



Course Syllabus



Introduction

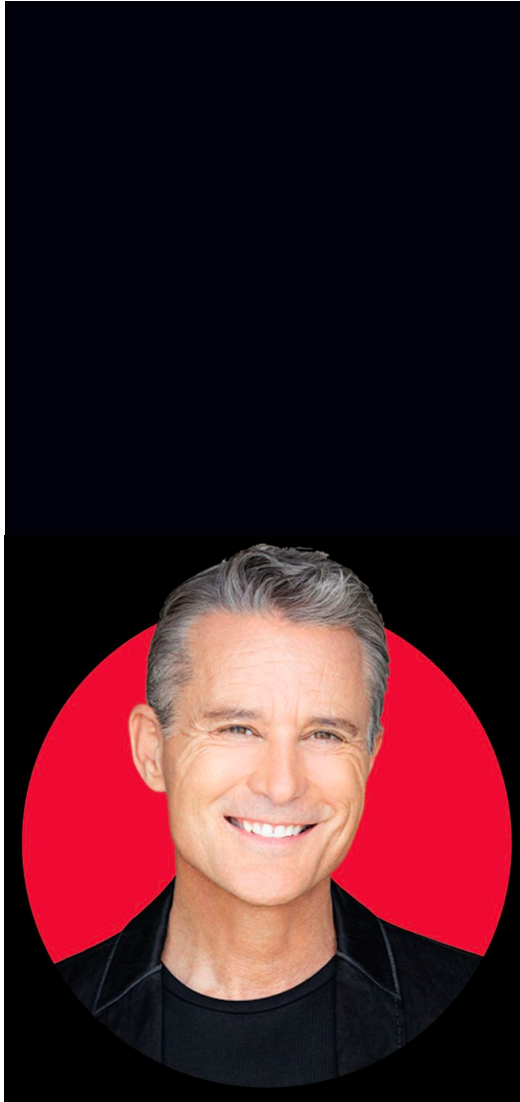
A brand futurist, global keynote speaker, columnist, podcaster, & bestselling author, Simon Mainwaring, teaches you how to grow your business by scaling your impact at a major inflection point in the future of business, society, and the planet.

In order to address the many crises that now exist, including economic inequalities and the climate emergency, businesses must use their reach, resources, and scale to provide solutions. In this nine-lesson course, Simon reveals how to drive growth through purpose and to combine our efforts to course-correct our future.

Course Themes

- Company Purpose
- Responsible Growth
- Co-creative Culture
- Collective Action

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Meet Your Instructor

Simon Mainwaring

Simon Mainwaring is a brand futurist, global keynote speaker, columnist, podcaster, and bestselling author. He is the founder/CEO of We First, a strategic brand consultancy accelerating the growth & impact of future-facing, purpose-driven brands. We First is a Real Leaders Top 100 Impact Companies in the U.S. and B Corp 'Best for the World' honoree.

His first book, We First is a New York Times and national bestseller and named Best Marketing Book of the Year by strategy+business. His new book, Lead With We is a Wall Street Journal bestseller, #2 Forbes Best Business Book of the Year, McKinsey Top Business Bestseller on Workplace & Culture, AXIOM Gold Medalist for Leadership category, Official Nominee for The Next Big Idea, and a finalist for International Business Book of the Year.

Simon is a Momentum Top 100 Impact CEO in the U.S., the host of the highly regarded podcast, 'Lead With We', and a long-time Forbes contributor on purposeful business. He was ranked among Real Leaders magazine's "Top 50 Keynote Speakers in the World" and a Jury Member for the Cannes Lions Festival and the U.S. One Show on Sustainable Development.



Planning for Lead With We Launchpad

Lead With We Launchpad is hosted on Teachable, an easy to use platform with user friendly navigation. Here are some things to consider before getting started to give you the best learning experience possible:



Participate When You Can

We encourage students to leave comments, interact with other students enrolled in the course, and share course resources with team members and colleagues to get the most out of the material.



