level of certainty and clarity. Transition is by definition not an environment with certainty and predictability. Therefore we call it a sprint – based on designthinking principles.

A sprint is a period of 4 – 6 months where a change team is in the lead of making sure that the first wave is happening.

How to make sure you build the right sprint with the right changeteam. And how do you know it is taking the right step?

You never know for sure.

You try.

You explore.

You trust your gut.

That is what pioneers do.

And when you get lost : go back to the Theory of Transformation or the experts and peers in the platform 100 Months to Change.



HOW TO RUN A 100MTC EXPERIENCE | SPRINT?

As a changeteam we will work together in a sprint during approx. 4-6 months with the following steps.



HOW TO RUN AN EXPERIENCE?

In this sprint you and your Change Team will practice what you preach : use a sprint as a means to organize your change team effectively

1. Set your compass

It starts with the idea of one person : is that you? Make sure you start with a clear objective and target group for the Experience. Describe the objectives, the desired outcome and target group plus the process in a pitch. Identify your changeteam members and onboard them on the plan. Make sure you are all enthusiastic and that you all own the idea before you start. Co create the first plan together. Do you need more motivation? Take your potential teammembers to Movietime to let them experience themselves how it works. This step will take time. It allows you to ensure budget and time for the process.

2. Build the changeteam

A strong sprint needs a proper plan. Preparation is everything. In the toolkit you find a template for a sprint plan. It's important to work together on clear objectives for your sprint and Experience. Pioneers also describe the desired effects for target groups and a clear communication plan, timeline and resource planning. A crucial element of the sprint is a narrative. A clear and imagineered image of the future we want, translated in consistent storytelling. This is a means to invite your target groups to contribute to realisation of this future. Does your company have a purpose, a mission and vision? Use it as a starting point for your story in communication.

3. Start the action

The Experience is not just a moment. The journey starts with a clear communication timeline. The first step towards your target group is an invitation for the Experience. This

is the first moment to bring your narrative to life. Also make sure your key leaders are on board before starting the communication. Look, feel & tone are aligned with the purpose and/or compelling vision if available. Do you lack this vision? Build it first, before you move on! 100MTC Experts can help you to speed this work up with Process Support, FastForward Vision and 4CtheFuture Video solutions.

4. Engage your community (the audience)

It's almost time for the Experience. Now it's time to engage everybody. Is the Change Team ready? Are your key leaders briefed? You want to create a buzz before the start. What will trigger?

5. Experience Let's Go Beyond (as single event or as part of a larger event)

The set-up of a Experience contains 4 elements. First you welcome the participants, your key leader brings in the ambition to accelerate sustainable development. A Change Team member shares the 100MTC mission, 4C model and introduces the story of a pioneer in movie format. After the Expereince the chair of the event will challenge participants to turn this inspiration into action. Three questions are critical to gain feedback from participants. It will help you as a changeteam to determine the next step.

6. Organize follow up

The follow up is maybe the most important part of your sprint. How do you turn inspiration into action? And how do go engage everybody in this amazing journey? Make sure you have the plan of the follow up ready the start of the Experience. By the start of the sprint you should have the end in mind: What has changed in our organisation, 3 months and 6 months after the event?

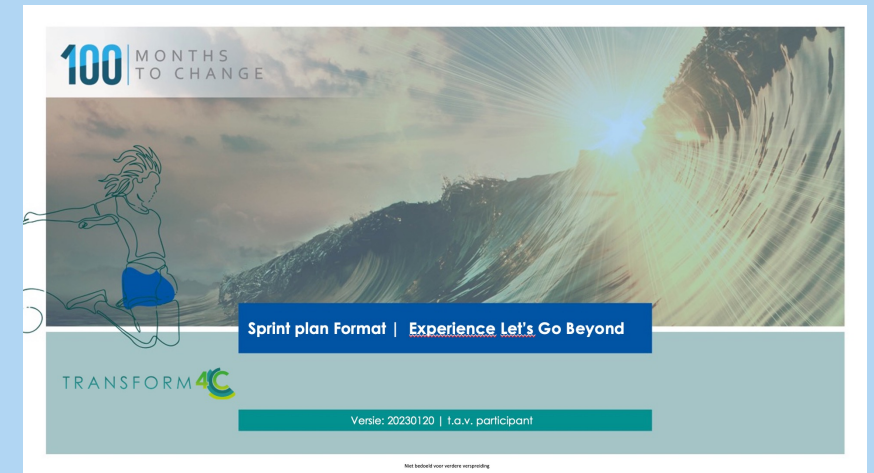
TOOLKIT



Manual | Sprint & Experience Let's Go Beyond



Slides | Experience Let's Go Beyond



Sprint plan Format | Experience Let's Go Beyond



Vimeolink with password [order link beforehand]

