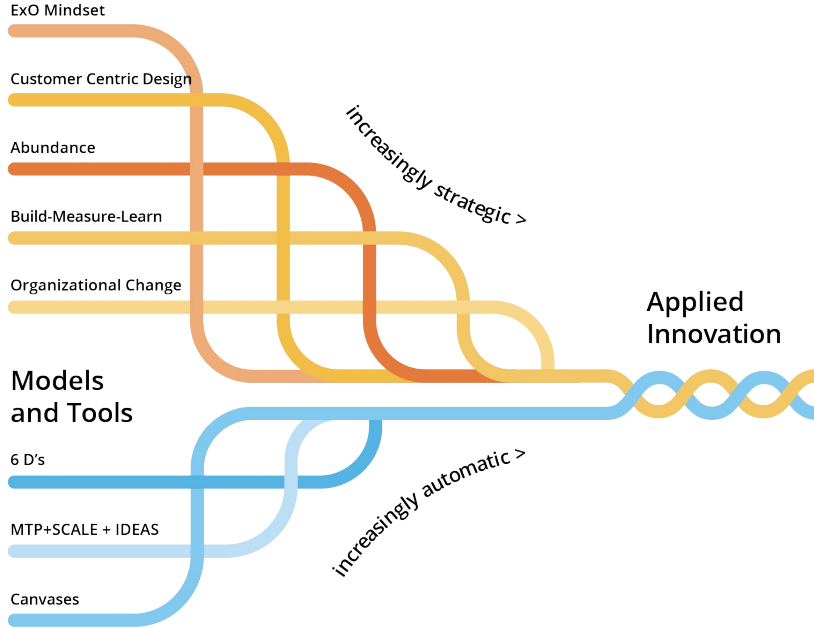


Exponential Mindset and Practices



AFIT ExO Launchpad Summer Institute Q&A



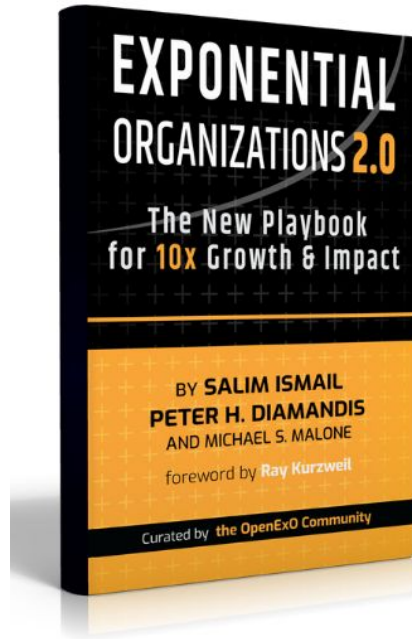
The Outcome of Your Learning Journey

Teams of *activated change-agents* with:

- an *exponential* 10x growth and abundance mindset
- a proven development approach focused on the customer, *today and in the future*
- experience *iterating* **Build-Measure-Learn** - a crucial skill of any entrepreneur.

They will drive and test *continued* innovation in your college's **processes, products, business models and culture**.

F500 10-yr study: Comparing MOST Exponential to LEAST...



- **40x Higher Shareholder Returns**
- **2.6x Better Revenue Growth**
- **6.8x Higher Profitability**
- **11.7x Better Return on Assets Turnover**

The Summer Learning Journey is...

- **The ExO Launchpad**
 - Three 90-minute Zoom sessions on June 9, June 23 and July 14, 2026, each with preparation and fieldwork
- **The Summer Institute**
 - August 6 - 8, 2026
- **The ExO Results Exchange at your Members Showcase**
 - November 18, 2026

Note:

- **ExO Launchpad is *prerequisite* for Summer Institute.**

ExO Launchpad - What You Will Create

Working teams of 4-6 people:

- A Personal **MTP** for each team member
- Experience in conducting **CUSTOMER DISCOVERY** fieldwork
 - A Customer **INTERVIEW** describing their unsolved workforce & learning challenge
 - A Customer **SITE VISIT REPORT** observing the challenge in-action
- A shared understanding of the **ExO FRAMEWORK 2.0**
- Your selection and provision of **COMMERCIAL-GRADE** AI account (before June 9)
- An AI-Ready **CONTEXT FILE** of your college business environment to jump-start discovery for the team

Summer Institute - What You Will Create

Deliverable from each **working group of 4-6 people:**

- **One CORE or EDGE initiative video presentation of a business model, process or product innovation:**
 - A PROBLEM:SOLUTION concept for the **EMPLOYER/INTERNAL CUSTOMER**
 - A PROBLEM:SOLUTION concept for the **STUDENT**
 - An untapped **Abundance** identified
 - **Exponential Attributes** proposed
 - A DRAFT Experiment to test **DESIRABILITY** – Hypothesis; Pass/Fail Criteria; with Plan to execute experiments after SI

