

INTERACTIVE SEMINAR ON “THE ENTREPRENEUR’S FACES” TOGETHER WITH A PRESENTATION OF THE GSI PROGRAM



WELCOME!

Please remain online... We are about to start.

In the chat tell us where you are joining us from. Thank You!



GSI

SEMINAR PROTOCOL
ZOOM FEATURES & TOOLS



Q&A



POLL



CHAT

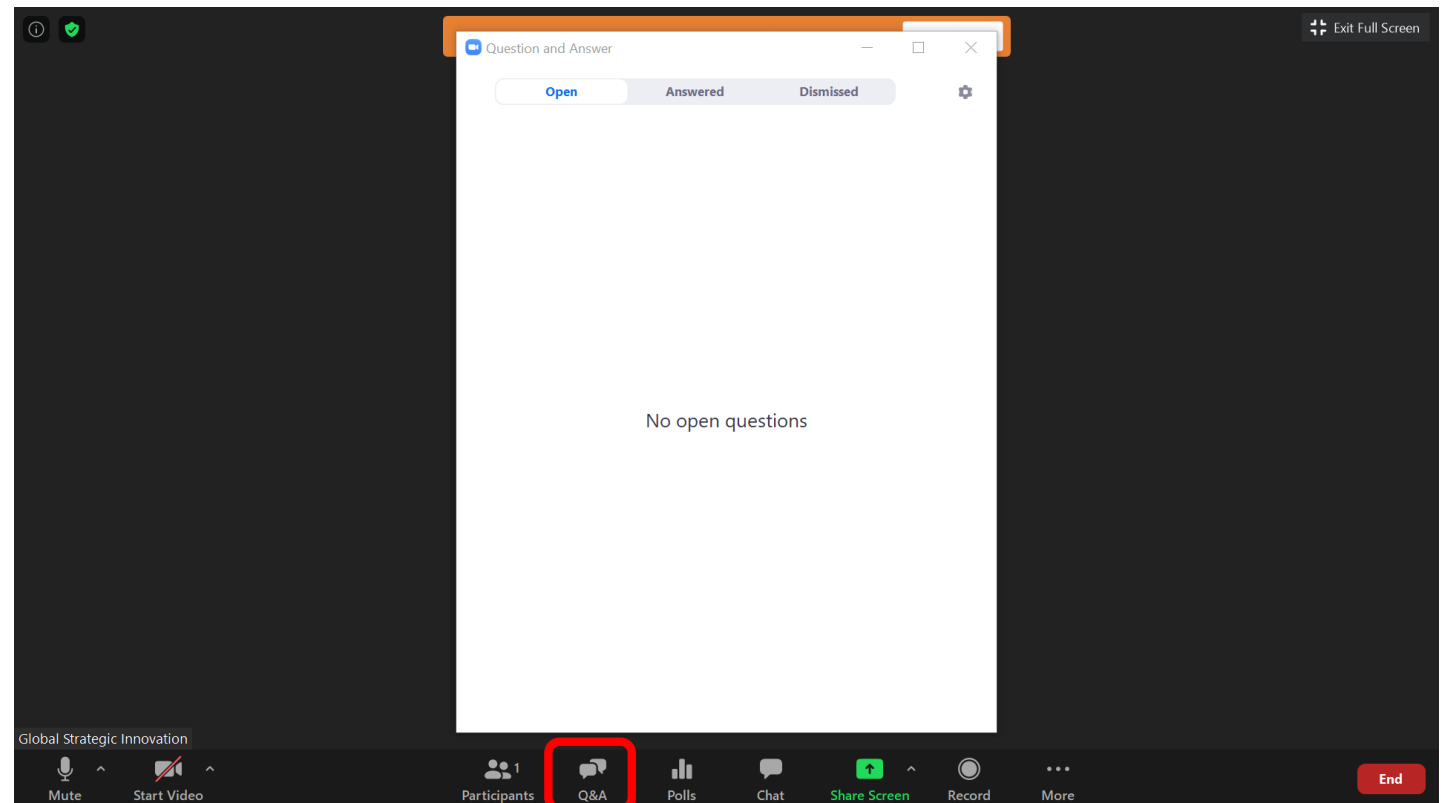


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SEMINAR PROTOCOL ZOOM FEATURES & TOOLS



Q&A





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SEMINAR PROTOCOL ZOOM FEATURES & TOOLS



POLL

Practice Mode Only: Attendees cannot join until you broadcast. Broadcast

Exit Full Screen

Polls

in Progress 0:20

Attendees are now viewing questions 0 of 0 (0%) voted

1. Stubborn, single-minded, obsessed. Instead of writing business plans, you dive right in. You always find a way to do an experiment or a test. You design your prototypes to provide quick feedback. You seek to learn from failure. Obstacles inspire you.

Not very interesting to me.	(0) 0%
These people inspire me.	(0) 0%
I wish I could be that type!	(0) 0%
Yes, that's totally me!	(0) 0%