Attendance

This course is designed to be taken over the span of several weeks. To truly process the material and think about how to practically apply your learnings, we recommend you view the lessons in order when they are released.



Access to Course Material

This course is self-paced with unlimited access from date of purchase. Once enrolled as a student, you will have unlimited access to the course material and it will never expire. We appreciate you taking the time to attend these lessons and want to allow for unlimited access in case you need a break or want to revisit lessons at a later time.



Continuing Your Learning

Be sure to download the course resources so you can easily reference ideas presented in the course material for practical application. To dive deeper into any of the ideas presented in this course please visit SimonMainwaring.com to purchase Lead With We which has been awarded as a Wall Street Journal Best Seller, 2022 National Indie Excellence Awards Finalist - Business: General, 2022 Axiom Business Book Award Gold Medalist - Leadership.

Watch: Quick and digestible video lessons

Feedback: Leave comments when you have something to add!

Read: Don't forget to check out lesson resources within each lesson

Share: Share lesson resources with colleagues and team members to gain traction on practical application

Course Overview

Lead With We Launchpad

Self-paced Course

Format	Online, Self-Paced Course
Start Date	Start Anytime
Number of Lessons	9 Video Lessons, plus downloadable resources
Time	3-4 hours

Course Outcomes

Define, integrate and activate your company's purpose authentically.

Attract, engage and inspire the talent your company needs.

Turn your brand into a movement customers want to build.

Scale your positive impact to protect your business and solves crises.

Leverage the power of business to build a regenerative and prosperous future.

Lesson 1: HOW TO ACCELERATE GROWTH & IMPACT

How to Accelerate Your Business Growth in Ways That Scale Your Impact

Contextualize the compounding global crises that affect business, society, and our planet.

In this lesson, we will:

- Learn how to blend a shared sense of urgency with a shared sense of optimism.
- Understand why business must act and why it is uniquely qualified to act.
- Explore real life, inspiring examples of business transformation and the ROI of doing so.
- Dive in to what it means to embrace a LEAD WITH WE mindset and practice.

Lesson 2: LEADERSHIP IN A CODE-RED WORLD

The New Expectations on Today's Leaders

Deep-dive into the radically different approach of a LEAD WITH WE business and the shift to regenerative mindsets and practices.

In this lesson, we will:

- Jump into how your business gets this work started using its greatest assets.
- Take a look at the goal of this business revolution that goes far beyond mere “sustainability.”
- Understand how your LEAD WITH WE business acts proactively and reactively, both inside and outside.

Lesson 3: PURPOSE AT AN INFLECTION POINT

Collectivized Purpose in Action

Explore how purpose is central to bringing balance back to business and why and how purpose has evolved to mean so much more.

In this lesson, we will:

- If your company does have a purpose, discover how to define it with real life examples.
- If your company does have a purpose, find out how well is being activated.
- Understand the dangers of “purpose washing” and the rewards for doing it right.

Lesson 4: BUSINESS AS A “FIRST RESPONDER”

Protecting Your Business to Optimize Impact

Pinpoint where and how your business can play a dynamic role in addressing compounding crises and establish the importance of acting quickly and with authenticity.

In this lesson, we will:

- Show how your business can respond to crises in real time, with real life examples.
- Learn how to take pre-emptive actions for the next inevitable crisis based on lessons from COVID-19.
- Shift your mindset to counteract the forces working against meaningful impact.
- Align purpose, products, and partnerships to become a “first-responder” business.
- Back out of the future instead of build on of the past to succeed in “the next normal.”

Lesson 5: CO-CREATING A RESILIENT CULTURE

Fostering a Connected & Co-creative Culture

Understand how to elevate the internal dynamics of your company's culture and its employees.

In this lesson, we will:

- Show to activate your purpose by aligning internal stakeholders.
- How to leverage the leadership opportunity of CEO activism.
- Understand “the four C’s” of building a brand movement: co-own, co-author, co-create & collaboration.
- Respond to new stakeholder demands to drive your productivity and retain talent.