Summer Institute – Keynote and Case Studies

AWAKE Session

Diego Soroa

IE Edge Lab, IE Business School



The Power and Practice of Experimentation

Dr. Brian Rashap

Quantum Technician Program, CNM

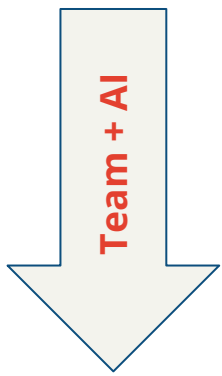


Activating our People at Siemens Energy

Augusto Fazioli

Co-designer of the ExO Sprint Methodology





Summer Learning Roadmap – How it Works

ExO Launchpad

Mindset is Everything

Customer Centered Design

IDEAS

MTP + Context

Interview

Observe

MTP – The Big Why

SCALE

Learn your Customer's World

June 9

July 11

July 23

Summer Institute

The Problem

The Solution

Share

Awake

Ideate

Execution Plan – Next Steps

Discover

Synthesize

Insights and Gratitude

August 6

...ExO Exchange

Summer Institute – Building your Teams

Who should I include?

- **Customer Champion**
- **Hacker**
- **Hustler**
- **User Experience**
- **Business-Financial**
- **Tech Whisperer**

(roles may overlap, full definitions on SI Event Page)

Summer Institute – Building your Teams

Individual Qualities:

- Graciously insubordinate (!)
- Insatiable **curiosity**
- **Adaptive** - tolerates ambiguity
- Objective and **evidence-driven**
- **Mobilizer** – naturally convenes people to get things rolling through relationship, not position

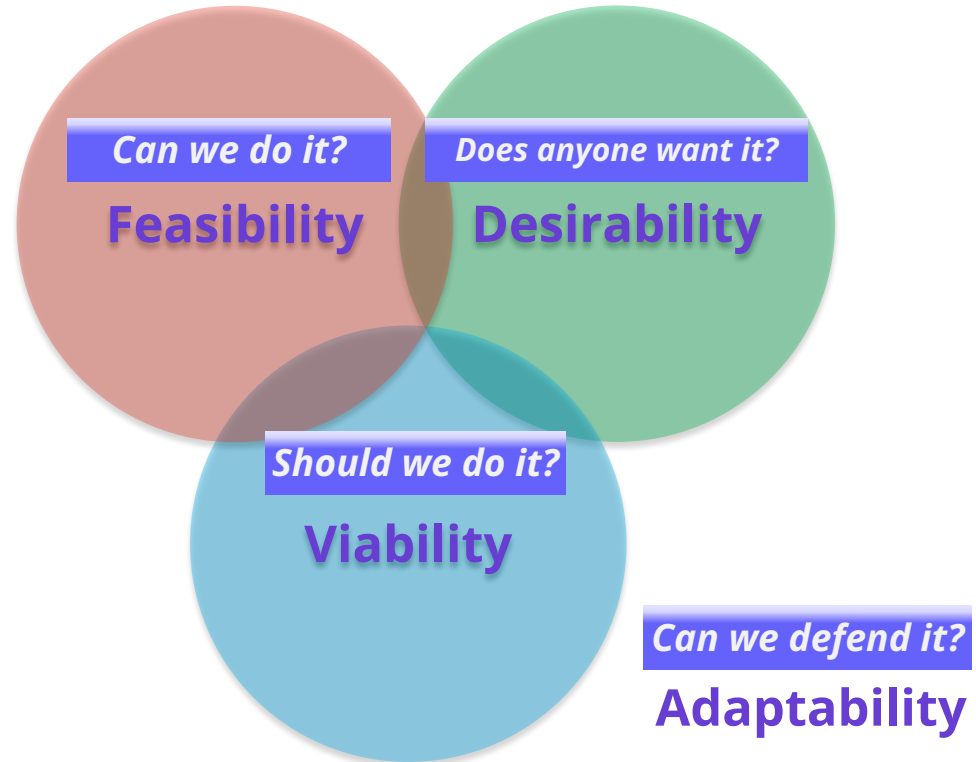
Team Chemistry:

- **Emotionally-Intelligent** (teams must gel quickly)
- **Diverse** viewpoints for creative friction
- At least one **Alerter-Opposer**, or nothing gets improved...

Backup Slides

The 4 Pillars of Exponential Resilience:

- 1. Desirability:**
does anyone **WANT** it?
- 2. Feasibility:**
CAN we do it?
- 3. Viability:**
SHOULD we do it?
- 4. Adaptability:**
Can we **DEFEND** it over time?



What are CORE and EDGE initiatives?

CORE initiatives - TODAY:

- protect and extend the existing business model
- address cost structure, revenue generation or both
- desired timeframe to ROI: within 12 months
- calms the immune system - we are taking care of *today*



EDGE initiatives - TOMORROW:

- create the opportunities of tomorrow
- invent business models that generate new revenue streams
- desired timeframe: within 24 months
- gives hope - we're taking care of *tomorrow*

What **IS** a **CONTEXT FILE**?

