



INSIGHT · STRATEGY · TRANSFORMATION

# THE BETTER BUSINESS

## Acceleration Program

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"LIKE THE DIGITAL  
REVOLUTION BEFORE IT,  
THE SUSTAINABILITY  
REVOLUTION PROMISES TO  
CHANGE EVERYTHING...

**...yet, just as with digital,  
many companies are  
moving too slowly,  
taking an incremental  
approach to a challenge  
that demands a radical  
rethink."**

- World Economic Forum

WE SEEM STUCK IN BUSINESS AS USUAL

# THERE IS A DISCONNECT BETWEEN WHAT WE SAY AND WHAT WE DO

99%

of CEOs agree that sustainability issues are important to the future success of their business

51%

of CEOs says sustainability will be the greatest challenge for their organization for the next 2-3 years

17%

of companies have incorporated a circular approach to product design

8%

of companies have set some sort of science based target



WHAT WE SAY

- EXAMPLES -

WHAT WE DO

TIME TO GO BEYOND BUSINESS AS USUAL

## THIS IS THE CHALLENGE AND OPPORTUNITY OF OUR LIFETIME!

Climate change and biodiversity loss are accelerating. The world has already crossed several planetary boundaries and is on a pathway far above the 1.5°C target to mitigate climate change. We are now reaching a point where the well-being of humanity and our planet is at stake. Business has been part of creating this mess in the first place, and now need to be an active part of the solution.

**In fact, these monumental and wicked problems carry immense business opportunities to those that dare to be visionary.**

Today, studies show most CEOs agree that sustainability is important not only to the planet, but also critical to the future success of their business. Still, it is clear, that we have not stepped up to deal with this challenge very far beyond nice words and lofty goals.

Why is this? In short, studies show that there is a disconnect between ambition and impact. There is the usual struggle between the long-term and the short-term; a struggle to embed sustainability into cultures, strategies, and business models; and a struggle to obtain the broad buy-in necessary to create meaningful transformation.

**As business leaders, we are crucial in this transformation. By providing insight, purpose, direction and resources, we can contribute to meaning, transformation, and growth – and even help enhancing the wellbeing of both people and planet, while future-proofing our business.**

So, how can you step up to accelerate this critical transformation of your company, to proactively shape Better Business and a Better Future?

**A first step is to learn more about the Sustainability Revolution, its threats and opportunities for business, and from case companies already in the very frontlines of this transformation. Such as Patagonia, Interface, Unilever, Ørsted, IKEA, Oatly, and many others.**

**The Better Business Acceleration Program is designed to help you do just that, in order to accelerate this important transformation, build Better Business and co-create a Better Future.**

I would personally love to see you join!

Warmly,

Elisabet Lagerstedt  
Founder & Director of Future Navigators  
Author of Better Business Better Future



*Future*  
NAVIGATORS

BEYOND BUSINESS AS USUAL

# THE BETTER BUSINESS ACCELERATION PROGRAM

The Better Business Acceleration Program is an online executive program designed to accelerate the journey beyond business as usual, to help business leaders surf the waves of the Sustainability Revolution, build a Better Business and a Better Future.

This executive program will help you understand the big picture, learn from the sustainability trailblazers in the frontline, and accelerate your company's transformation.

Because Better Business is not only urgent, but also a window of immense business opportunity and a potential competitive advantage.





## THE BETTER BUSINESS ACCELERATION PROGRAM

### A CLEAR PATH AHEAD

The future unfolding goes beyond business as usual. A Better Business provides purpose and potential for human growth, and contributes to solving meaningful problems. All while creating, delivering, and capturing value to your stakeholders, and minimizing ecological and social costs. Ultimately to co-create a better future.

Still, Better Business is only a first milestone beyond business as usual. Regenerative Business is where we will need to go. The concept of Regenerative Business is however still in its inception, and the field of Better Business is already well understood and explored by Sustainability Trailblazers like Patagonia, Interface, Ørsted, Unilever, IKEA and Oatly. Learning from these trailblazers will simply help us all accelerate this important transformation, here and now.