End Polling

Global Strategic Innovation

Mute Start Video Participants Q&A Polls Chat Share Screen Record More End

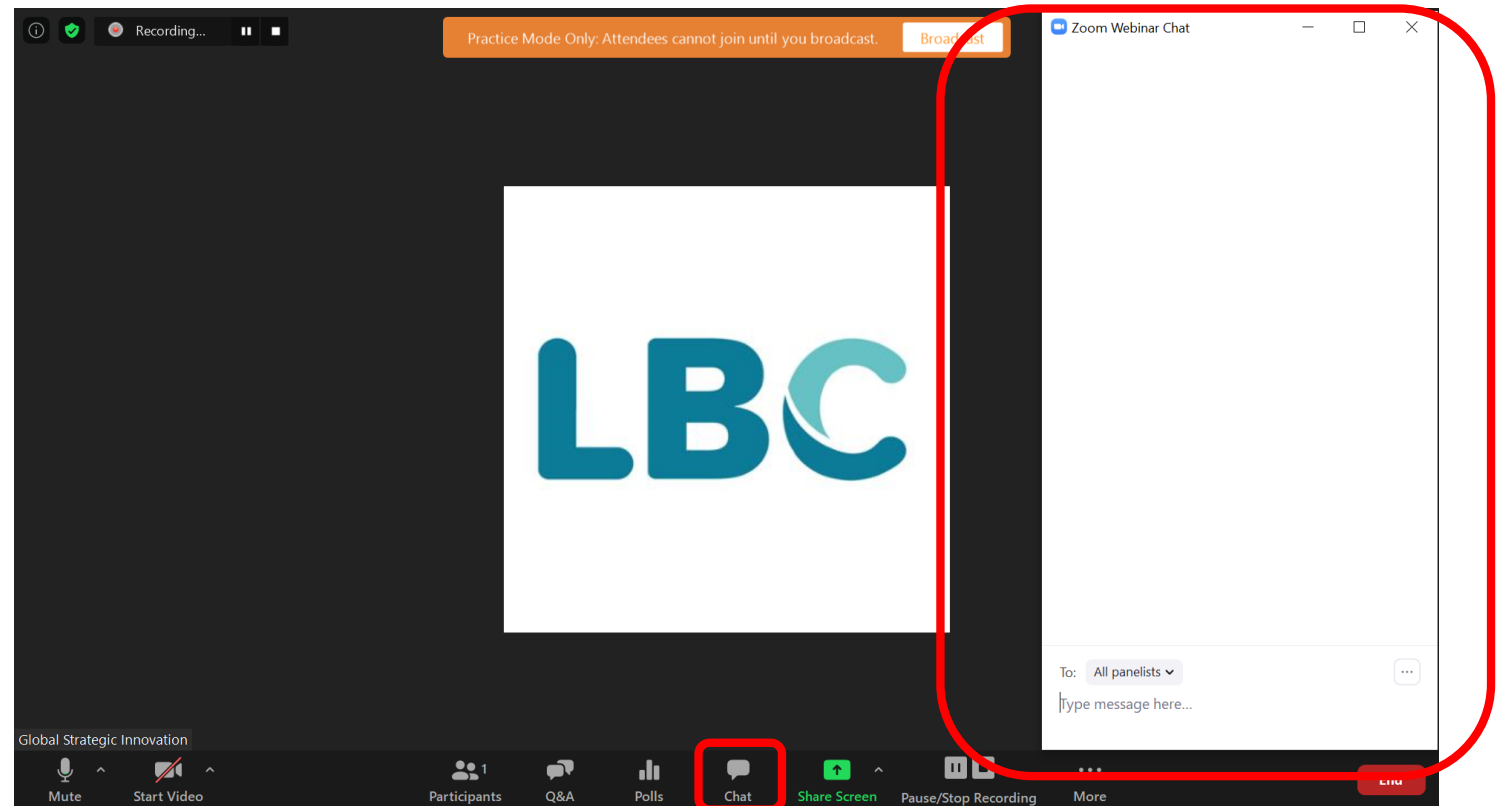


GSI

SEMINAR PROTOCOL ZOOM FEATURES & TOOLS



CHAT

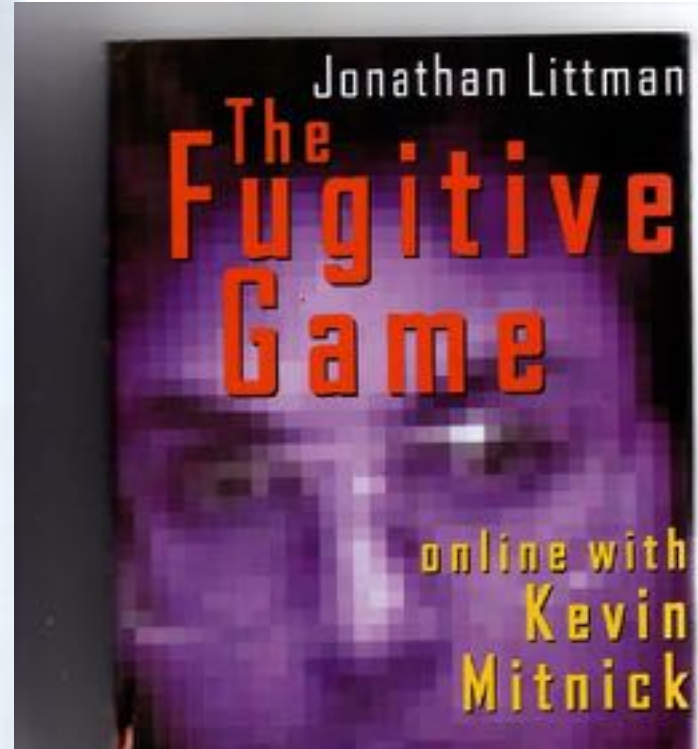
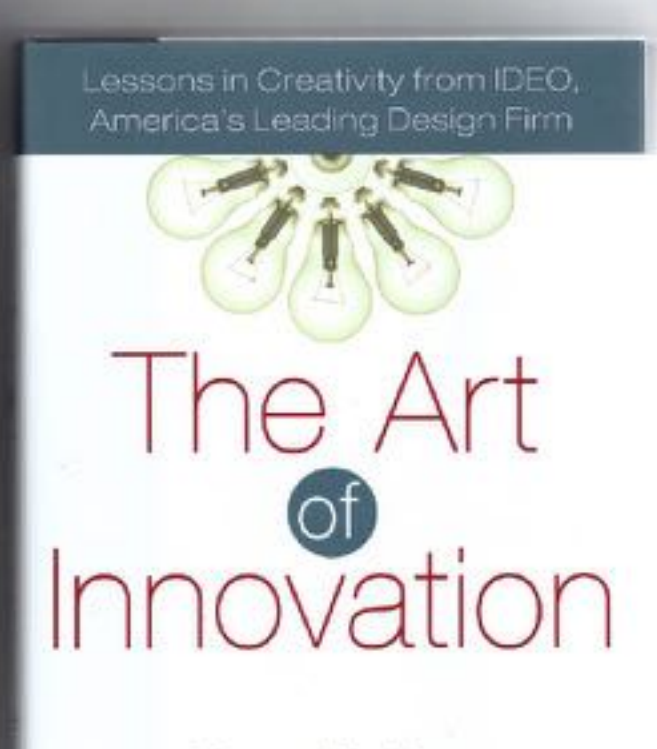
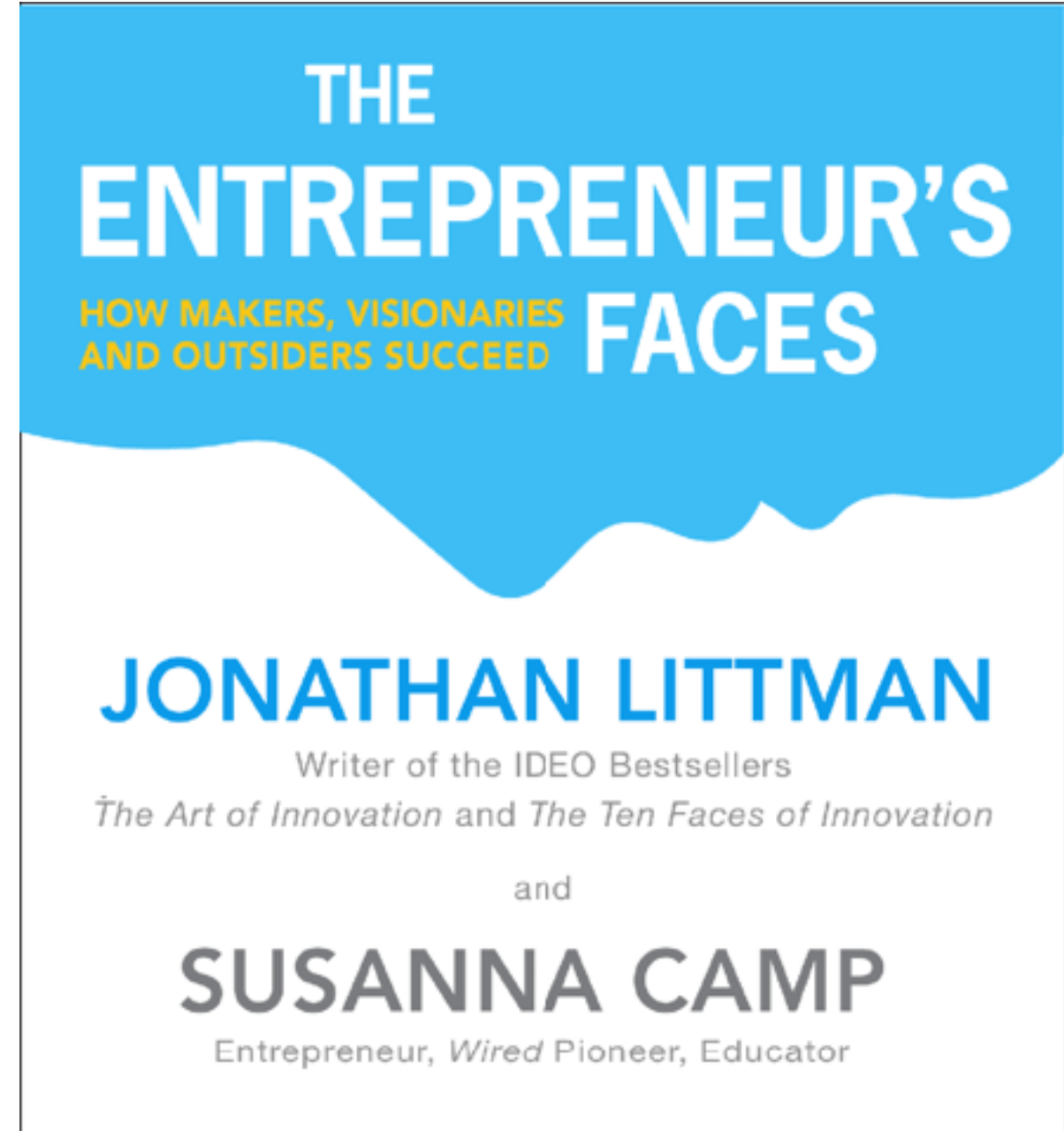
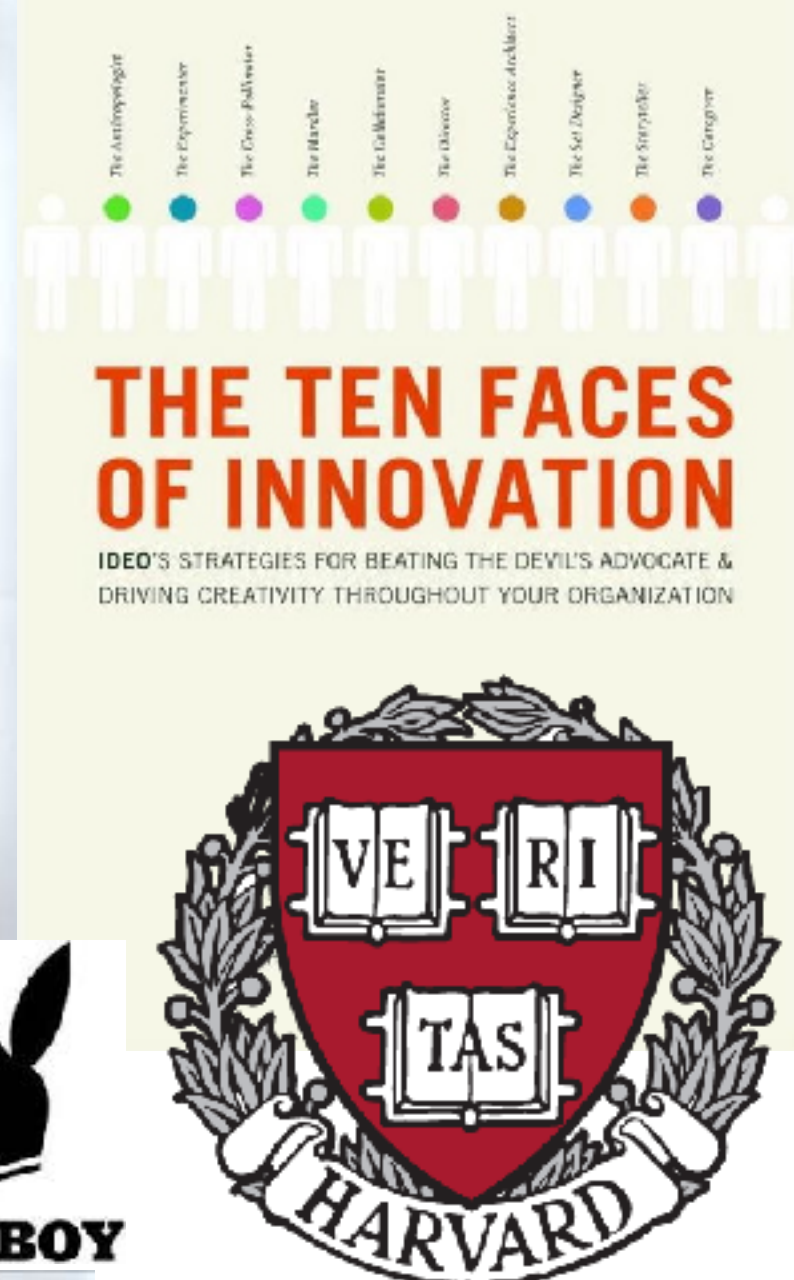
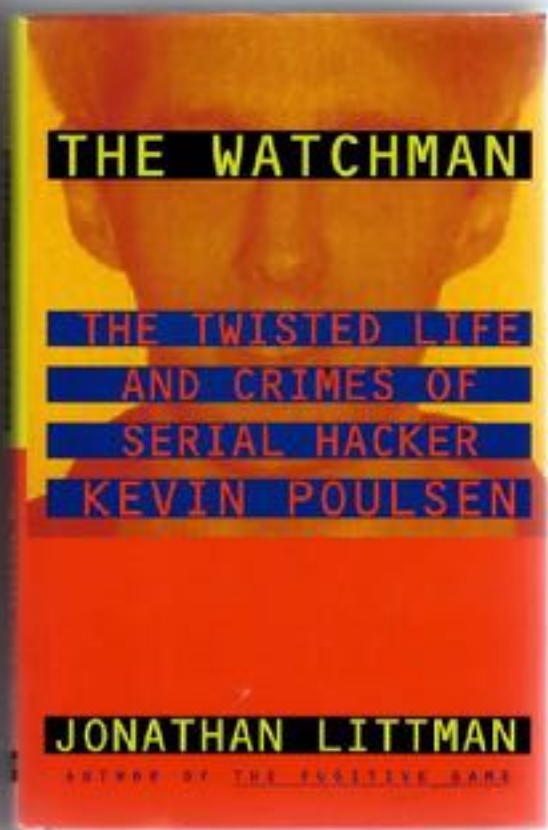