CASE ABN AMRO

MULTIPLE CHANGE TEAMS

ABN AMRO is one of the largest banks in the Netherlands. The bank uses the approach of 100MTC to help accelerate the implementation of the carbon strategy of the bank and to challenge its clients to become more sustainable as a business. The Change Team started with design of a sprint with 100MTC to reach 1000 professionals to inspire and empower employees in all functions of the bank. The Change Team gained insight into the thoughts and needs of professionals to contribute to turn inspiration into action to deploy the carbon strategy via the Frontrunner Focus tool. Also, several teams started decentral Change Teams to organize focused actions and keep the topic and learnings top of mind. In the coming sprints the lessons of pioneers will be integrated in the Learning Management Systems to ensure sufficient capabilities are being built to further stimulate implementation.



THE EXPERIENCE - DAY PLANNING

This is the day you and your Change Team have been working towards. The Change Team is the ambassador of the Experience. As a Change Team, you receive the guests and start the conversation about the acceleration in transition work. Moreover, you organise the practical side of the Experience. During the Experience you are going to inspire and empower the other professionals of the organisation. The start of the shortcut to the future!

Time (minutes)	'10	'10	'10	'80	'10	'30	'10
Topic	WELCOME	CHALLENGE IN TRANSITION	100MTC INTRODUCTION	MOVIE BEYOND ZERO <i>80 minuten</i>	IMPRESSION AFTER THE MOVIE	FROM INSPIRATION TO ACTION	WRAP-UP
Subtopics	<ul style="list-style-type: none"> Welcome About the Experience 	<ul style="list-style-type: none"> Introduce Mission Challenge Ambition to accelerate 	<ul style="list-style-type: none"> 4C Theory of transformation Intro to film 		First respond attendees: <ul style="list-style-type: none"> Share with us your first thoughts and feelings. What is your key insight? What part touch you? 	Start the dialog to turn inspiration into action and record the results.	Invite for follow up
Tools	<ul style="list-style-type: none"> Script 	<ul style="list-style-type: none"> Slides 	<ul style="list-style-type: none"> Slide 	<ul style="list-style-type: none"> Slide & videolink 		<ul style="list-style-type: none"> Slide 	
Optional	<ul style="list-style-type: none"> Theatre Package 	<ul style="list-style-type: none"> FastForwardVision or 4CtheFutureVideo 	100MTC Expert	<ul style="list-style-type: none"> Break Theatre Package 		<ul style="list-style-type: none"> Dialogue Tool Frontrunner Focus 	