## THE BETTER BUSINESS ACCELERATION PROGRAM

# ON THE SHOULDERS OF GIANTS

The Better Business Acceleration Program stands, and builds, on the shoulders of giants, and provides a chance to learn from the strategies, transformational journeys, and good practices of those in the frontlines.

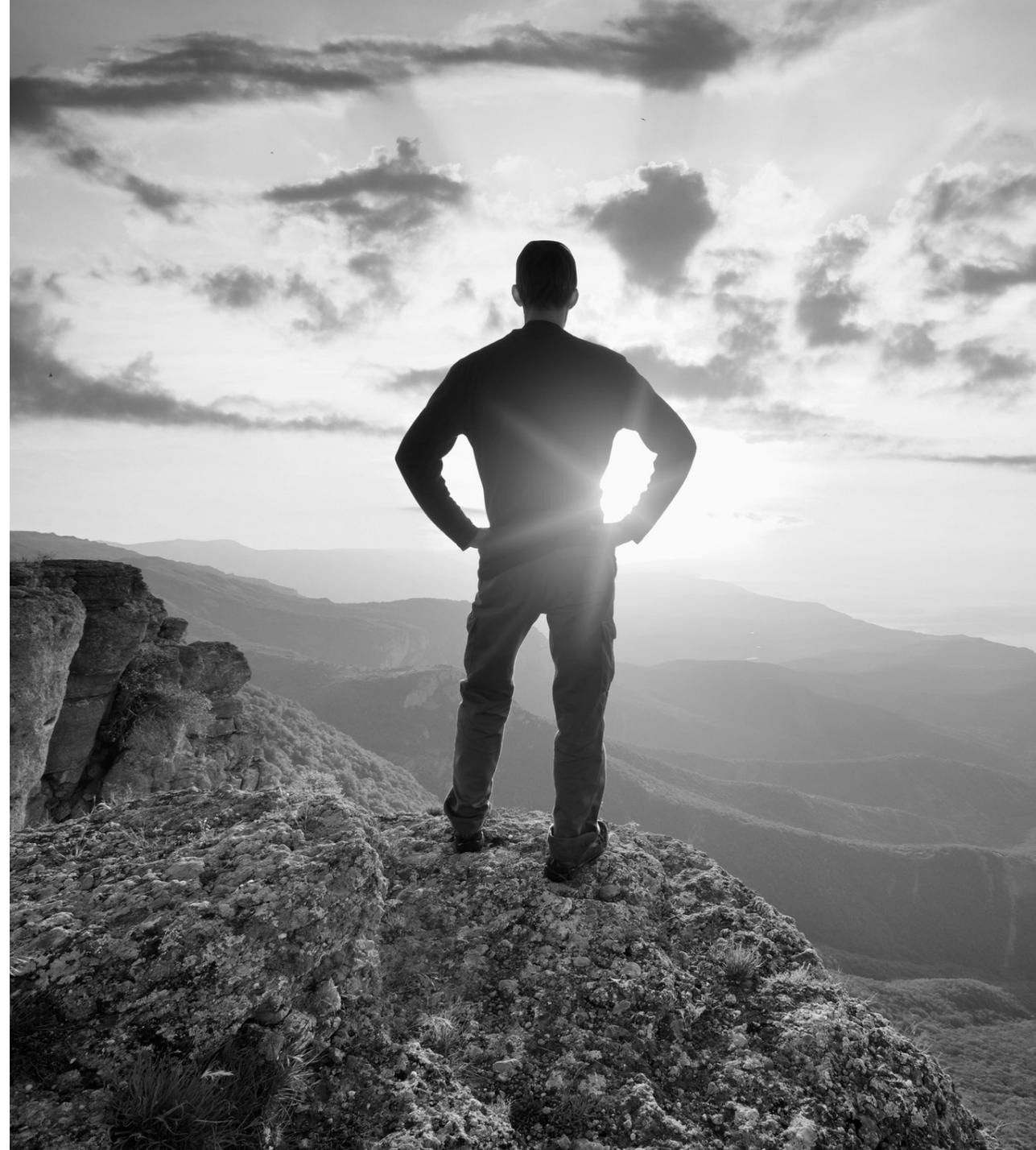
Your teacher, host and guide draws from a wide range of experiences, studies, experts, and from the strategic and transformational approaches of Sustainability Trailblazers.