The Entrepreneur's Faces

The e-Master Course Introduction

Jonathan Littman & Susanna Camp

**Discover your
inner entrepreneur**



High Performance Achievement Success



Personal, singular, characteristic



What sets you apart?

Sparks your curiosity?

Fuels your passions?

Provides that extra jolt of motivation?



Finding yourself

Self-awareness

**Discovering and learning to
trust your core identity**

**Shifting your approach to
obstacles and opportunities**

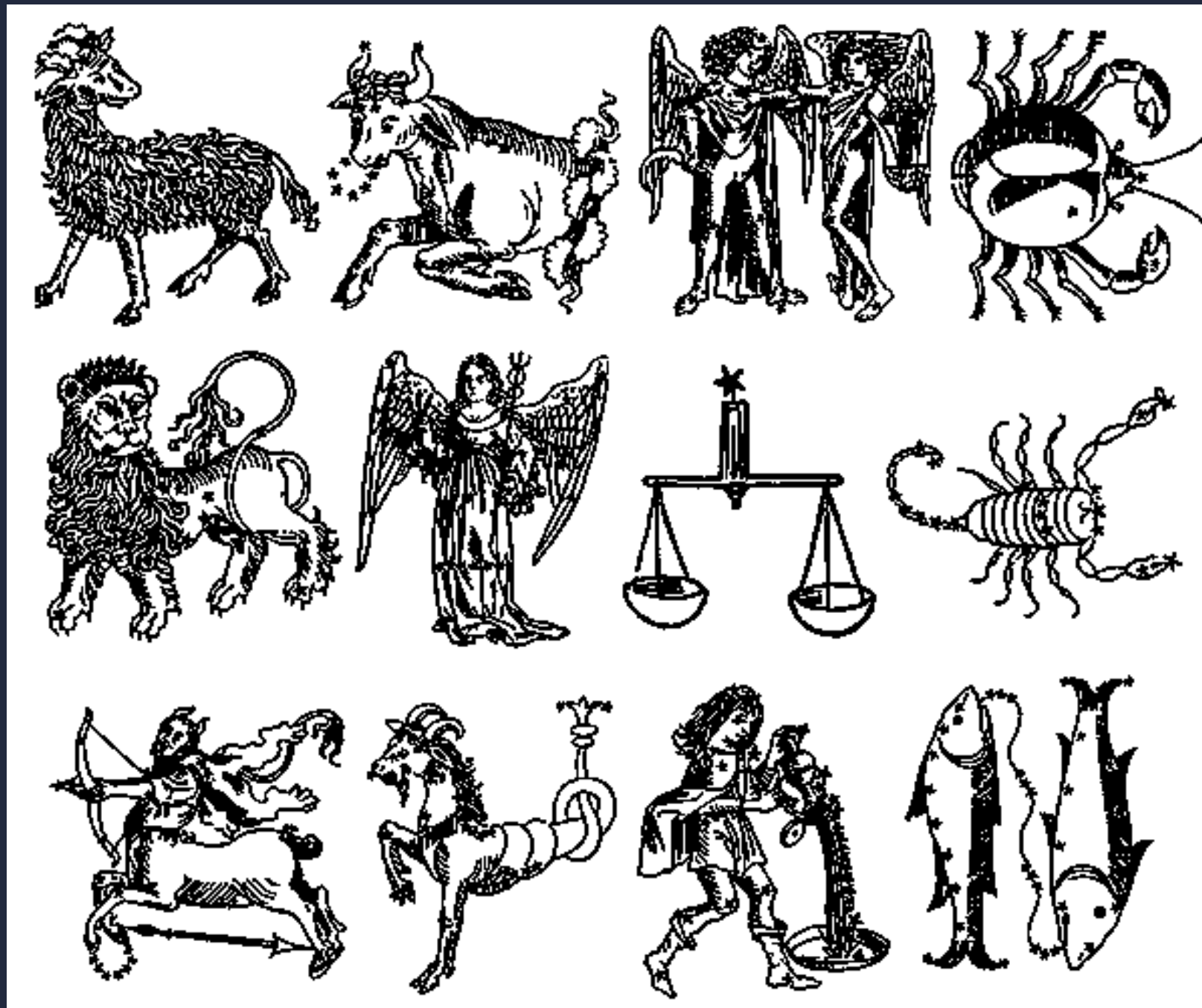




What if you could tap
the power of the
most accomplished
entrepreneurs in the
world?



