

Transformative Action Institute

2020 Program Overview



**TRANSFORMATIVE
ACTION
INSTITUTE**

There is a better way.

WHO WE ARE

We are obsessed with helping people reach their full potential.

How do we do this when problems seem so troubling? Every day the news appears full of gloom and doom. And so many of us are struggling.

Fortunately, at the Transformative Action Institute, we curate the best evidence on how to change things for the better. All of our solutions come from the best scientific research and evidence--strategies that have been proven to work.

There is a better way.



TAI TRAININGS

We provide both curated and customized trainings. Our curated trainings represent our best programming and build off years of positive participant feedback. Our customized trainings focus on your organizations' unique needs and build off our latest 21st Century Skills curriculum.

CURATED TRAININGS

Transformative Skills for Success

What are the key skills that everyone needs to succeed and to thrive in the coming decades? What are the unique abilities that people will need in an age of artificial intelligence, as hundreds of millions of today's jobs disappear? What are the essential strengths and talents that people rarely learn in school or on the job, but which are increasingly important? Based on the best scientific research, we teach these skills and how to develop them. We can create a training program to help people see measurable growth and progress in any one of these skills.

Social Innovation

TAI has created an award-winning curriculum for teaching social innovation, impact, and entrepreneurship. We teach people how to create business plans and initiatives for making the world a better place and making a profit at the same time. Our curriculum has been taught at workshops and classes across the world, reaching more than 200 universities and colleges, including Harvard, Yale, Berkeley, Stanford, Columbia, Cornell, Princeton, and Penn. Our curriculum was the first ever inducted into Ashoka U's "Hall of Fame" for excellence in teaching social innovation.

Finding Meaning and Purpose at Work

89 percent of people report feeling like they are not engaged at work. That's a waste of hundreds of billions of dollars, as well as a waste of tremendous human potential. How do we help people find motivation, engagement, and purpose in what they do? TAI created the first major, award-winning program for helping people find meaning in what they do – whether young people seeking to figure out their direction in life or current employees hoping to increase morale and productivity. We offer many activities and scientifically-based strategies to help people discover their passions.



CURATED TRAININGS (CONTINUED)

Transformative Facilitation

How to make any room come alive; how to engage an audience. 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? We can train you in the skills of outstanding facilitation. 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 on 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 enthusiastic.

Effective Practices for Behavioral Change & Transformation

Change is hard. Many people attempt to transform their lives – overcoming bad habits, making resolutions to improve, or even becoming better in relationships – but they fail again and again. So how do you really transform? We have curated the best scientific research on how people actually succeed at making important changes in their lives. We can create individual or organizational programs to help people make change for the better.

The Science of Making Life Better

We live in an age of abundance; indeed, most people on earth enjoy greater luxuries and comforts than the kings, queens, and emperors of past civilizations. Yet people don't seem to feel any happier. Indeed, much evidence suggests that rates of depression and despair in western nations are ten times higher than they were in past generations. How do we make life better? We have gathered together the best evidence from research on how people really improve their lives, become happier, and make a difference.



CUSTOMIZED TRAININGS

We work with organizations to identify key opportunities for growth and map each to a 21st Century Skill or Skills, Then, we'll co-develop a custom curriculum for your organizations based on our latest research on 21st Century Skills.

COURAGE-BASED SKILLS

Skill 1: Time Optimization

This is about doing what is most valuable: getting the greatest “return on time investment.” In a business world where there are so many demands on our time, we need to make sure that we can identify and act on the key priorities. Surprisingly, this is a skill that few people have learned. It is rarely taught in formal education. It's no wonder that more than 90% of workers report being unhappy, overwhelmed, and disengaged. There are scientifically proven ways of engaging people to thrive and flourish at work, making them feel like they are making the best use of their time.

Skill 2: Strong Mindsets

There are a number of mindsets that have been proven to increase success. For instance, people who have an entrepreneurial mindset are more likely to take action, to take calculated risks, and to “dare greatly.” Researchers at Stanford have also learned how to create a mindset that leads to greater growth, development, and ability to overcome stress. Surprisingly, there is even evidence for helping people develop mindsets that increase their ability to have good luck.

Skill 3: Resilience

Throughout life and business, all people will experience moments of adversity, challenge, trouble, loss, and even failure. There's an expression that “what does not kill you, makes you stronger.” Unfortunately, that's not true for most people. The vast majority gets weaker when they face the problems and difficulties of life. In this workshop, we will share the strategies of the successful people who do indeed get stronger during the storms of life.

CREATIVITY-BASED SKILLS

Skill 4: Innovation

In a survey of more than 1500 CEOs across the world, the single most important skill for the 21st century was identified as creativity. Indeed, in a rapidly changing world, the best businesses, executives, and workers are those who can adapt quickly and innovate. In this session, we will share the best practices for creativity and innovation. Often people who go through these sessions report their measurements of creativity increase by as much as 50 to 100 percent.

Skill 5:

Transformative Communication

Another vital skill is being able to communicate with others in a way that uplifts all people. Many professional and personal conversations can be filled with misunderstanding and conflict. Yet there are skills that everyone can learn to resolve these conflicts and leave all people satisfied, even in the most difficult of circumstances. This includes principles of negotiation, diplomacy, and conflict resolution from experts across cultures.

Skill 6: Problem Solving

The most successful executives are those who have strategies for coming up with creative solutions to the many problems that may confront them. Again this is something that is rarely taught in traditional education. Yet there are principles for becoming an effective problem-solver in complex situations.



