DREAM BIG
CREATE YOUR OWN STORY
BE HAPPY
DISCOVER YOURSELF
Kroonmads
This is a rapidly changing world, offering complex challenges and unprecedented opportunities. It is a world that needs brave, creative people who are not afraid to make mistakes, young professionals with the skills and mindset to navigate these questions and create positive change.

Knowmads is an alternative business school with the mission to support and educate these changemakers. We are based in Amsterdam, the Netherlands, and welcome you to join this adventure.

5 QUESTIONS
THE FRAMEWORK FOR OUR CURRICULUM

1. Who am I?
   › PERSONAL DEVELOPMENT
2. In what world do I (want to) live?
   › SUSTAINABILITY & SOCIAL INNOVATION
3. What do I want to contribute/change?
   › PERSONAL LEADERSHIP
4. How do I create the organisation to get it done?
   › ENTREPRENEURSHIP & NEW BUSINESS DESIGN
5. How do I bring it into the world?
   › MARKETING & CREATIVITY

"A Knowmad is a nomadic knowledge worker: someone who is creative, imaginative and innovative, and can work with almost anybody, anytime, and anywhere."

Free after: JOHN MORAVEC
EDUCATION FUTURES
LEARNING APPROACH
ACTION LEARNING & CO-CREATIVE EDUCATION

TRIBES (TEAMS)
Students work in a tribe and the main learnings often happen in this group, as tribe members experience their process of exploration and development together.

SELF-ORGANISATION
Being part of the programme is an education in itself. You organise your own space, learning and business, make your own decisions, set your own goals and experience your own successes and failures. The staff and other tribe members are here to coach, question, challenge, guide and support you.

ACTION-BASED
We learn best by taking action, sharing our experiences and reflecting on them. There are enough real issues to work on in the world, so why invent case studies to practice on? Knowmads students work on the real-life projects that trigger them.

KNOWMADIC TOOLBOX
You participate in expert workshops on a wide range of topics and learning happens on many different levels. We can’t control what you learn and we don’t try to. You are guided to recognise and draw learnings from your experiences both as a tribe and an individual.

BUSINESS
“All businesses are created and run by people. Therefore, being able to connect, to effectively communicate, to inspire and to collaborate with others is what we see as the core of business.”
6 MONTH PROGRAMME

Our programme takes you on an inspirational learning journey. The first 3 months focus on you, your strengths, your views and your ambitions. The second 3 months are about developing your ideas, making action plans and turning dreams into reality.

PROGRAMME BUILDING BLOCKS

WELCOME HOME WEEK
Workshops and events to welcome the new tribe.

1:1 COACHING
A personal coach to help you develop your ideas.

PROGRAMME CO-CREATION AND DESIGN
Understanding and designing your learning journey.

TRIBE PROJECT
Work together on projects to develop the skills to turn passion into action.

HALF TERM PRESENTATION
Present what the first three months have meant to you.

PERSONAL PROJECT
Build your dream and make it happen.

NATURE QUEST
Time alone in nature for inspiration, transformation and renewal.

FINAL PRESENTATION
A celebration of your learnings at Knowmads.

SCHOOL: (From ancient Greek) “Time held for yourself”. Leisure time to use for learning & important life insights. Not job skills, but insights that help you understand who you were and who you might become in an examined life.
30+ WORKSHOPS

After the first month students co-create the programme together with Knowmads staff. What do you most deeply want to learn? What do you need to make that happen? Workshops are planned based on the learning and exploration the tribe is looking for. Popular workshops cover:

PERSONAL LEADERSHIP
Find your strengths, understand who you are & how you can shine

BODY WORK, YOGA & MEDITATION
Develop confidence in yourself & tools for releasing pressure in your life

STRATEGIC SUSTAINABILITY
Create a clear strategy towards sustainability

NON-VIOLENT COMMUNICATION
Learn how to convey your needs & wishes constructively without causing harm

BRAINSTORMING & CREATIVITY
Gather ideas and possibilities to co-create personal or group projects