In Search of a Model: Exploring Traditional Archetypes





Jungian Model

Personality Types

Energy

I - Introversion

Introverts get their energy from being alone or in small groups. Remember: being introverted does not mean you are shy. Some employees may be introverted but also very outspoken and confident.

E - Extroversion

Extroverts get their energy from other people. Introverts often find extroverts exhausting because they like to work on multiple things at a quick pace.

Information

N - Intuition

Intuitive people focus on possibilities. They see the big picture and how everything connects. They also enjoy ideas and concepts for their own sake.

S - Sensing

Sensors are realists. They use their five senses to assess how things are and pay attention to concrete facts and details.

Decisions

T - Thinking

Thinkers are logical and make decisions analytically. They value fairness and enjoy finding the flaws in an argument. Usually they are level-headed.

F - Feeling

Feelers base decisions on personal values and how their decisions may affect others. They are usually described as empathetic and warm.

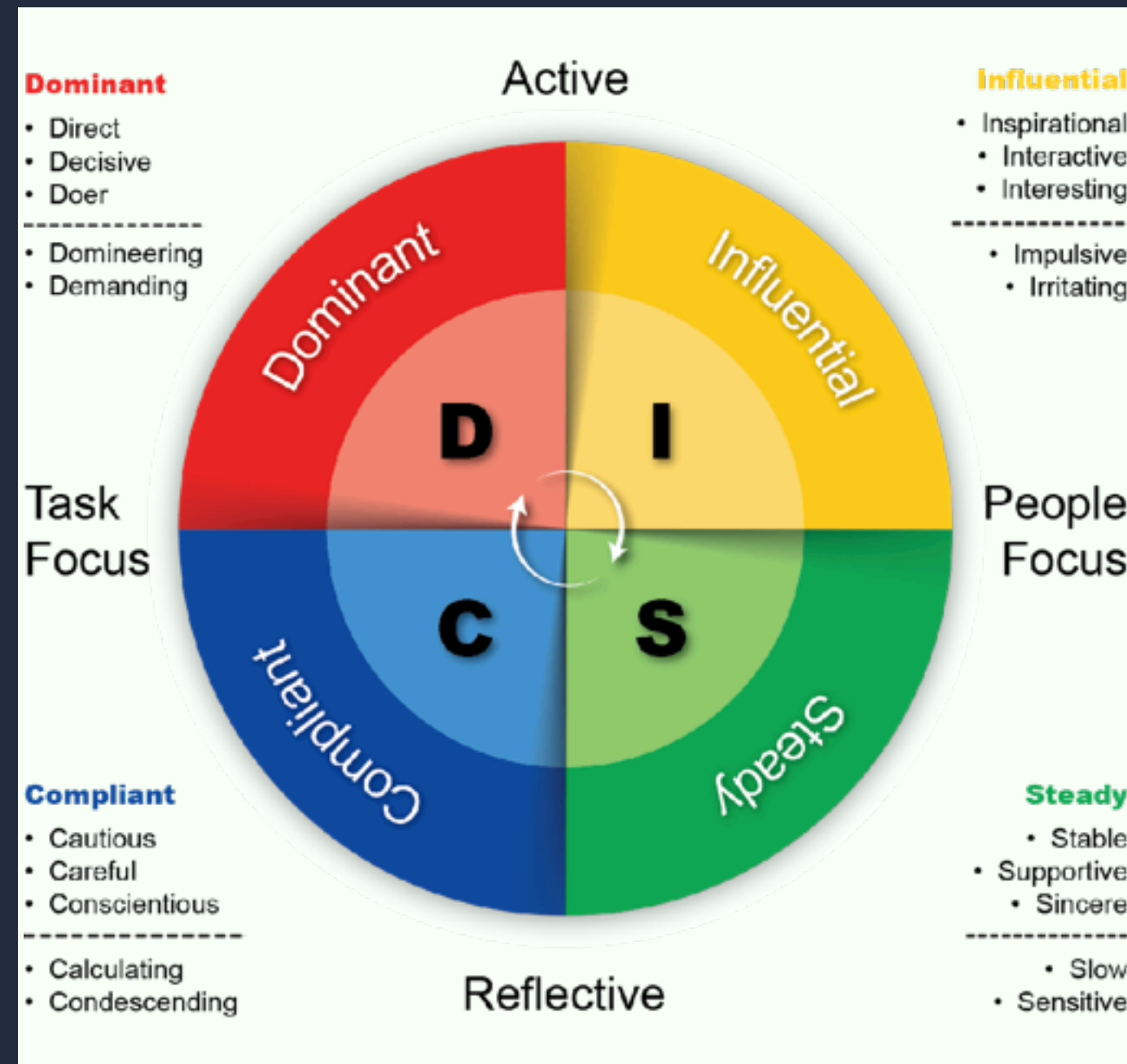
Organization

J - Judging

Judgers like rules, deadlines, and structure. They prefer to have clear, detailed instructions and want to make plans and stick to them.

P - Perceiving

Perceivers are spontaneous and flexible. They see deadlines as negotiable and like to improvise.



**Myers Briggs
(Predetermined)**

**DISC Assessment
(Rigid, Hierarchical)**

Fact:



You are not a square peg



You are an individual

The background is a dark, moody composition featuring a series of bright, diagonal light rays in shades of green and yellow. These rays create a sense of depth and movement, with several prominent lens flare effects that appear as small, teardrop-shaped highlights. The overall aesthetic is ethereal and dynamic, suggesting a theme of growth or transformation.

**You can adapt, change,
transform.**



**Welcome to a model that
builds on who you are,
and who you will
become.**

THE ENTREPRENEUR'S FACES



The Maker

Prototypes everything. Learns by doing. Fearlessly dives in.



The Outsider

Inspired by the promise of unknown industries & markets. Defies the experts.



The Conductor

Improvises. Breaks with tradition. Imagines and then creates an orchestra.



The Accidental

Starts with a passion project, rarely planning to profit from it.



The Collaborator

Matches talents. Creates synergy. Seizes opportunities through teamwork.



The Guardian

Caring. Turns empathy into a lens to understand and better serve customers.



The Leader

Confident. Gathers a tribe of followers, and prioritizes their interests. Master delegator.



The Visionary

Sees years ahead. Understands how the future will build on present realities.



The Evangelist

Promotes through stories, always asking: "How might I tell this?"



The Athlete

Brings a competitive performer's mindset to product innovation & entrepreneurship.

Who are you? Who might you be?