Lesson 6: BUILDING A BRAND MOVEMENT

Mobilizing Powerful Brand Communities to Scale Impact

See how to position your brand's impact role and tone of voice.

In this lesson, we will:

- Learn to engage your external stakeholders around a purpose-led movements.
- Understand how business can shift from marketing into movement making.
- Explore key shifts in your storytelling with real-life brand examples.
- Discover how to inspire and sustain maximum stakeholder engagement.
- Explain how effective storytelling moves people -- and how to avoid turning people off.

Lesson 7: SHAPING SOCIETY FOR THE BETTER

The Collaboration Revolution

Discover how to widen the collective you work with to scale trust, expertise, and impact.

In this lesson, we will:

- Understand how to widen your business impact to transform culture and society.
- Learn how to leverage existing alliances, credentials and strategies.
- Understand how to define the cultural conversation your business can lead.
- See how your brand can be a transformational leader by responding culture in real time.

Lesson 8: TRANSCENDENT BUSINESS

Harmony Between Humanity and The Planet

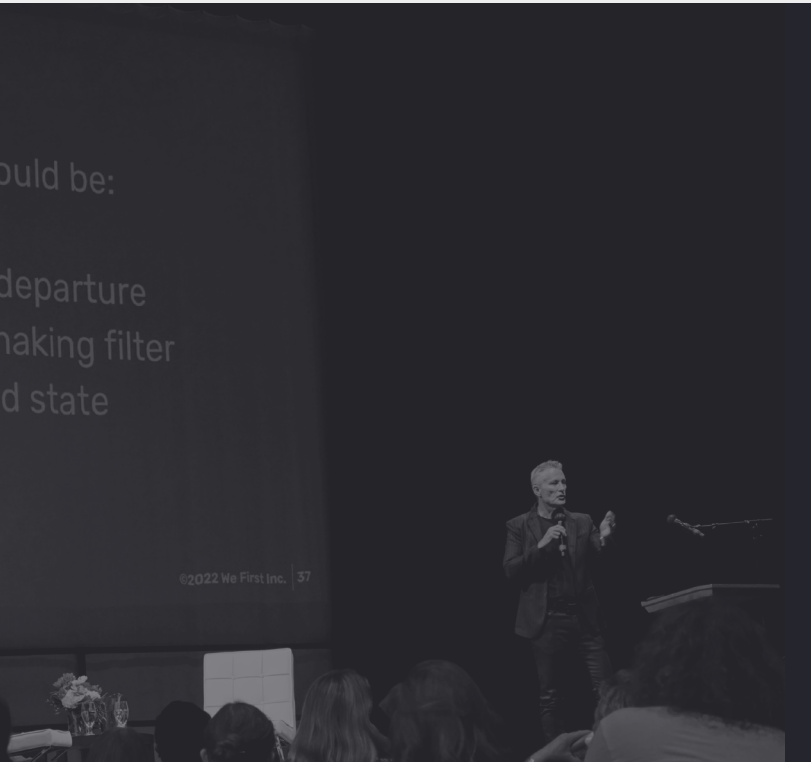
Draw from the wisdom of our elders to embrace the restoration of harmony between people and the natural world through business.

In this lesson, we will:

- Understand what it means to be a regenerative business and how it moves us past “sustainability.”
- Detail how business can harness the restoring power of nature by building a cooperative ecosystem.
- Reiterate the need for optimism: self-destruction is not a foregone conclusion.

Lesson 9:

HOW BUSINESS SAVES OUR FUTURE



The Big Picture of Lead With We

Discover how LEAD WITH WE is a universally-applicable formula for all stakeholders.

In this lesson, we will:

- Connect the dots and see the LEAD WITH WE big picture.
- See how a LEAD WITH WE mindset acts as an ongoing decision-making filter.
- Explore how your impact aspiration shapes how you measure and manage success.
- Review how our shared path forward will create systemic, lasting change.