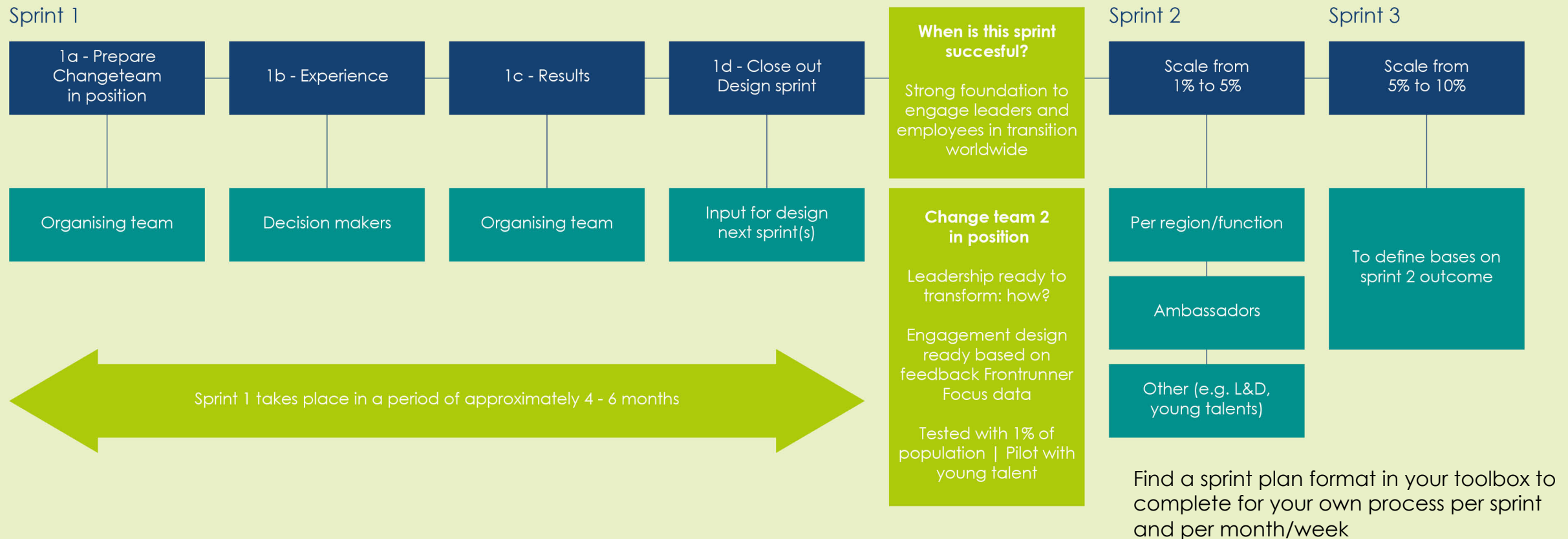
STEPS OF THE EXPERIENCE LET'S GO BEYOND

- Prepare a personal introduction and be able to explain the reason why transition work is needed for your organisation.
- Start the Experience with a warm welcome and give a brief introduction about the Experience and why you use the lessons of pioneers to accelerate.
- One of the key leaders tells a personal story, introduce the narrative Mission Possible, brings in the ambition to accelerate sustainable development and tells why he/ she want to drive it.
- A Change Team member shares the 100MTC mission and 4C model. Ask the question what do pioneers do that makes them successful in reaching the 2030 goals? What is it that they do to stay ahead of the mainstream and set the tone for new, futureproof solutions in our work & lives? These lessons are captured in a theory of transformation; 4C's to accelerate. Challenge the attendees and let your them think about their role in Mission Possible.
- Introduce the story of a pioneer Interface. We use the story of interface as one of the pioneers as the unique blood sweet and tears story of a highly polluting company that has transformed to a company taking more carbon out of the atmosphere than adding to it and now is an example to many. Also successful in the field of circularity and social sustainability. It contains many pioneer lessons for organisations who want to step up the game in their transition work. *Note: use this text and only images of the story, copy rights.*
- Ask some of the attendees about their impression after the movie:- Share with us your first thoughts and feelings?- What is your key insight?- What part of the story touched you the most?
- Start the dialogue about the transformation to turn inspiration into action and record the results.
- Wrap-up the Experience and tell about the follow-up.

Practical checklist

- ☐ Script is up to date and shared with everyone who has a role during the Experience.
- ☐ The location is set up. A good setting to watch a movie and have the Transformation Dialogue afterwards.
- ☐ Testing the movie, sound effects and subtitles.
- ☐ Testing the PowerPoint slides.
- ☐ Testing one or more microphone(s).
- ☐ Drinks, snacks, and food are sustainable.
- ☐ Change Team is present.

SPRINTPLANNING OVERALL



CASE RENEWI

INTEGRATED STRATEGY AND INVOLVING LEADERS

Renewi is a well-known waste management company working in several European countries. 100MTC worked together with several leadership levels in multiple sprints. The objective was to co-create with leaders an update of the sustainability strategy and to raise awareness about the topic of sustainable development. In particular the role of leaders was discussed: what do you need in order to drive sustainability in your business? What insights do you take from pioneers! In co-creation with Renewi, the results of this session have been developed into an implementation approach.

One of the leaders said to the group: 'We can do so much more! The day after the Experience I phoned with my procurement team and asked them about the sustainability of our energy contract. Apparently, we did not yet procure green energy. We changed the contracts the same day. It opened the eyes of me and the team and it has a positive effect on all our decisions now.'