Find yourself in one or more of these Faces



**Tallinn Estonia, Paris,
Helsinki, California,
Colorado, Michigan**

The Entrepreneurs

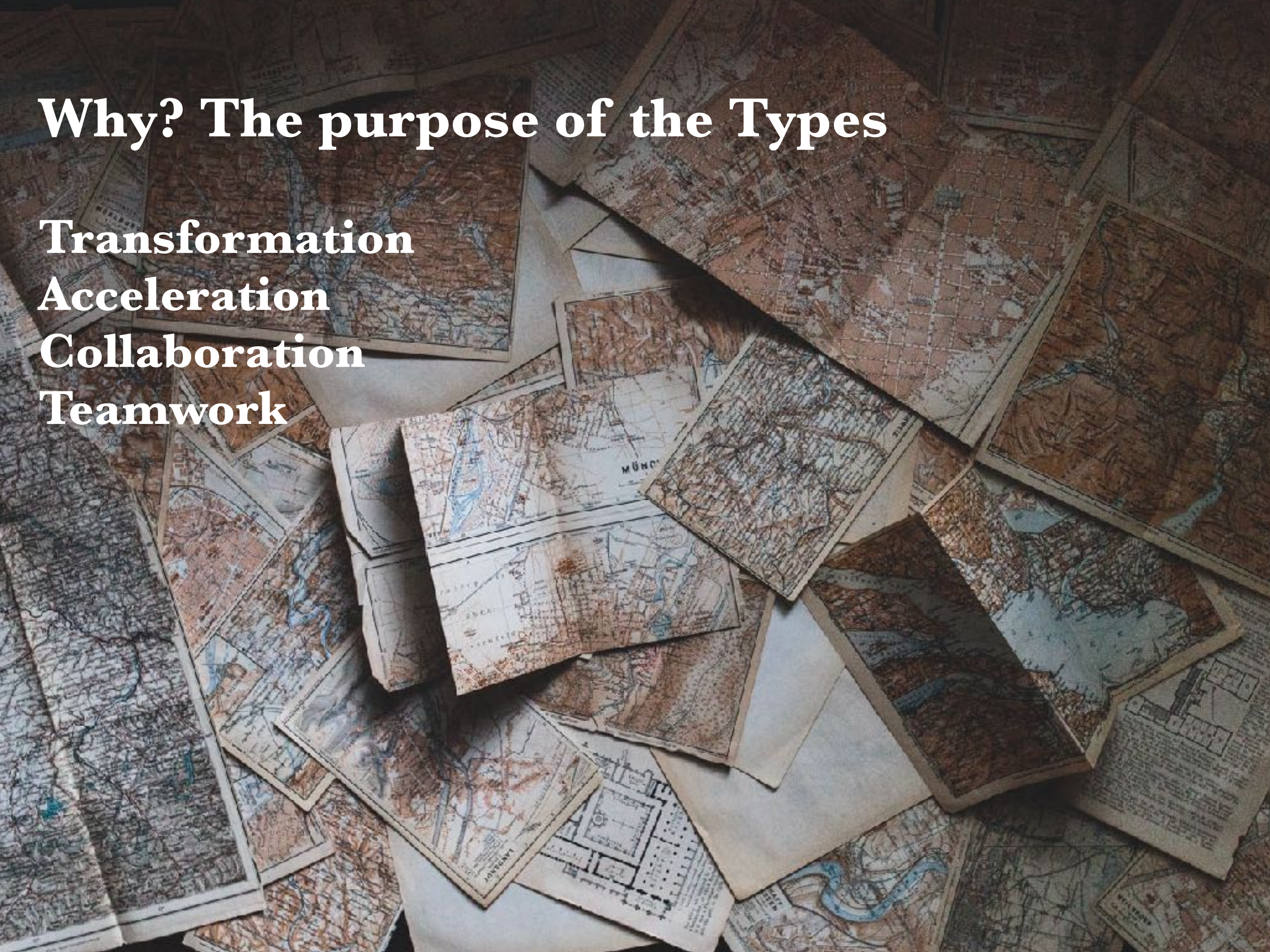
Why? The purpose of the Types

Transformation

Acceleration

Collaboration

Teamwork





The Awakening

The Shift

The Place

The Launch

The Money

The Test

The Scale

7 Stages
The Journey



Awakening



How the Faces Awaken

Makers start with a prototype.

Leaders begin by studying leaders.

Outsiders trust their “beginner’s mind.”

Accidentals embrace their obsessions.

Conductors vary the model.

Athletes see motion as driving performance.

Guardians think of others first.

Evangelists begin with the story.

Collaborators start by connecting.

Visionaries lean around the bend.



The Faces Live Poll

**Find the personas that most
reflect who you are**

The Maker. Stubborn, single-minded, obsessed. Instead of writing business plans, you dive right in. You always find a way to do an experiment or a test. You design your prototypes to provide quick feedback. You seek to learn from failure. Obstacles inspire you.



The Conductor. You're always thinking about how to connect products and services. Fascinated by networks. You believe that cross-pollinating with other experts is ideal to expand your reach. You think big, searching for building blocks to add to your platform.

The Collaborator. You listen, watch ... and learn. You analyze how everyone and everything fits together. You keep your own ego in check, knowing you rise farther by connecting others and bridging ideas. You are the glue connecting the whole team.



The Guardian. Others are driven by money and profit. You prioritize helping others. You set out to find the one targeted place where your focus can change lives. The product you devise becomes a movement. The work demands your deepest commitment.

The Outsider: Curiosity and openness are your strengths. You given into new fields or industries knowing your lack of experience and knowledge is an advantage. You know what works, what doesn't, what might be improved. You bring what we call "beginner's mind."



Consider these 5 questions

**Does this sound like you,
Someone on your team?**

1. Are you searching for a great purpose?
2. Are you eager to experiment in your life and work?
3. Are you naturally resistant to authority and formal structures (education, bosses, etc.)?
4. Do you thrive when challenged?
5. Do you exhibit a natural love of learning?

Allan Young

The Leader

Models:

Oprah Winfrey

Daniel Ek,

Founder of Spotify



The 7 Stages

Awakening
Shift
Launch



Awakening:

Something big happens

You're Paying Attention

Openness (ideas, people)



Inquisitiveness

Study Catalog

A perspective view of a suspension bridge with wooden planks and metal railings, stretching into the distance over a deep valley filled with dense green trees. The bridge's cables are visible on both sides, and the path leads the eye towards the horizon.