PROJECT DESIGN
Build the foundations of your project & put your ideas into a workable plan

GLOBAL CHALLENGES & OPPORTUNITIES
Address current struggles for people, the environment & your place in the world

SOCIAL ENTREPRENEURSHIP
Innovative solutions to society’s most pressing social problems

STORYTELLING
Understanding your passions, talents & motivations

FACILITATION & GROUP DYNAMICS
Facilitate groups & foster meaningful conversation about complex challenges

BUSINESS DESIGN & MODELLING
How to design a new product, service or experience

MARKETING & SALES
How to best convey your project, present it to others and make it influential

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Knowmads is a platform for becoming the person you want to be, leading the life you want to live. We provide the knowledge, tools, inspiration and coaching for you to work on personal projects and create a positive difference in the world. By working in a tribe you learn to collaborate and embrace different perspectives. You learn, you get the time and space to connect with your passions and the inspiration and tools to go out and do it.

**The Invitation**

We are looking for individuals between 20—35 years who:

- want to turn their ideas into reality
- want to find new direction in life
- want to (re)discover their skills and talents
- want to (re)discover their passions and dreams
- have not found their path in other educational settings
- strongly believe in making a positive difference in life

You are open to:

- taking initiative & action
- uncertainty, learning & change
- risk taking & perseverance
- care for community & spending time with others in good/bad times
- working towards a goal
- self-development, feedback & self reflection
- questioning the status quo

**Practical Info**

- 30 week programme
- 30+ expert workshops & lectures
- programme & workshops 3 days a week
- open project time 2 days a week
- full-time access to school for working on your project, start-up or job
- € 4900.-
- We have two Tribes starting each year, in March and in September. Please check our website for specific dates and info for the next Tribe.
The more we learn about the world, the more interconnected and fragile everything appears to be. New inventions, ideas, developments, conflicts or disasters can influence lives across the globe. This world needs Changemakers, people who want to make a difference and search for those places where a little push or pull may make positive shifts happen.

At Knowmads you become part of a network that seeks to span the globe and attract bright minds, purposeful assignments and ideas for a better world. Our purpose is to create a life-long learning community.

Knowmads is a privately owned school, established in 2010 by a group of entrepreneurial and educational pioneers. The vision of the school is to create education that meets the world’s needs, inspired by the ideas of visionaries like John Moravec and Sir Ken Robinson. We aim to contribute to a world in which we learn to know ourselves and work from our own strengths. It’s a world where we are proactive, where we see and take opportunities, where we are daring and enjoy working on our big dreams together.

As Sir Ken Robinson said: “We need schools that prepare people for a future we don’t know yet.”

Welcome Home!

Knowmads has schools in Amsterdam (NL) and Hanoi (VN). See our website for more details.

www.knowmads.nl  www.knowmads.vn
This intense and beautiful, inspiring and kick-ass year charged me with the superpowers that I need to live this extraordinary life: being able to face and overcome struggles that come up when you realize your dreams. Working with international teams, being flexible and adaptable, leading, inspiring, connecting with myself and others on a deeper level – without my experiences at Knowmads, I wouldn’t be where I am today.

CHRISTIAN SEXTL (DE)
COACH KNOWMADS HANOI

Let’s start with chaotic, confronting, and a whole new way of looking at the world. Knowmads is a place where you can be completely honest and truly be yourself. Throughout my year I defined what business meant to me and shaped my own way of doing business. I would say the best thing about Knowmads is how I learned to step into my own power and create anything I want in the world.

KRISTIN HIGY (USA)
FOUNDER GOMAD

“I never experienced such strong cohesion, openness and respect in a group. Diversity is not just a word at Knowmads. We appreciate our different backgrounds and the opportunity to learn from each other.”

FRANZISKA KRÜGER (AUT)
HEAD OF BUSINESS INNOVATION TEAM, VOLKSWAGEN

“It’s amazing the amount of things I am able to do with an education as amazing as Knowmads.”

BROCK LEMIEUX (USA)
IMPACT HUB BERLIN

“I’ve never been stimulated this much to think about my company and mostly about myself.”

