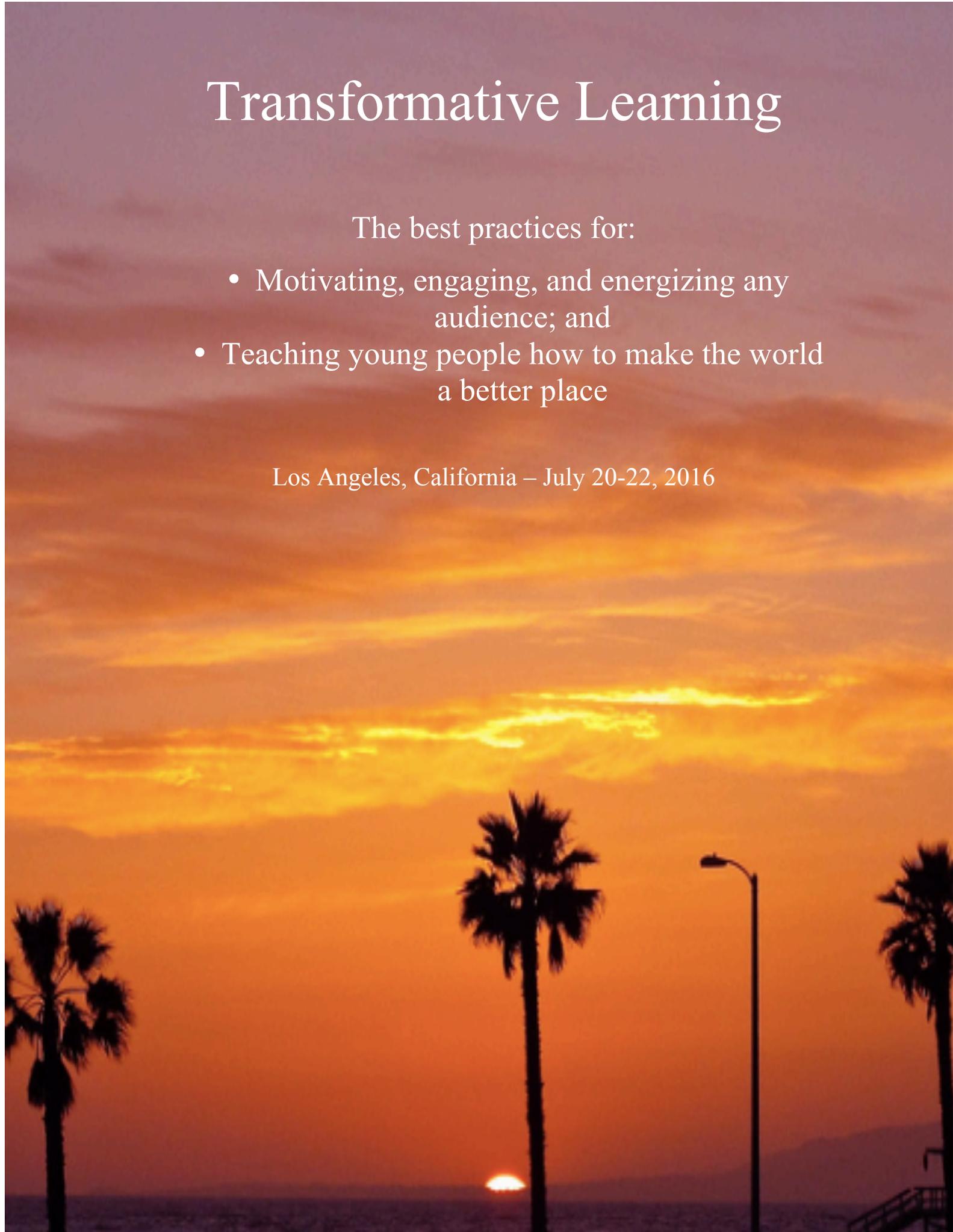


# Transformative Learning

The best practices for:

- Motivating, engaging, and energizing any audience; and
- Teaching young people how to make the world a better place

Los Angeles, California – July 20-22, 2016



# The Summit for Transformative Learning

Presented by the Transformative Action Institute

Endorsed by:

Ashoka U  
Echoing Green  
Solutions Journalism Network  
StartingBloc  
The Unreasonable Group  
The Unreasonable Institute  
Work on Purpose

Columbia University School of International and Public Affairs (SIPA) –  
Management Specialization  
Penn Center for Social Impact Strategy

The Einhorn Family Charitable Trust  
The Cordes Foundation

## Contents:

Overview	3
Training Features and Benefits	4
Agenda	6

# Overview

How do you create meetings, workshops, conferences, and classes that engage your audience fully? How do you tap into the talent in the room to get people highly motivated? How can you lead sessions that people find to be remarkable and extraordinary - possibly even life-changing?

More than that, how can you create experiences that will help make a positive difference in the world? How can you energize people to believe that they can improve their communities? How can you create the entrepreneurial mindset that will lead them to take action? How do you teach key 21<sup>st</sup> century skills like empathy, creativity, altruism, grit, and resilience?

Over three days in July, the award-winning Transformative Action Institute will train you in the skills of outstanding facilitation and powerful education for social change. Whether you are a teacher, a business or nonprofit leader, or just someone who needs to create highly motivated teams at work, this seminar will meet your needs. It is based in the best scientific research on the most effective practices in education and leadership. It will teach you how to create programs that leave your audiences energized and inspired to create positive change in the world. We teach you the key skills for creating changemakers.

This curriculum has been part of the educational program at more than 40 universities from Princeton and Yale to Berkeley and UCLA; it has also served as the basis for many of the leading incubators for training young people in social entrepreneurship, such as the Unreasonable Institute, StartingBloc, Leadership exCHANGE, and Educate! Moreover, it has been adopted worldwide in universities and social enterprises from Asia to Africa, and has been used at many of Ashoka U's Changemaker Campuses.

The Transformative Action Institute (TAI) is devoted to training the next generation of social entrepreneurs, visionaries, innovators, and leaders for the 21<sup>st</sup> century.

In February 2016, Ashoka U and the Cordes Foundation selected TAI's programs to be in their "Hall of Fame" for its innovative, high-impact education model.

We model what we teach. Come for a fun, engaging, dynamic, and powerful experience.

# Training Benefits and Outcomes

Participants in the Summit will receive all of the following benefits:

- **An entire innovative, award-winning series of nearly 30 modules and curricula for teaching social entrepreneurship and innovation.** We offer a model of transformative education with exercises for inspiring, energizing, and empowering innovators, entrepreneurs, NGOs, universities, students, and educators.
- Training in some of the most important skills for teaching change makers and aspiring social entrepreneurs, including:
  - Transformative Leadership
  - The Entrepreneurial Mindset
  - Resilience and growth in the face of adversity
  - Creativity and Innovation
  - Risk-taking and “Daring Greatly”
  - Relationship-building – recruiting allies and supporters
  - Luck (yes, there’s a science of luck, and it can be taught!)
  - Increasing prosocial behaviors, including empathy, compassion, altruism, and civic engagement
- A whole set of materials that participants can take back to their campuses, including:
  - **A 400-page Teacher’s Manual (new and updated for 2016), with dozens of engaging exercises, activities, readings, and discussion questions for teaching the key skills of innovators**
  - The portfolio with questions to help people figure out their passions, talents, strengths, and visions for the future
  - All the resources and materials for the transformative action classes – slide shows, PowerPoint presentations, bibliographies, and course readers.
- Learning the scientifically proven strategies for inspiring groups, connecting community, empowering people to take action, tapping into people’s motivation, and overcoming the most frequent challenges
- A model of transformative education with exercises for inspiring, energizing, and empowering innovators, entrepreneurs, NGOs, universities, students, and educators.
- Guidance for your own projects; personal one-on-one support in helping you develop conferences, meetings, workshops, or classes that fully engage your teams or clients.

- The opportunity to meet with many leading entrepreneurs, corporate managers, university faculty members and students who are promoting social entrepreneurship and innovation on their campuses. We can share best practices, innovative ideas, practical resources, and new educational strategies.
- **The chance to break bread with many award-winning social entrepreneurs and innovators from the community – visionary people who are already changing the world.** These include a number of winners of Echoing Green and Ashoka Fellowships.