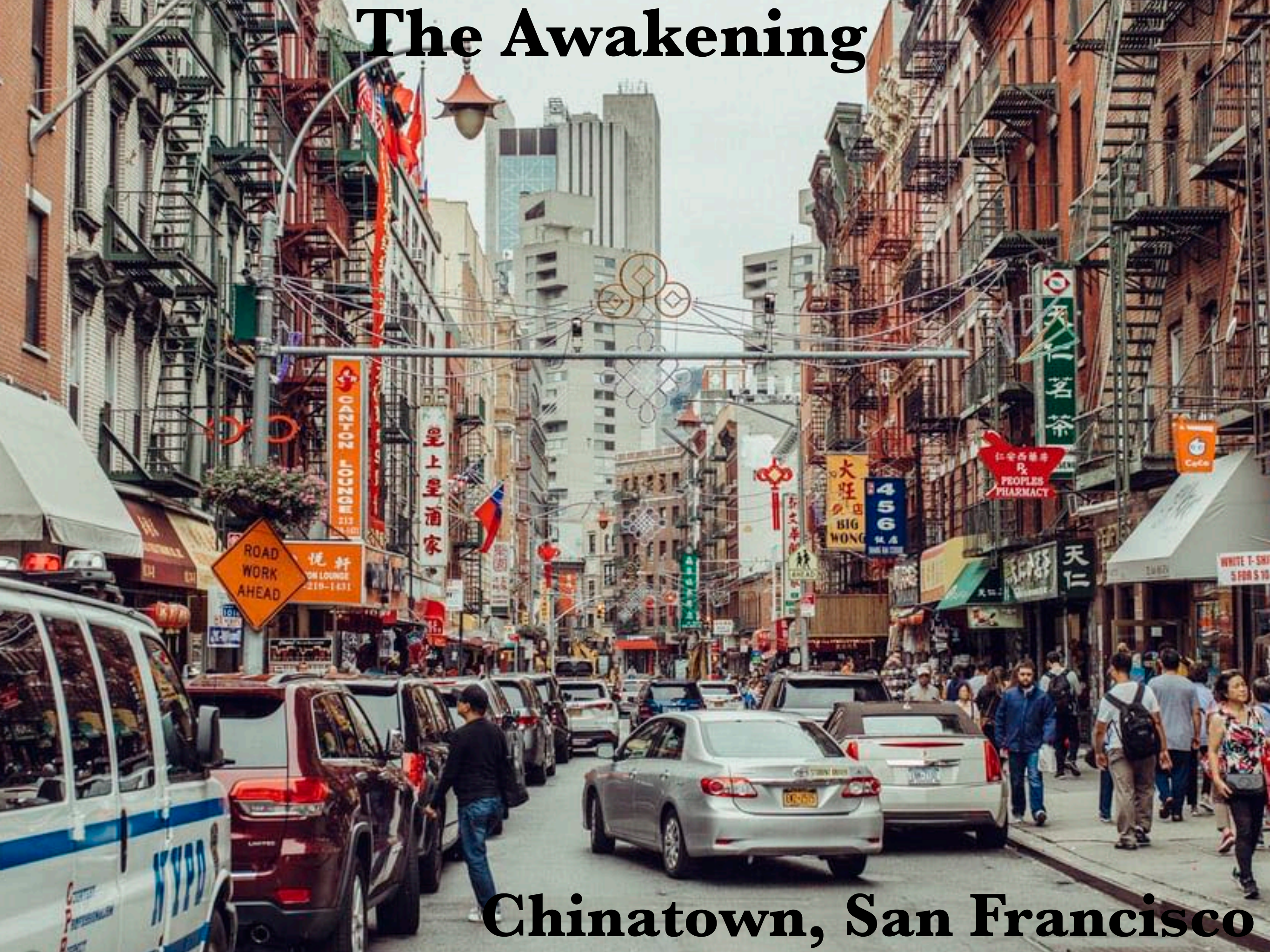
Potential

Believe you're capable of
more than you'd planned

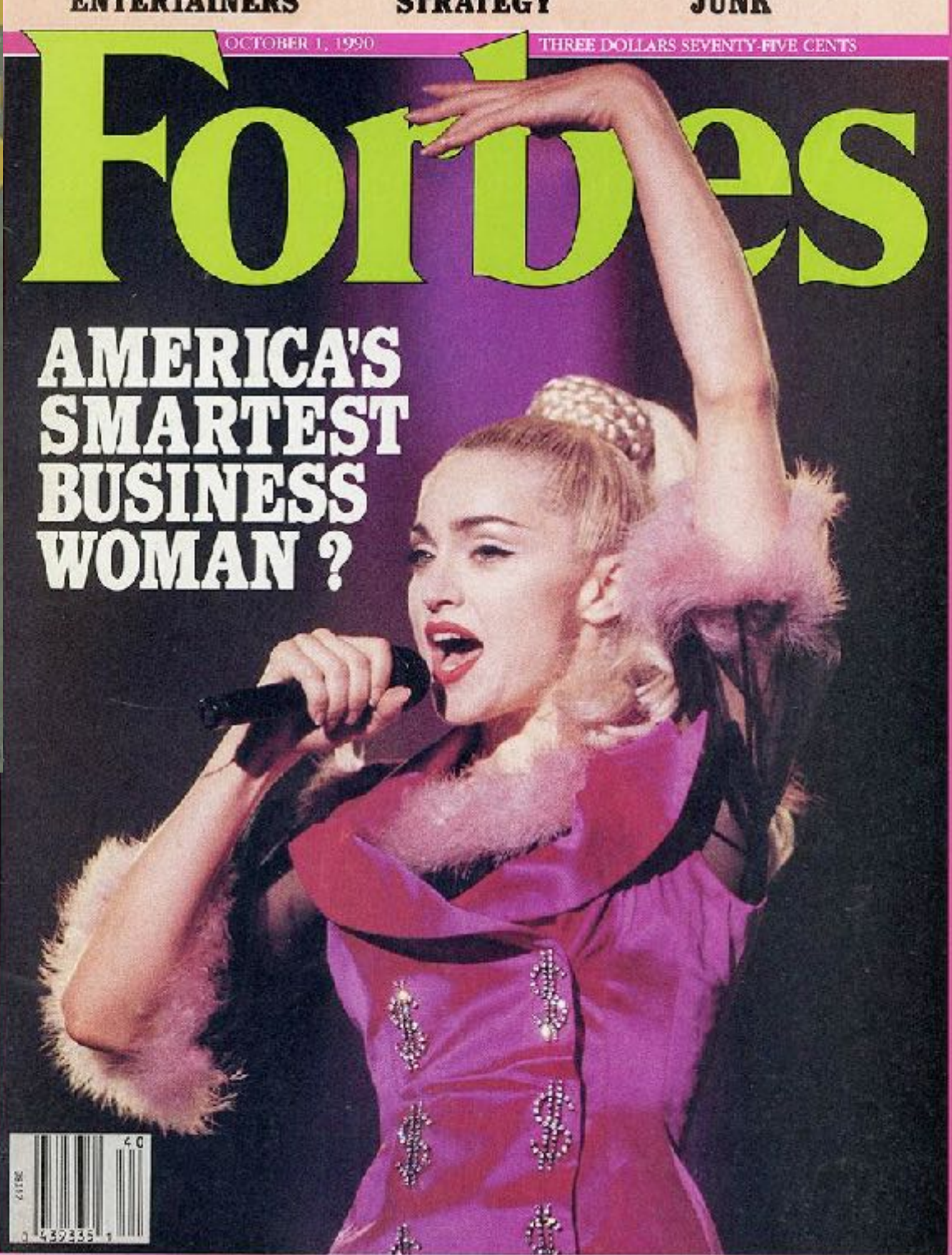
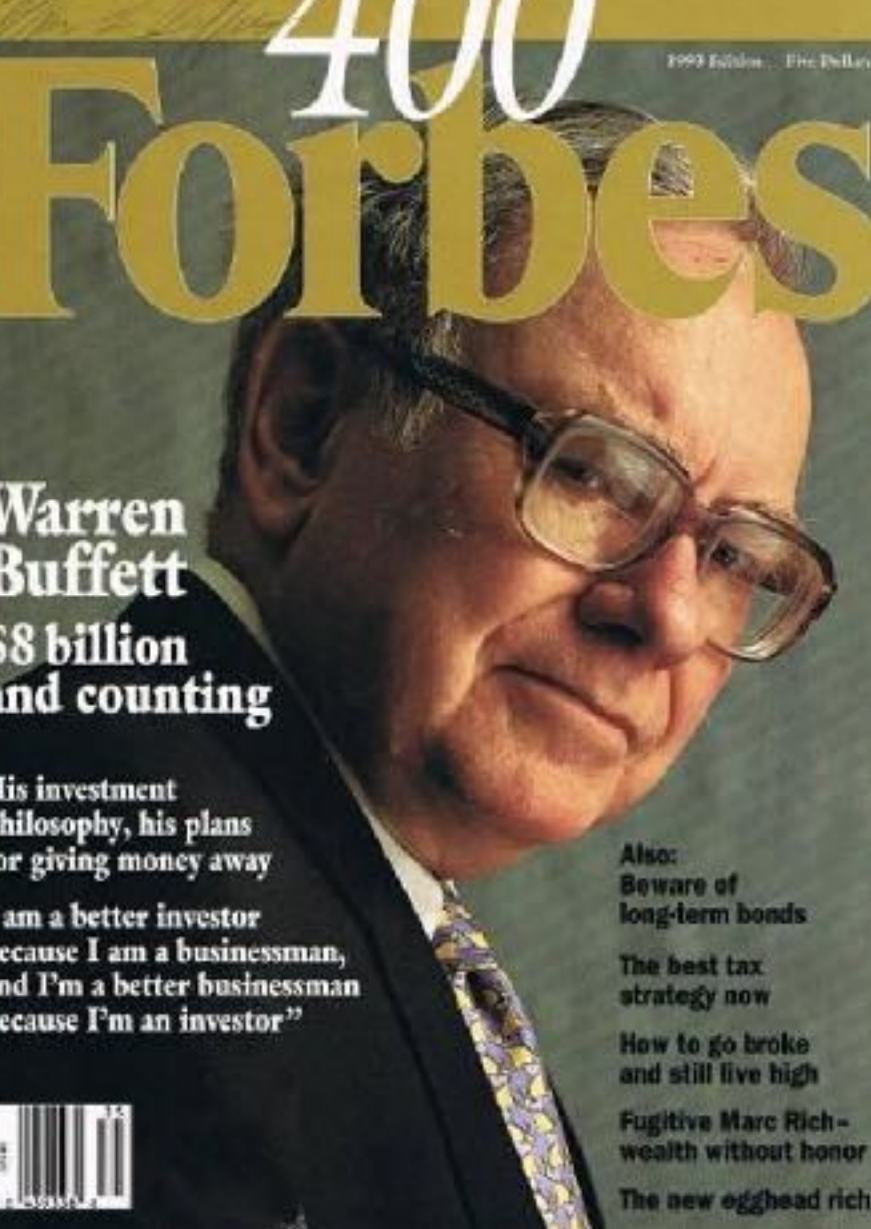
Confidence