MIKE BRUIJNNESTEIJN (NL)
FOUNDER 60DAYS AMSTERDAM

My life has changed and my painting has colour now. Doing business from a personal perspective. I am a Knowmad, a highly trained professional in the new worlds economy. I mastered topics in the fields of: business modelling, art of hosting, sustainability, group processes, sales, marketing, non-violent communication, social media and personal branding. And my departure point will always be my own motivation and drive.

BAS PASTOORS (NL) FOUNDER WICKED GROUNDS AMSTERDAM
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<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
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<th>THURSDAY</th>
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<td><strong>COFFEE &amp; COOKIES</strong></td>
<td><strong>EXPERT WORKSHOP</strong></td>
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<td><strong>TRIBAL TIME</strong></td>
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<td>- MAKING SENSE OF MY LEARNING JOURNEY, PROGRAMME REFLECTION &amp; CO-CREATION</td>
<td>- <strong>ACTION</strong></td>
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<td>- WORKING ON MY PROJECTS BUSINESS, INTERNSHIP LEARNING JOURNEY</td>
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**TYPICAL KNOWMADS WEEK**

(knowing that there is no such thing as a typical week)
### KNOWMADS PROGRAMME

**Guiding Questions**

- **Who am I?**
- **In what world do I want to live?**
- **What do I want to contribute or change?**
- **How do I create the organisation or project to get it done?**
- **How do I bring it into the world?**

**Personal Development**

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<th>Completion Phase</th>
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<td><strong>Welcome Home Week</strong></td>
<td>Programme Design, Reflection &amp; Co-creation</td>
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<td><strong>Personal Leadership</strong></td>
<td>Strategic Sustainability</td>
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<td><strong>Reflection Tools</strong></td>
<td>Storytelling</td>
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<td><strong>Non-Violent Communication</strong></td>
<td>Brainstorming &amp; Creativity</td>
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<td><strong>Yoga &amp; Meditation</strong></td>
<td>Project Design</td>
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<td><strong>Art of Hosting</strong></td>
<td>Tribe Project</td>
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**Change Making**

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<td><strong>Nature Quest</strong></td>
<td>Programme Design, Reflection &amp; Co-creation</td>
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<td><strong>Body Work</strong></td>
<td>Programme Design, Reflection &amp; Co-creation</td>
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<td><strong>Personal Project</strong></td>
<td>Programme Design, Reflection &amp; Co-creation</td>
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<td><strong>Half-Term Presentations</strong></td>
<td>Programme Design, Reflection &amp; Co-creation</td>
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<td><strong>Visual Harvesting &amp; Creative Writing</strong></td>
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<td><strong>Project Management &amp; Business Model Generation</strong></td>
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<td><strong>Marketing, Finance &amp; Sales</strong></td>
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<td><strong>Process Design</strong></td>
<td>Programme Design, Reflection &amp; Co-creation</td>
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<tr>
<td><strong>Final Presentations &amp; Graduation</strong></td>
<td>Programme Design, Reflection &amp; Co-creation</td>
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*Examples of popular workshops. Each tribe co-designs a unique programme together with staff.*
A KNOWMAD IS A NOMADIC KNOWLEDGE WORKER:

SOMEONE WHO IS CREATIVE, IMAGINATIVE AND INNOVATIVE, AND CAN WORK WITH ALMOST ANYBODY, ANYTIME, AND ANYWHERE.

FREE AFTER:

JOHN MORAVEC
(EDUCATION FUTURES)
All businesses are created and run by people. Therefore, being able to connect, to effectively communicate, to inspire and to collaborate with others is what we see as the core of business.
SCHOOL

(FROM ANCIENT GREEK)

TIME HELD FOR YOURSELF.
LEISURE TIME TO USE FOR LEARNING &
IMPORTANT LIFE INSIGHTS.

NOT JOB SKILLS, BUT INSIGHTS THAT HELP
YOU UNDERSTAND WHO YOU WERE AND WHO
YOU MIGHT BECOME IN AN EXAMINED LIFE.