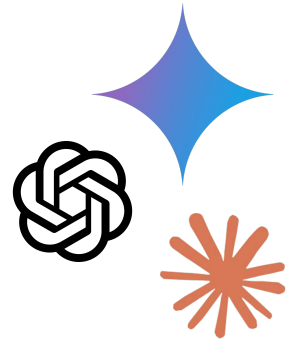
- A **text file** of information about your college business environment
- Governing principle: Everything in the file passes **the front-page test** - safe if it appeared in tomorrow's local paper
- Teams will use the context file **with AI** throughout their journey to **generate better ideas, faster and find potential customers**
- A commercial-grade AI will do **most of the work!**
- Recommend that **Chief of Staff** oversees production
- Teams will create it **after June 9**

What is **IN** a CONTEXT FILE?

- **College profile and assets** - public information, mission, programs, facilities, real estate, faculty expertise, partnerships, moonshots
- **Regional economic landscape** - employer needs, workforce gaps, sector trends, infrastructure (water, power, agriculture, transportation, broadband)
- **Demographic and disruption signals** - population shifts, migration, technology displacement, region-specific economic change
- **Innovation Compost** - previous ideas and initiatives explored and shelved, and reasons why abandoned (a great place for CEO and COO / CoS input!)
- **Internal data, scrubbed** - aggregate enrollment, completion, and outcomes data with no individual identifiers and no political deliberations

What is a **COMMERCIAL-GRADE AI**?

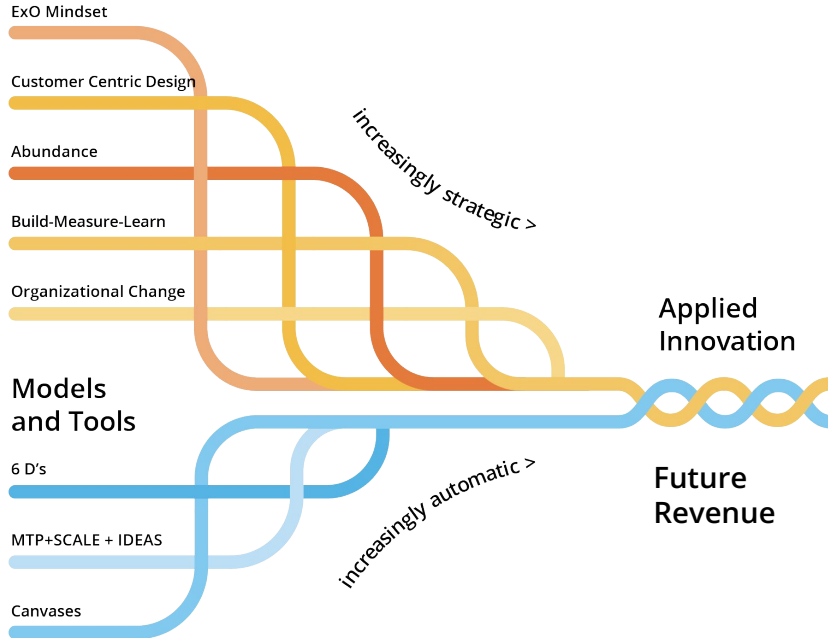
- **A business-tier AI subscription with powerful features, function and capacity.**
- **Why COMMERCIAL-GRADE?**
 - advanced models = better strategy
- bigger token budgets allow teams to *work without interruption*
- **First Choices today:**
 - Google AI Pro for Education / Google AI Ultra (commercial)
 - ChatGPT Edu / ChatGPT Pro (commercial)
 - Anthropic Claude for Education / Claude Max (commercial)
- **Microsoft Copilot not recommended - even Copilot Cowork**
- **Consider budget for new tool exploration, with fasttrack safety checks from IT.**
- **Fully deployed to the Tech Whisperer before June 9, 2026**



Resources

- **Exponential Organizations 2.0 Book and Chat Agent** - free
 - <https://openexo.com/book>
- **Exponential Organizations 2.0 Masterclass Videos** - free
 - <https://bit.ly/exo-2-masterclass>
- **Join OpenExO.com** - free tier
 - <https://openexo.com>
- **Exponential Transformation Sprint Playbook** - *Optional, ExO 1.0, Kindle*
 - <https://www.amazon.com/Exponential-Transformation-Evolve-Organization-10-Week-ebook/dp/B07S46YDG4/>
- **From AI Chat to AI Build: 30 days x 10 min**
 - <https://couchto5k.ai/>
- **Moonshots Podcast with Peter Diamandis, Salim Ismail and others**
 - <https://www.youtube.com/@peterdiamandis/videos>
- **The Exponential View with Azeem Azhar**
 - <https://www.exponentialview.co/>
- **MIT Technology Review Newsletters**
 - <https://www.technologyreview.com/newsletter-preferences>
- **Lenny's Podcast**
 - <https://www.youtube.com/@LennysPodcast/videos>
- **Wired Newsletters**
 - <https://www.wired.com/newsletter>

Exponential Mindset and Practices



We're Here for You

Still have questions?

Please contact us:

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