Trust in the process

The Awakening



Chinatown, San Francisco



A vibrant city street scene, likely in San Francisco, featuring a wide street with tram tracks, lined with tall buildings and lush green trees. The scene is captured during the day with bright lighting. The text "How can I be like you?" is overlaid in white on the left side of the image.

How can I be like you?



Chat

Tell us in the Zoom Chat

What was your Awakening?

Where did you find that initial spark?

Why made it different and more powerful?

A close-up, high-contrast photograph of several interlocking metal gears. The gears are made of a light-colored metal, possibly aluminum or steel, and show signs of wear and slight discoloration. The teeth of the gears are sharp and well-defined. The background is dark, creating a strong contrast with the metallic surfaces. The text "The Shift" is overlaid in the center in a white, serif font.

The Shift



From Thinking to Doing
From Talking to Action

A silhouette of a person stands on a tall, narrow ladder that extends from the bottom of the frame towards the top. The person is at the very top of the ladder, with one arm raised and pointing towards the sky. The ladder is positioned in the center of the image. The background features a calm body of water, likely a lake, with a range of mountains in the distance. The sky is a clear, light blue. On the left side, there are dark, leafy branches of a tree. The overall scene conveys a sense of reaching for a goal or achieving a high point.

Boldness

Sign up

Seek

Leap

The Shift

Risk

Focus

Commitment





Study the leaders



Leadership

Business & Venture Capital

**Student Gov't
Business Club
Cold calling VCs
Oracle of Omaha**

Never get too
hung up on
mistakes.

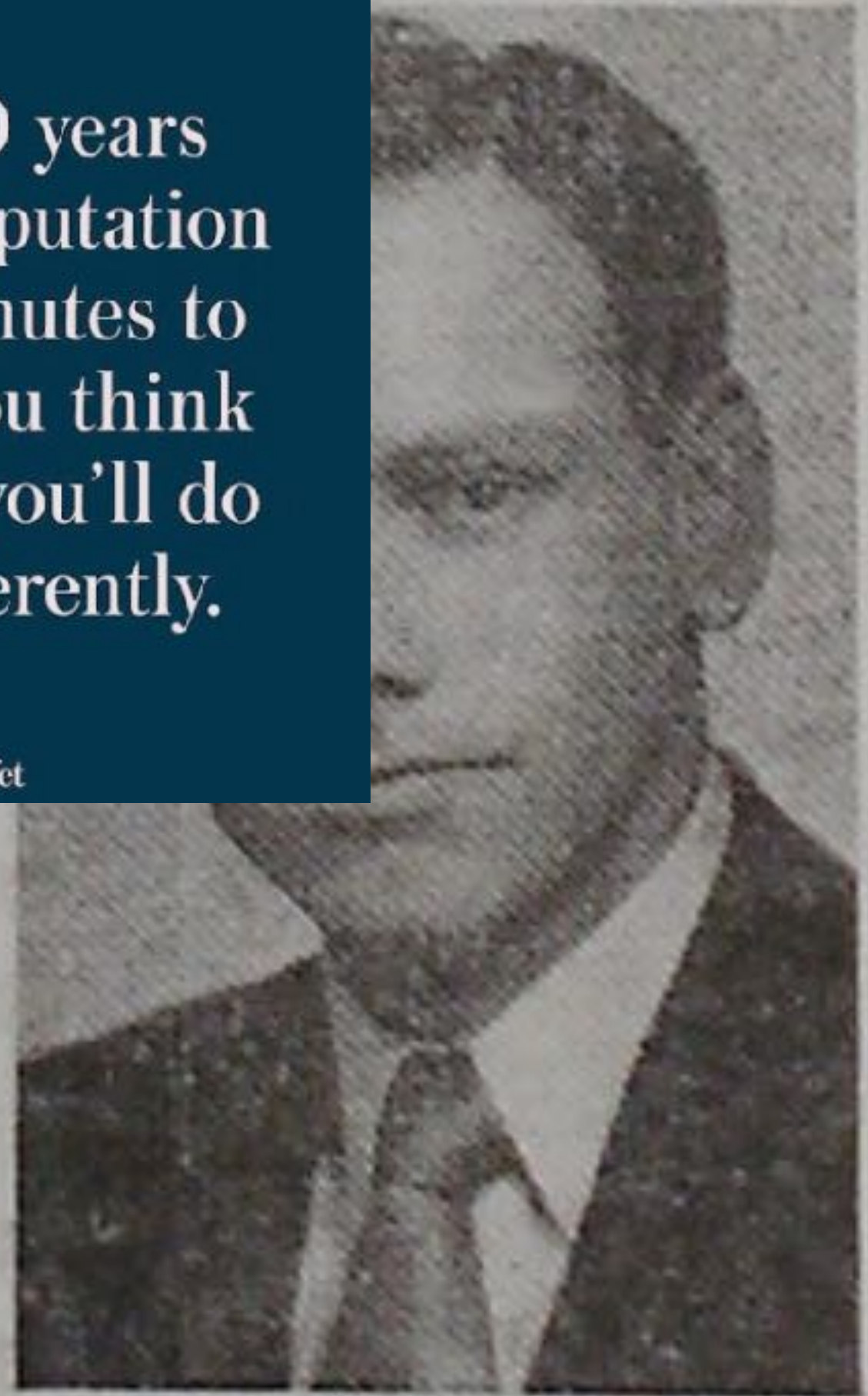
Warren Buffett

“
It takes 20 years
to build a reputation
and five minutes to
ruin it. If you think
about that, you'll do
things differently.
”

Warren Buffet

**Look for three things in a person -
intelligence, energy, and integrity.
If they do not have the last one, do
not even bother with the first two.**

Warren Buffet



Warren E. Buffett

The Launch

Accelerating Knowledge

Startups
Seth Godin's AltMBA
Y Combinator
Tribe



Launch

Targeted prototypes and experiments.

Connect with paying customers earlier than seems possible.

Build knowledge through rapid-fire, iterative experiments



Leadership

Studied, Applied, Strategic, Exploratory

1. Cut Class
2. Join Marines
3. Participate Student Gov't
4. Join Business Club
5. Create VC fund
6. Experiment with Startups
7. Seek out Seth Godin MBA
8. Attend Y Combinator
9. Next?