FOLLOW UP: TURN ENERGY INTO ACTION

Participants of an Experience are inspired by the success stories of pioneers through the movie Beyond Zero. The pioneers have proven to be effective in transition work. Linked to these stories, a practical transformation model is explained making sense of the pioneers' stories.

Leaders are able to develop collective intelligence during the Experience. This is achieved by exchanging applicable elements on their organisation and individual professional role of the pioneers out of the movie. Moreover, practical examples are given positively influencing professional action taking. Set up a powerful dialogue about actions during the Experience about what the attendees think what's necessary to accelerate and what actions they will take. Capture the results of this conversation in the Dialogue format (see Appendix I).

NB: Consider using the **Frontrunner Focus** tool if you work in dialogue with large groups or have limited time to engage

These actions can be translated into a second sprint where you work on the implementation strategy. Also use the lessons and meaningful insights from the first sprint. Engage you're the key leaders in this process. This is the start of realizing **Frontrunner** actions and make the shortcut to the future!

>> **TIP:** Use the outline of the Experience as shown in this manual. This is proven as effective to inspire and activate your professionals <<

>> **LESSON LEARNED:** Keep it simple and short. The movie Beyond Zero gives a lot to think about so be careful with the amount of content you would like to add to the programme. <<



DO'S AND DONTs

>> Collaborate in a platform

- 100MTC is a brand to help you make your voice stronger
- We share the objective of agenda setting:
transition is positive, it can be done!
- We learn together with peers

>> Restrictions in use Interface / Beyond Zero materials

- Use the images in slide provided by 100MTC
- Do not share the VIMEO link with others
but your change team members

>> Focus and commitment prior to Experience

- Find a dedicated change team with time to work with you
- Stick to the team | demand full presence during the sprint
- Preparation takes a lot of time
- Make it positive: jij bent de driver
- Label your programme!
- Involve leadership at day one

>> Think with the end in mind

- Follow up: if you only inspire, you will organise
frustration | risk of greenwashing
- Focus on 1% as target group (not everybody)
- Involve next generation

>> Practicalities

- Keep it simple and short
- Book a space
- Catering in style
- Leaders briefing
- Forbidden words

>> For consultants

- Present collaboration
- Pricing

APPENDICES



OPTIONAL TOOLS

>> Experience

- Theatre package : do you need more than a VIMEO Link with password? We can help you to use a MP4 file (incl. confidentiality agreement)
- Fast Forward Vision : do you have a compelling vision as a changeteam? If not we are happy to help and build it in a one day working session.
- 4C the Future Video : how will you bring your narrative and compelling vision to live? Do you want a solid narrative? Work with our video experts to build the right content pieces for your presentations and social media.
- Frontrunner Focus : Did you know that organisations can solve most challenges in transition when using collective intelligence effectively? With the Frontrunner focus tool we can support you in gaining insight in the collective intelligence of your network with an easy intervention of 2* 10 minutes. Output will be a list of 5 priorities to focus on, incl. insights of participants. Also it will help participants to learn together about the topic.

>> Follow up

- MovieTime : get to know the Experience or inform your network about this possibility – next on June 1st in The Hague of July 13th in Utrecht
- Experiences : well.... You know the drill by now.... – next on June 1st in The Hague of July 13th in Utrecht
- Shorttracks : Challenge your leader and/or changeteam and get empowered in the shorttrack FastForward to 2030+, starting this summer!
- C-level Immersion for global organisations (to come in september 2024)

As a member of 100MTC you are most welcome to join our events throughout the year: see www.transform4c.com/platform for our year planning

As a participant in Experience to Energize you are able to invite 2 persons for movietime: see www.transform4c.com/programmas/movietime

COMMUNICATION IS A JOURNEY

PREPARATION

>> Key message

- What is the one thing you want participants to keep in mind?

>> Trigger | AIDA

- **AIDA**: How will you get their **A**ttention? What is the **I**nterest for your targetgroup? What will increase their **D**esire? What is the concrete **A**ction that you are inviting them to?

NB: Avoid the 'green pitfall' : preaching or saving the planet or making a better world is likely not the trigger.

>> Check [mandatory]

- Please send your concept communication plan incl. invite tekst, presentation materials and content plan in time to programma@transform4c.com for feedback final check (because of agreements on copyrights).

