

International Masterclass for Entrepreneurs

“Tapping into your purpose and navigating successfully in turbulent times”

Introduction

Let us build a community of Future Innopreneurs!

With this dream and vision Ingun Bol and Saskia Harkema set up Move in2 the Future with a mission to guide and prepare people for the future and equip them with the capabilities and skills, to successfully re-find their purpose and mission.

We are in a period of transition: the old does not work anymore and the new is emerging and needs to be shaped. Entrepreneurs face an extra challenge in this respect, since they have to sustain their business, make it grow and provide for themselves and for their community. With COVID-19, we are facing an unprecedented situation that has shaken up the world, it questions the way we have built our societies and economies and creates a strong sense of urgency to re-think: what is the way forward?

Move in2 the Future has developed a complete program consisting of an online community, training & mentoring and coaching. The community is a lively ecosystem where we organize different activities to work together on designing the future.

See www.movein2thefuture.com

Masterclass: Time to Re-Invent Yourself

Our Masterclass takes an inside-out approach. It does not seek answers in structural changes, cost reduction to achieve short-term efficiency or risk aversion and an attitude of ‘wait and see’. In turbulent times like these, it is vital to keep on innovating and search for ways to do so. It all starts with you as an Entrepreneur. What can you do differently in order to navigate your enterprise through the obstacles, and create a strong sense of focus and direction to your employees and enterprise?

Our Masterclass works on 2 fronts:

- 1) You as an Entrepreneur
- 2) Your Enterprise

The idea is to align these two so as to be able to define a strategy which keeps your 'ship' afloat and also gives you a sense of direction what to do next.

We take you through different phases:

- 1) Downloading and Discovering
- 2) Dreaming
- 3) Crystallizing and Doing

Outline Masterclass

Day 1 – DOWNLOAD & DISCOVER

The Masterclass starts with YOU: you will embark on an inner journey to rediscover what roots you and find, what Japanese call, your IKIGAI. This inner journey brings you back to things you may have forgotten but are what is called your 'personal essence'. What are your norms and values? How have they defined you and how do they influence your behaviour as an Entrepreneur: the way you communicate, the decision-making process, how you lead and manage.

The outcome of this day is a renewed sense of self-awareness and understanding of what drives you. You will also discover hidden treasures which are there but somehow you never tapped into.

Day 2 – DREAM

While in Day 1 you re-discover yourself, in this second day you will start dreaming: about your own future and how you can contribute to recreate the future of your market, community or region. Entrepreneurs have a nose for spotting opportunities. Through a visioning exercise we will take you into the future to then use the Entrepreneurial Lenses to make you aware how it is a matter of perspective how we define our reality. Changing the 'glasses' through which we view the world, we start to see opportunities and possibilities. The outcome of this day is that you will have an overview of the most important trends that are affecting your business and have learnt how to discover opportunities.

Day 3 – CRYSTALLIZE AND DO

In the last day of our training to you will take steps to materialize some of the opportunities you have identified after Day 2. You will be aligning your inner world with the external environment. We will take you through the process of developing ideas (products and/or services) and defining a value proposition for them. We will also present a methodology that you can use to take your value proposition one step further after the training.

The outcome of this day is that you have a thorough understanding of the problem you want to address, ideas that you have developed and a value proposition for 1-3 ideas which you have identified as having a chance to be successful.

Practical Information

Participants will automatically become member of the online Community of Future Innopreneurs (free for the first year).
The training will be given in one week.
Trainings are given online via ZOOM.
Lessons are 3 hours per session.
Groups are not larger than 12 people and not smaller than 5 people.
After the Masterclass, participants will receive a Certificate of Participation.
Participants will work on assignments between the lectures.
After the Masterclass, participants can be coached individually upon request. We offer 1 free coaching session for half an hour for each participant.

Investment

Investment in your future €275 incl VAT.

*Move in2 the Future can offer participants depending on their personal and/or financial situation: scholarships, funding and payment instalments.
Please contact us at info@movein2thefuture.com and share why you want to join our Masterclass and think you are eligible for support.*

The Trainers



Dr. Saskia Harkema MBA

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'My passion and purpose is to support people to reach for the sky and live their dream'.



Ingun Bol de Bock

LinkedIn: <https://www.linkedin.com/in/ingunbol/>

'In this ever changing world we always have to be prepared to take responsibility to create the future'