# Agenda

Day 1 – Wednesday, July 20

## Creating transformative experiences

The first day is devoted to teaching you how to make any audience come alive and enthusiastic. There's a tremendous amount of scientific research into how to motivate people and get them most engaged. This will form the basis of everything we do today. We will show you how to tap into "the genius in the room" – the passion and wisdom of the participants.

9:00            **Introductions**

9:30            **The scientific principles of transformative experiences** – What are the best experiences you've ever had in any workshop or seminar or educational setting? What made them special? We begin by having everyone getting together in small groups and discussing the most transformative experiences they have ever had. This will be followed by an examination of the scientific research on the topic: an overview of the key principles. We will examine the key qualities of what makes a gathering memorable and powerful and transformative.

Throughout the next few days, we will be immersing ourselves in these types of experiences.

10:30          **Creating a powerful sense of community right away** – One of the keys to a successful event or classroom experience is making people feel a deep sense of connection and community. Indeed, it's possible to create this feeling very quickly. We can create a safe space where people will feel comfortable sharing. We will offer a few simple activities to make this happen with any group. Indeed, we hope that, by lunchtime today, we will have begun to achieve this powerful sense of community with people in the room.

12:00          Lunch

1:00            **Designing and delivering memorable experiences** – How do you create an experience that is memorable, remarkable, and extraordinary? How do you get people energized and enthusiastic? We will launch the afternoon by sharing some of the most useful tools for achieving these goals in any room. Of course, we will not just talk about it; we will immerse you in some of these activities, so that you can experience it directly.

- 3:00            **Practical applications: Creating your own memorable experiences for your personal or professional life.** We challenge you to apply the lessons that you have learned today to your own work in the future. Some people might be educators; others might be facilitators in corporate settings; others might just be people working with a team in general. In any of these cases, we help each other design a really powerful experience that you can bring back to your personal or professional life.
- 5:00            **Official end of day**
- Evening        **Optional happy hour and dinner**

## Day 2 – Thursday, July 21

### Education for social good

The Transformative Action Institute (TAI) offers a complete curriculum for teaching people “the science of making the world a better place.” We highlight some of the greatest visionaries, innovators, and problem-solvers in the world today. Moreover, we train people to develop the skills and strengths of social entrepreneurs.

Today we have two tracks: The first is for people who have never been through our training. We will immerse ourselves in some of the practical, entertaining, and intellectually challenging exercises for developing strengths and skills of change makers.

The second track is for all the people who have come to previous Transformative Education summits. They have gone through many of these exercises before, so we have a special, advanced track for them.

#### **TRACK 1: DEVELOPING 21<sup>st</sup> CENTURY SKILLS**

There are eight potential choices for today. Over the course of the day, we will engage you in at least three of these sessions. You will not only learn how to teach these sessions; you will participate in experiential sessions where you practice these skills yourself.

9:00           Choice of module 1 or 2 below

**MODULE 1 – TEACHING PRO-SOCIAL SKILLS** - How do we train young people – especially students in high school and college - in key pro-social skills like altruism, heroism, empathy, compassion, and goodness? We have developed a program to make goodness go viral. In other words, we have created fun, engaging activities where thousands of students on campuses can “compete” to see who creates the most pro-social outcomes, helping people get along better. We will unveil this program, which we will experiment with over the next few days. For those of you in education, you might wish to bring this back to your schools.

**MODULE 2 – TRANSFORMATIVE LEADERSHIP** – How do we lead people in a way where they are motivated, enthusiastic, and empowered to take action? In this session, we will look at the principles that are most effective in getting people to take leadership.

10:30           Break

10:45           Choice of module 3 or 4 below

**MODULE 3 – CREATIVITY AND INNOVATION** – Albert Einstein famously said that we cannot solve the problems of the world with the same type of thinking that created them. In this afternoon session, we teach the key skills of developing creativity and innovation. Most participants report an increase in their creativity scores of more than 100 – 200 percent by the end of this afternoon session.

**MODULE 4 – RISK-TAKING AND “DARING GREATLY”** – Entrepreneurs need to overcome their fears of failure; they need to be able take action quickly, learn from their mistakes, and take “safe risks” that will help them to grow. In this morning module, we will show a system for helping entrepreneurs to “dare greatly.”

