

KNOWMAADS

**we educate change makers**

# knowmadscollaboratory

You are a professional, looking for a different approach in your work. You want to adapt to an ever-changing world, tap into new ideas, energy and learn tools that help you reach your goals.

Knowmads is a learning platform. We work with students from all over the world, helping them develop their entrepreneurial skills and work with different educational and business tools to make a difference in their personal and professional world.

Knowmads invites you to join the Collaboratory: a group of 15 educators and business professionals. In ten days between April and July 2011 you will learn with and from each other making use of the differences in specialisation, culture and age.

## **What are the basics of our program?**

- Your professional needs, goals and dreams are the starting point;
- Practical project and process tools which you can apply in your daily work;
- Innovative learning methods;
- Facilitation that enhances creativity;
- WhatTheFuckLectures ([http://www.knowmads.nl/show/what\\_the\\_f-lecturers/](http://www.knowmads.nl/show/what_the_f-lecturers/))
- Co-creation: share and work together on your challenges.

This is not the definite outline of the ten days as you can see. The program will depend much on your needs, goals and dreams. We will use a lot of different tools and at times reflect on what tools we used, how they worked and how you can apply them. You will go home having experienced how it is to work with your head, your heart and your hands.





# FORWHOM?

As a professional you love to work and how that contributes to a better world. That is why you devote your life to what you do. And that is why we challenge you to participate in the Knowmads Collaboratory. We understand people for whom this is the key to their daily reality.

Do you see yourself as a pro who wants or feels the need to step out of the comfort zone and try something else? Something different? Something strange? The MBA of the future? Then the Knowmads Collaboratory is something for you.

# CO-CREATIVEDESIGN

No one knows your daily strategic and operational needs better than you. At Knowmads Collaboratory we listen to the individual needs and the needs of the team you are going to work with for 4 months. We offer a hands on approach for your challenge, and the possibility to work together with other professionals. We'll go through different tools like decision making, brainstorming, new business design, dialoguing, project design, visualisation, physical exercises, and evaluation tools. After 4 months you will have learned new ways of collaboration, experienced creativity, and found inspiration but most important you will see that your work has changed and that you have found solutions for your challenge.

# THE MAGIC OF MAKING A START

I have learned a deep respect for one of Goethe's couplets: "Whatever you can do, or dream you can, begin it. Boldness has genius, magic, and power in it. Begin it now."

—**W. H. Murray**,  
deputy leader of the Scottish Himalayan Expedition



# PROGRAMINFO

When you feel you want to make a start with us, send an e-mail to [collaboratory@knowmads.nl](mailto:collaboratory@knowmads.nl) stating your motivation to participate, your driving questions and your background. We will invite you for a personal talk to get to know each other and to elaborate on your needs and goals.

Some practicalities:

- Start: May 2011 until July 2011
- Every two weeks, Thursday 13.00 until 22.00, 10 times; and one revisit in September.
- Maximum number of attendees: 15
- Attendance fee: Euro 4.200,- ex VAT.
- Attendance fee, 2nd employee: Euro 3.000,- ex VAT.
- Location: Amsterdam, Knowmads Headquarters
- Course materials provided;
- 3 course, (vegetarian) dinner included;
- We provide a web-based platform for communication amongst the group.
- The possibility to bring 2 colleagues to our WhatTheFuck-lectures

# KNOWMADSCONNECT

If you have a question we might have an answer for you.  
Please connect to [Pieter@knowmads.nl](mailto:Pieter@knowmads.nl) or phone 00-31-6 814 90 700.