ELEMENTS

>> Invitation

- Please find a example invitation in the sprint plan format
Do not invite for a film – invite for the Experience i.c.w. 100MTC to increase the relevance of the moment and the action you ask.

>> Social Media

- Build a contentplanning | incl. tagging and images
 - Make sure you have a plan for video and photo

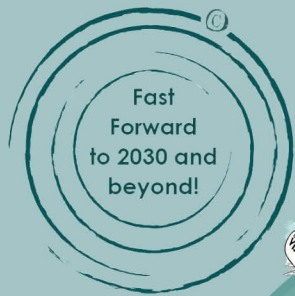
>> Personal communication

- The most effective way of inviting and preparing your invitees

>> Community building

- The Experience is not a one off : it is the start of a journey
What does your journey look like? How will you ensure that you Build the community of interestees? Whom in the team keeps the list?

THEORY OF TRANSFORMATION: SUCCESSFACTORS



Anders kijken
Anders doen
Anderen met succes
Accelereren

Voorstelbare
visie hebben

Ecosystemen creëren

Energie geven

Ruimte maken

Kompas formuleren

Rollen verdelen

Actie met ambitie definiëren en doen

Community bouwen

Horizon herijken

Trots en transparant zijn

Community platform
Collectieve intelligentie
Connectie met leren
Continu content

12 maanden

6 maanden

1 maand

LEVELS (4E)

EXPLORE

4

ELEVATE

3

EMPOWER

2

ENERGIZE

1

WAVES (4C)

CATALYSE
THE TRANSITION

Zet de versnelling in

CREATE
CONDITIONS
TO TRANSFORM

Randvoorwaarden
voor transformatie

ACCELERATE
IN **CO CREATION**
SPRINTS

Versnellen
met krachtsprints

SCALE UP
FAST IN
COMMUNITIES

Opschalen
in communities

ROLLEN IN TRANSITIE

Start met 1% > 10%



THE GLOBAL GOALS
For Sustainable Development

2030

ILLUMINATING THE GAP

ENVISIONING THE FUTURE

EMBRACING THE PROMISING

INITIATING THE NEW

HOSPICING THE DYING

Inspired by Tatiana Glad of the Impact Hub Amsterdam and based on: Meg Wheatley and Deborah Frieze (2011), Walk Out Walk On; A learning journey into communities daring to live the future now, Berrett-Koehler Publisher: San Francisco.

APPENDIX

Build your narrative

Please respect the basic ingredients for communication of the 100MTCplatform : check [this link](#) for text and hyperlinks



APPENDIX

Build your comms timeline [example]

Communication Timeline Beyond Zero Experience



Target groups

- **Sub-group 1 (50%): BA – Sen. Consultant**
Reach via mass invite
- **Sub-group 2 (40%): Senior Manager+**
Reach via mass invite & personal invites
- **Sub-group 3 (10%): Sen. management that must be present at the event**
Reach via personal invites of Marieke, Harvey

Application process

- Standardized form will provide us with a list of invitees based on their levels and our envisioned target group division
- Waiting list margin: 10-20%

Mailing lists for mass invite

- Climate champion mailing list
- Sustainability MDM distribution list

Community channels for event press

- Sustainability MDM newsletter
- Consulting newsletter
- Risk newsletter
- Climate champion network

TRANSFORMATION DIALOGUE FORMAT

TURNING INSPIRATION INTO ACTION

Let's turn inspiration of the Experience Let's Go Beyond into action! Discuss the following 3 questions:

What does the future of our organization in 2030 look like when we have reached the 2030 goals?

What is different in your processes or behavior when goals are met?

What will you stop doing?

What should we do more of focus on to make it to the 2030 goals?

What should we focus on?

What is already working well and could be done more?

What would you like to do more in order to contribute to the 2030 goals?

What action can you take in your direct influence sphere?

What would your team need most to accelerate?

We can support you in this process with a online Frontrunner Focus Tool.

TRANSFORM4C AND 100MTC

Transform4C is the leading expert office in transition themes, working for 25 years with pioneers and academics in sustainable development. 100 Months to Change is a global platform of experts in transition, build by Transform4C and a US partner. We are working together to accelerate to achieve the 2030 Sustainable Development Goals. By learning to transform organisations together, we can accelerate the achievement of the 2030 SDG-goals. This creates value for professionals, organisations and society. Experts from all over the world have joined forces on September 1st 2021, as there were still 100 months to go to achieve the 2030 goals. Will you join this network of frontrunners in transition? For leaders with ambition to accelerate!