12:15 Lunch

1:30 Choice of module 5 or 6 below

**MODULE 5 – RESILIENCE TO ADVERSITY, CHALLENGES, AND PROBLEMS** – All entrepreneurs are going to encounter countless failures, rejections, problems, and challenges. When people encounter difficulties, many of them collapse into hopelessness, despair, and stress. Others are able to overcome these challenges, and even become stronger. It turns out that there is a science to resilience. We can teach people how to become significantly more capable of overcoming problems.

**MODULE 6 – HELPING PEOPLE FIND PURPOSE AND MEANING** - Over the past decade, the scientific field of positive psychology has been growing exponentially. Academic researchers have been conducting hundreds of rigorous, peer-reviewed studies about humans at their best. Rather than studying what goes wrong with people, they have turned their attention to human excellence. What are the circumstances in which people thrive and flourish? How do we help young people achieve their full potential in life? How do we help people find meaning and purpose, pursuing careers of social impact? Building on this scientific research, we have developed new exercises, modules, and activities that anyone can use in the classroom.

3:00 Break

3:15 Choice of module 7 or 8 below

**MODULE 7 – BUILDING A BETTER FUTURE** – Many entrepreneurs get stuck in always trying to solve problems. But there is a much better, more effective way of operating: focusing on the vision of the future that people are trying to create. In this session, we will

teach the key skills for helping people envision – and start building – the best possible future for themselves and their organizations.

**MODULE 8 – THE SCIENCE OF LUCK** – Although few people know about it, there is actually a science to increasing your good fortune in life! It’s possible to measure people’s level of luck scientifically, and to send people to “luck school” to help them have many more moments of serendipity and good fortune in life. This final session will lead people through luck school and increase their opportunities for good fortune.

## **TRACK 2 (Advanced)**

**BEST PRACTICES** – Many people have already gone through Transformative Action trainings in the past. You have used some of the elements of the old Teachers’ Manuals in your seminars, classes, labs, and training sessions.

But each of you has introduced your own expertise and experience into shaping an even better course. Our Transformative Education courses are not based on a “cookie cutter” model. We know that each educator has her/his own expertise, insight, and wisdom. Educators across the country at places like Cornell, NYU, and Colorado have won teaching awards and top student ratings for their own versions of the course. We expect that everyone who attends this training will just pick and choose the activities, exercises, readings, and topics that appeal to them most. But they will also build upon this, developing and offering many new practices.

Here those of you who have already gone through our trainings will have this day to share your best practices – the new activities and exercises that have worked best for your students and groups. You will also have time to join any of the groups in Track 1.

5:00            **End of the day’s official program**

6:00            **Dinner Party with Leading Social Entrepreneurs and Innovators**

This evening we will be bringing together many award-winning social entrepreneurs and innovators to have a dinner party with the participants in the university summit. These dinner parties have become a prominent feature of our social entrepreneurship and transformative education courses. They give students the opportunity to meet in an informal setting with visionary heroes and heroines who are changing the world.

## Day 3 – Friday, July 22 (half-day)

### Translating these lessons into practical action

9:00

#### **Dealing with the biggest challenges of any group**

When working with groups, you are likely to encounter many obstacles, including all of the following:

- i. Boredom and apathy – Audience members who look like they clearly don't want to be there
- ii. Disruptive participants – people who dominate and hijack the conversations
- iii. Lessons falling flat – when you're not successfully communicating your key messages
- iv. Lack of clarity and organization – when audience members aren't even sure why they are there, or what tangible benefit they will get from the sessions.

In this final morning session, we will demonstrate practical solutions for overcoming each of these challenges. You will leave with tools for successfully resolving many of the most common problems, and transforming the most difficult situations into powerful opportunities.

11:30

**An overview of next steps** – Where do we go from here? We want this training to be immensely practical. Rather than just discussing concepts, we want to help make a significant impact on your own lives, campuses, and organizations. How can we help you achieve your full potential? In this final session, we will discuss the next steps that we can take to support each other as we go forward.

12:00

**End of the program** – Please enjoy a wonderful weekend in southern California