You will explore the evolutionary journeys of Patagonia, Interface, and Unilever, to Ørsted, IKEA, and Oatly. Everything to help you see alternative ways forward, and chose a better path – beyond business as usual.

Few consider that the mentioned companies all started out from business as usual, and for different reasons chose to transform their business to a force for good, while doing extraordinary well in the process. What might you learn from them to accelerate your own transformational journey?

patagonia®

Interface®



## THE BETTER BUSINESS ACCELERATION PROGRAM

### WHAT YOU WILL BRING WITH YOU HOME

- You will understand the Sustainability Revolution, and what is unfolding beyond business as usual.
- You will realize the vast potential for business in stepping up to the challenge, and why laggards in the long run will lose both relevance and attractiveness to their customers and ecosystems.
- You will get valuable insights into the leading practices of businesses in the frontlines of the Sustainability Revolution – such as Patagonia, Interface, Unilever, IKEA, Orsted, and Oatly – which will help you develop and implement your own Better Business strategy going forward.
- You will have benchmarked your own business towards the sustainability trailblazers; envisioned the desired future state of your business; explored and sketched out your path forward, and realized how you as a business leader is critical in this important transformation.
- You will have built a solid base to confidently lead and accelerate this journey going forward.
- Your program completion is awarded with a Certificate of Better Business Acceleration.



## THE BETTER BUSINESS ACCELERATION PROGRAM

# SIX MODULES TO ACCELERATE THE SHIFT

Each module has:

- 3-6 lessons with videos, text and supporting links for optional deep-dive.
- Question for reflection and commenting to support your learning at the end of each lesson.
- Quiz for self-test at the end of each module.
- A workbook exercise tying the content to your company, and setting the stage for your draft strategy and action plan.

You will have access to the modules on your online learning platform for three months after program start.



### MODULE 1

#### The Sustainability Revolution

Here, we will help you wrap your head around the Sustainability Revolution, as understood through The Great Acceleration. Planetary boundaries are now being exceeded beyond what is known as safe for life on Earth. Action is required.



### MODULE 4

#### Learning From The Sustainability Trailblazers

The future is not evenly distributed - the pioneers are far ahead already as the early majority is now moving. There is however still time to act. Learning from the trailblazers - like Patagonia, Interface, Unilever, Orsted, IKEA and Oatly - will provide valuable insights into their strategic journeys.



### MODULE 2

#### The Path Beyond Business As Usual

In this module we will explore the path beyond business as usual. Because business as usual will not bring us the future that we want. This road however remains elusive to many. Here, we outline a clear path ahead.



### MODULE 5

#### Understanding The Strategic Playing Fields

In this module you will learn to grasp the three strategic playing fields and five strategic intents of sustainability trailblazers. You will also take time to benchmark your own business towards the trailblazers, and draft your own action plan.



### MODULE 3

#### Reenvisioning The Future

Business is currently at an inflection point, where the Sustainability Revolution is expected to be as transformative as the digital revolution before it. We explore the immense potential for those who dare to proactively step up to the challenge.



### MODULE 6

#### Realizing That It Starts With You

The focus of this last module is you. Because this is where it starts - with ourselves. We will look into how our current beliefs may hinder us on the way. How we might unconsciously sabotage our own good intentions. And how we can step up to the challenge of our lifetime.

THE BETTER BUSINESS  
ACCELERATION PROGRAM

## CHOOSE YOUR PROGRAM PACE

### Next 6-weeks program

- February 6 – March 19, 2023
- Weekly Discover Calls
- 4 h/week time commitment

### Next 12-weeks program

- March 25 – June 18, 2023
- Bi-weekly Discovery Calls
- 2 h/week time commitment

### Customized programs

- A customized program journey can be designed for 25+ participants in one organization.
- Contact us to explore customization options at [www.future-navigators/contact-us](http://www.future-navigators/contact-us).