***“Never do the same thing twice in a row.
Always be doing something new
so that you can grow.”***

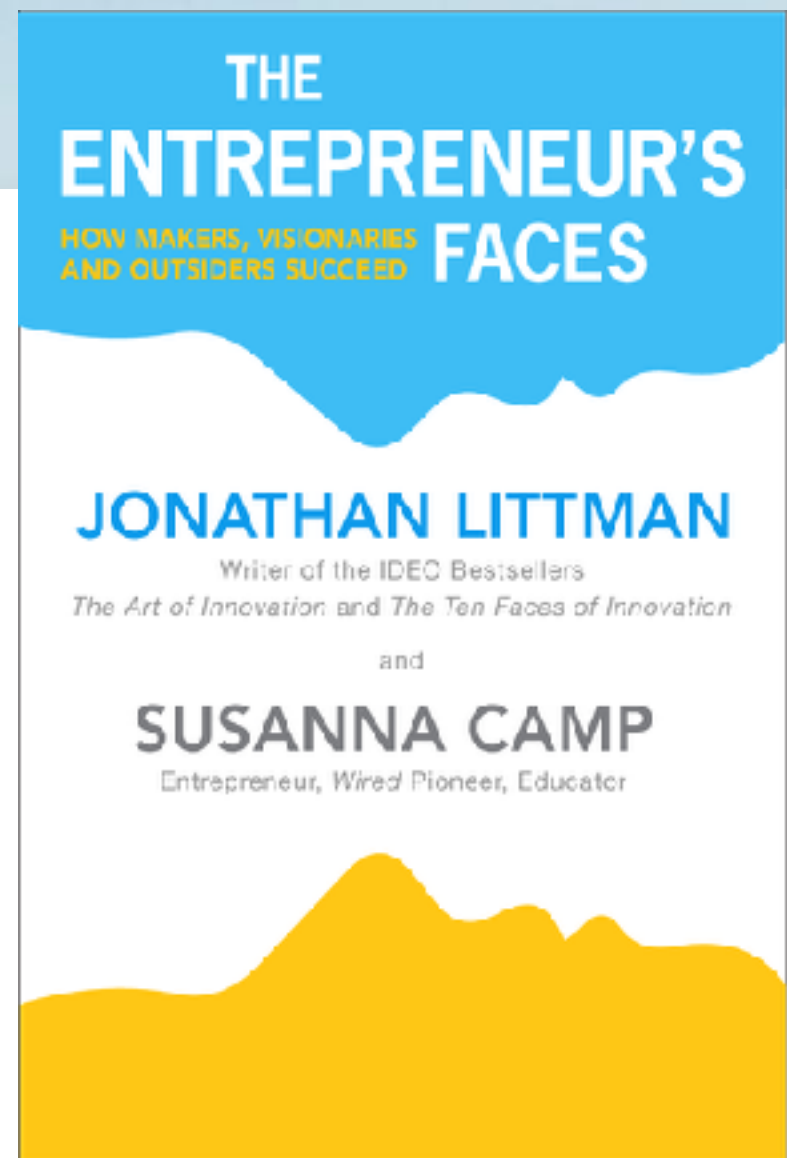
— Allan Young



Network - Culture
No advertising
Word of mouth
Growth Hacking

Runway

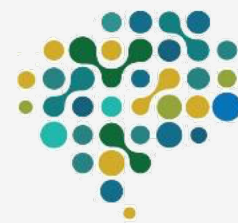
The Place to be in September... **GSI**



- 7
- 6
- 5
- 4
- 3
- 2
- 1

— The Awakening —

He wasn't even sure what it meant to be an entrepreneur. What he did know was that he didn't want to have to go and ask permission.



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International Executive Program in Silicon Valley

Virtual GSI

| 14th to 24th September 2020

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A **2-week virtual** program in the world's technology innovation hub of Silicon Valley, touching these 5 topics:



Silicon Valley Mindset



Artificial Intelligence



Innovation Frameworks in the New Normal



Leadership in a Low-Touch Digital World



Digital Transformation

GROWTH: personal and professional



INSIGHTS: new business models and innovation approaches



TRENDS: align to market change, challenges and opportunities



RESET: network and dive into a unique work culture of Silicon Valley's innovation cluster

THE MOST CONVENIENT AND IMPACTFUL WAY TO LEARN:

- ✓ Live Session with Q&A within a virtual platform
- ✓ On-Demand Access to all materials for 12 months
- ✓ Access to an exclusive GSI LinkedIn Group
- ✓ Certificate of Completion



TIMETABLE

- 2 hours x 8 days
- 2 weeks ► 14th-24th September 2020



PRICING

- Regular Price: \$950 (2nd participant: \$750)
- Early Bird: \$750 (till 15th August)
- Seminar \$100 discount: \$650 (till 5th August)
- Alberto Savoia's single-session: \$250



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Appian

PROGRAM DETAILS

Date:
14th-24th September 2020

Day Length:
2h (+30min on a few days)

COMPONENTS



Silicon Valley Mindset
Day 1



Innovation Frameworks in the New Normal
Day 2,3



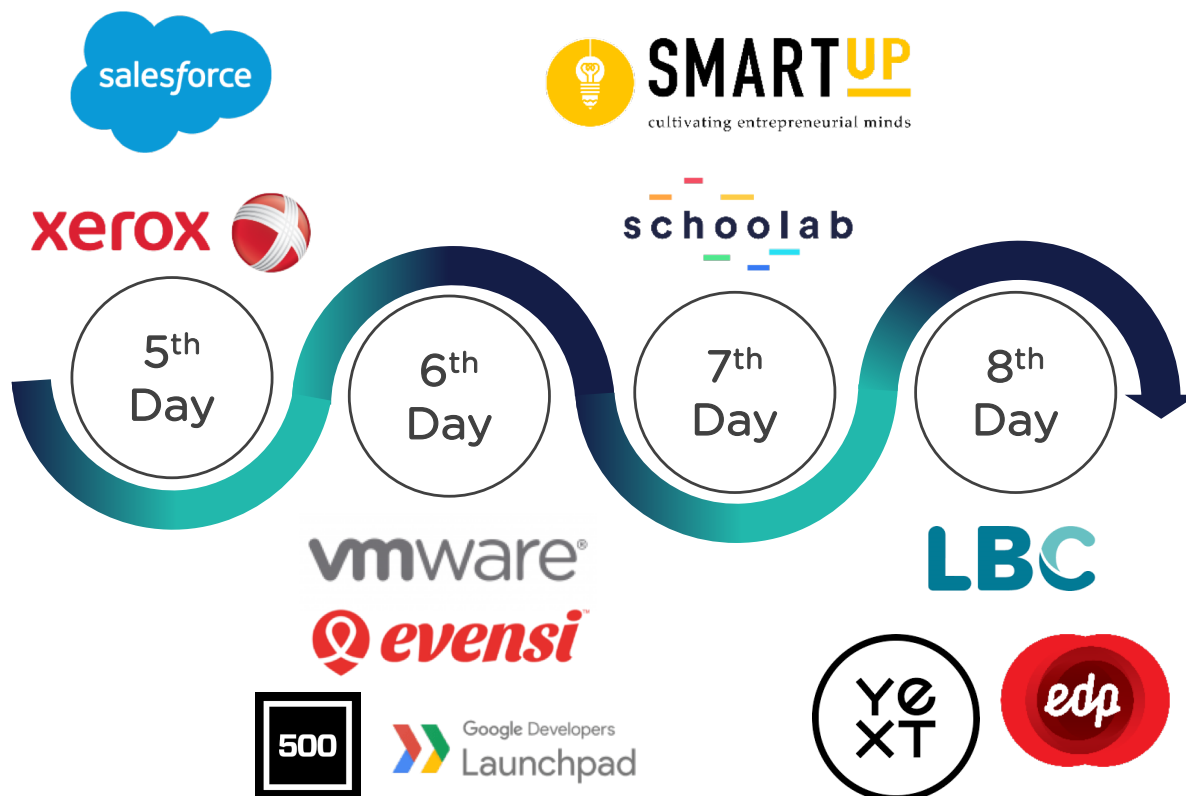
Digital Transformation
Day 4



GSI

PROGRAM AGENDA

2ND WEEK



PROGRAM DETAILS

Date:

14th-24th September 2020

Day Length:

2h (+30min on a few days)

COMPONENTS



Artificial Intelligence
Day 5



Leadership in a Low-Touch Digital World
Day 6,7,8

DISCOUNT ACCESS CODE:

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PRICE: 650\$ for 2-week program

Valid till August 5th

Limited amount available

We'll send out further instructions
through email

A JOURNEY OF LEADERSHIP, INNOVATION, TRANSFORMATION, NETWORK AND GROWTH

LOCATION

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SOCIAL MEDIA