CUSTOMIZED TRAININGS (CONTINUED)

COLLABORATION-BASED SKILLS

Skill 7: Social and Emotional-Learning

The capacity to understand other people's perspectives, needs, and interests is essential. Traditional education has focused on the importance of academic intelligence; yet we now know that success depends on emotional and social skills as well.

Skill 8: Prosocial Behavior

Many of the most important business skills include integrity, ethics, character, generosity, and helping others. Yet the stereotype of effective businesses is that they are places where selfishness and greed dominate. Overwhelmingly, the evidence proves that the companies and people who "do good" are also the ones that do well financially, and where people thrive professionally. These are behaviors that can be taught and put into place in any work environment; they make people healthier, happier, and more productive, with a greater sense of purpose and meaning.

Skill 9: Teamwork

Finally, the ninth skill is about how to foster cooperation and the most effective groups to work together towards common goals. Very few people have developed this skill naturally; it is something that people can improve with a series of activities and simple daily practices.

CASE STUDIES

Our participants have gone on to become some of the world's most successful social entrepreneurs and changemakers. See what they have to say about their experiences at TAI.

Training a million young people in nonviolence in a nation beset by war and genocide:

"I am sometimes called 'small Gandhi,' not because I am one, but because of my experiences with Transformative Action! It inspired me to start a peace movement of one million youth in Democratic Republic of Congo. Already we have trained over 3,000 youth in active nonviolence on the way to our goal. More than 50% of the lessons, stories and experiences come from TAI."

Benson Wereje
Founder, CIYOTA
Ashoka Fellow and Echoing Green Fellow

Cultivating emotional intelligence & conflict resolution among 100,000 young people:

"Move This World is an organization that builds resilient communities. Our trainings for young people in schools have reduced suspensions and fighting by up to 75 percent. A number of Move This World's exercises were inspired by TAI's work, and these curricular tools have been implemented with over 100,000 youth and 3,500 educators across the globe."

Sara Potler LaHayne
Founder and CEO, Move This World
World Economic Forum Global Shaper

Transforming educational systems across Africa:

"Educate!" is a program that trains young people to become leaders and entrepreneurs across Africa, with practical lessons in problem-solving and social innovation. It has been adopted as part of the national curriculum for all high school students in Uganda, and is now being integrated into the national curricula in nine other nations across the continent from Kenya to Cameroon. I was a young educator struggling to build an impactful program in Uganda. There were only basic methods and junk science examples available to me until I came across TAI's work. Transformative Action is how to turn good intentions into lasting behaviour change. It answers the hardest questions: how do people change and why do movements so often fail? The training and coaching by Transformative Action gave me the tools to revolutionize my approach. I am a better organization leader and teacher. Today, I reach over 25,000 African students a year. This is the power of Transformative Action--a global ripple effect of changemakers."

Angelica Towne
Director of Educate!
Forbes 30 Under 30 Social Entrepreneur



Turning Swords into Ploughshares:

“The Transformative Action Institute impacted my life in an awesomely positive way. As a result of the lessons I learned through the TAI, I was empowered me to make a bold commitment to start Sword & Plough and incorporate social impact in every step of our business model. Scott and his team challenged me to think about innovation, and even luck, in news ways. This exciting process has helped me in my life as a social entrepreneur every single day. Because of the Transformative Action Institute, I am a more resilient, bold and innovative leader and entrepreneur. Imagine the positive social impact that would occur in the world if every student could learn the principles of transformative action!”

Emily Nuñez
Founder, Sword & Plough
Forbes 30 Under 30 Social Entrepreneur

Helping students find purpose and meaning at nearly 200 colleges and universities:

“When Echoing Green first considered the creation of an activity guide that would equip faculty and staff at colleges, universities and nonprofits to instill a sense of purpose in emerging professionals, we went straight to TAI. As an Echoing Green Fellowship organization, we knew TAI's strong reputation for turning scientific research into engaging and effective classroom content. Though it has evolved with time, TAI's contributions remain the backbone of our Work on Purpose curriculum, which is now being used by approximately 800 faculty and staff at nearly 200 colleges, universities, nonprofits and, most recently, corporations.”

Linda Kay Klein
Director, Work on Purpose
Echoing Green

Re-imagining teaching to prepare students for the challenges of the 21st century:

“TAI offers teachers incredible ways to unleash student potential as innovators and changemakers. Their training exercises are backed by rigorous research. They are easy to adopt with the teaching guidelines for implementation. TAI is unique in getting faculty to get out of traditional academic bubbles and re-imagine teaching to prepare students for the challenges of the 21st Century. No participant will remain in the analytical margin. Every participant will emerge with a deep understanding of what students will experience. TAI programs are truly energetic and energizing. I have seen the power of their teaching proposals from the ‘Story of Your Life’ assignment to dancing Michael Jackson’s Thriller in a class activity on leaders and followers. My students still talk about what they learned; they apply the lessons in their changemaking.”

Patricia Marquez
Dean, Kroc School of Peace Studies
University of San Diego

A leader in delivering 21st century skill education:

“If every youth learned transformative action, our world would be a very different place. It is by far the best model I know to develop the skills of personal and social change: empathy, creativity, resilience, grit, leadership, and entrepreneurship.”

Eric Glustrom
Founder, Watson University
Ashoka and Echoing Green Fellow
Forbes Top 30 Social Entrepreneurs under 30



LET'S CONNECT

We are constantly looking for mission-aligned collaborators, partners, and thought-leaders.

If you'd like to explore how we might be able to work together, please reach out to:

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