About 100 MTC

 [What is 100MTC?](#)

• Results 100-94MTC

 [Results 85MTC](#)

• Whitepaper: Results 12 months of climatework (dutch)

Make it to the 2030 Sustainable Development Goals by working together.

About the movie Beyond Zero

 [Trailer Beyond Zero](#)

 [Leader quotes](#)

 [Première review \(with Andre Nijhof\)](#)

Contact

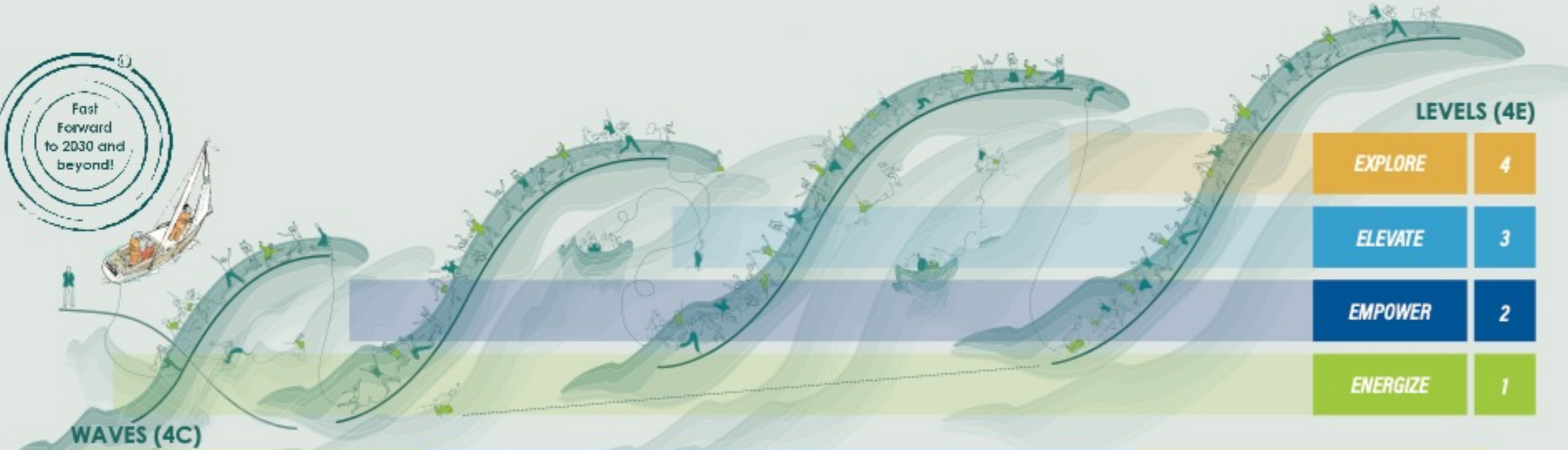
 contact@100monthstochange.nl

 [Website global](#)

 [Website Europe](#)

 [Transform4C](#)





CATALYSE THE TRANSITION	CREATE CONDITIONS TO TRANSFORM	ACCELERATE IN CO CREATION SPRINTS	SCALE UP FAST IN COMMUNITIES
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PROGRAMMA'S

EXPERIENCES Let's Go Beyond 4C the Future (new) @Places to Be (tailormade)	SHORTTRACKS Shorttrack for leaders w/Nyenrode 'Frontrunners in Stewardship' (C/D level) Shorttrack for transition experts 'FastForward to 2030'	TRANSFORMATION TOOLS Co creation sprint approach Sprint Process Support Community Content support (e.g. video, socials and LMS) Fast Forward Vision	COMMUNITY PLATFORMS Community Scale up approach Community management support Frontrunner Focus
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MEMBERSHIP WORK TOGETHER WITH LEADERS AND TRANSITION EXPERTS IN THE 100MTC FRONTRUNNERS NETWORK

PLAN IMPACT LET'S FIND A SHORTCUT TO THE FUTURE TOGETHER BY EMPOWERING NEXT GENERATION IN TRANSFORMATION AND EXPLORE THEIR DRIVERS AND NEEDS TO ACCELERATE

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