## THE BETTER BUSINESS ACCELERATION PROGRAM

### YOUR LEARNING EXPERIENCE

This program is delivered on an easy-to-use online learning platform. You will have three months access to all learning content from program start.

Starting with a live introduction meeting on Zoom, each of the six modules open up on a weekly or bi-weekly basis during the program (depending on which program pace you choose).

Module 1, 2 and 4 and 5 ends with a 1 hour live Discovery Call on Zoom with experience exchange with peers.

Module 3 and 6 ends with a 2 h live workshops on Zoom, where you will explore your own path forward in experience exchange and dialogue with your peers.



## THE BETTER BUSINESS ACCELERATION PROGRAM

### WHO SHOULD JOIN?

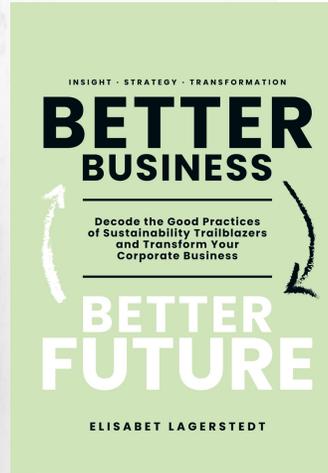
This executive program is carefully designed for business leaders who wish to future proof themselves, and reinvent their organizations, while building Better Business and a Better Future.

#### **Target groups:**

- >> Business leaders, management teams and board members
- >> Strategists and consultants
- >> Entrepreneurs and innovators

This program is also available for larger teams and organizations. Contact us to explore a customized enterprise version at [www.future-navigators/contact-us](http://www.future-navigators/contact-us)





## GET TO KNOW YOUR PROGRAM TEACHER, HOST AND GUIDE

### **ELISABET LAGERSTEDT**

Elisabet Lagerstedt is the founder and director of Future Navigators, and based in Sweden. A country known to be one of the most progressive in the world.

She has 25+ years of corporate business experience, and today works with senior leaders and executives in companies such as Oatly and IKEA.

In her role as a Senior Executive Advisor, Consultant and Coach she helps leaders go beyond business as usual, with a special focus on insight, strategy, innovation and transformation. Everything to accelerate Better Business and the co-creation of a Better Future.

Elisabet is also the author of *Better Business Better Future* (2022), and *Navigera in i framtiden* (2018).

Since 2011 she is a pro-bono lecturer and mentor at the Master program for Entrepreneurship and Innovation at Lund University in Sweden.

Elisabet, who has a strong belief in life-long learning, holds a Master of Social Sciences from Lund University and executive education from Harvard Business School, IMD Business School, Oxford Saïd Business School, INSEAD, and Singularity University.

[More on the author website >>](#)

COMING DATES 2023

# THE BETTER BUSINESS ACCELERATION PROGRAM

6-weeks pace

**February 7 – March 19, 2023**

Final day to register: January 16, 2023

**Price:** € 1,250 (excl VAT)

**Early bird:** € 999 (excl VAT) till Dec 15, 2022

Direct payment online, at registration.

EU zone: VAT added in the check out process.

**Course duration:** 6 weeks  
**Learning effort:** 4 hours/week  
**Program access:** 3 months from program start  
**Language:** English

Early  
Bird till  
Dec 15

12-weeks pace

**March 24– June 16, 2023**

Final day to register: Feb 25, 2023

**Price:** € 1,250 (excl VAT)

**Early bird:** € 999 (excl VAT) till Jan 31, 2023

Direct payment online, at registration.

EU zone: VAT added in the check out process.

**Course duration:** 12 weeks  
**Learning effort:** 2 hours/week  
**Program access:** 3 months from program start  
**Language:** English

Early  
Bird till  
Jan 31

[More information about the program online >>](#)

[Contact us to set up a free discovery call >>](#)