



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%

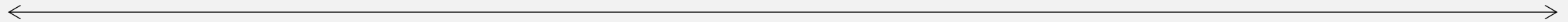
of CEOs says sustainability will be the greatest challenge for their organization for the next 2-3 years

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

## IT'S TIME TO ACCELERATE THE SHIFT

# 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





BEYOND BUSINESS AS USUAL

## THE BETTER BUSINESS ACCELERATION PROGRAM™

The Better Business Acceleration Program™ is a unique online 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 online 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.

And, you become a Certified Better Business Acceleration Leader™ upon completion of the online modules.





## THE BETTER BUSINESS ACCELERATION PROGRAM™

# ON THE SHOULDERS OF GIANTS

The Better Business Acceleration Program 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 also be invited to six bi-monthly guest lectures with trailblazing leaders, and experience exchange with peers along the journey.

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®



Future  
NAVIGATORS



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.
- You will get valuable insights into the practices of leaders and 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 your desired future, and sketched out your path forward.
- You will explore your inner compass and build a solid base to confidently lead this journey in your organization and business ecosystem going forward.
- You will become a Certified Better Business Acceleration Leader™ upon completion of the online modules.
- You will be invited to engage in a growing community of likeminded leaders for growth and development.

Sign up online  
today and get  
immediate  
access!

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**BECOME THE CHANGE YOU WISH TO SEE**  
**BE INSPIRED BY A UNIQUE**  
**PROGRAM JOURNEY**

This is a unique online program. Let us explain.

- You can join this program at any time.
- You will get access to the Program Dashboard immediately after sign up.
- Over the first six weeks of this journey you will be guided by Elisabet Lagerstedt, the author of Better Business Better Future, in an automated e-mail series to help you get started. These modules can be completed in your own time during a 12 month period.
- The online modules offer approximately 24 hours of learning and reflection, as well as rich additional resources for optional deep-dive.
- Upon completion of the online modules, you become a Certified Better Business Acceleration Leader™.
- To accelerate and integrate your learning, you will during these 12 months be invited to six bi-monthly 2 h online live sessions with trailblazing guest lecturers and time for experience exchange with peers in small groups.
- You are invited to a growing community of Better Business Acceleration Leaders™ with an ambition to accelerate Better Business and co-create a better future.





## THE BETTER BUSINESS ACCELERATION PROGRAM™

# SIX KEY MODULES TO ACCELERATE THE SHIFT

Each of the six key module offers approximately 4 hours of learning and has:

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

You will have access to the modules on your online learning platform for twelve months after program start, and can complete the modules in your own time after the first six weeks of guided introduction.

Upon completion of the modules, you become a Certified Better Business Acceleration Leader™.



### 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 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 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 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 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 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™

### WHO SHOULD JOIN?

This program is not for all. It's designed for open minded business leaders – current and future – who wish to explore and realize the potential of the Sustainability Revolution together with likeminded peers. To help accelerate and nurture the transformation of their companies, and more confidently navigate and accelerate their own journeys – led by an inner compass. All aiming at co-creating Better Business and a Better Future.

Because, you as a business leader is crucial in accelerating this transformation. By providing purpose, direction and resources, you can contribute to meaning, transformation, growth – and even help enhancing the wellbeing of both people and planet, while future-proofing your business.

#### 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](https://www.future-navigators/contact-us)

Sign up online  
today and get  
immediate  
access!

[>>>](#)



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

Since more than a decade she is also 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 >>](#)



## PARTICIPANT FEED BACK

# THE BETTER BUSINESS ACCELERATION PROGRAM™

"The Better Business Acceleration Program does not only cover the basic knowledge needed to conduct a more sustainable business but takes it many steps further in moving towards regeneration in the corporate world. The program provides insight into the intersection between individual values and professional roles, to lay the foundation needed for the necessary transition the world needs."

– Najla Wallander, Account Executive

**100% rated  
the program  
as Excellent  
or Very Good**

"Better Business is just something beautiful. Everything about the book, the concept, Elisabet and how she presents and facilitates this program is just something life changing. So grateful to have stumbled upon this wonderful human being and her message."

– Manuel Botero, Engineer & Entrepreneur

"The program is superb, very well thought out, packed with useful content, and full of hope. I am really inspired to dig in deeper and see how I can contribute. It is urgent and we are the ones who create our future, the future of the planet and future generations."

– Marie Björnsing, Consultant

"We face new challenges, "wicked" challenges. Our existing toolbox increasingly does not hold the means to cope with the unfolding future. One of the few addressing this void, particularly at the high impact potential where business leadership sit, is Elisabet Lagerstedt. This program is so well put together, full of super rich content and really enjoyable. It also untangles the complexity and provides missing tools. In the right hands these tools can brighten our future and make for Better Business. This really is a huge lever for business that wants to meet the needs of the future, and what business doesn't want that? "

– Conor Fürstenberg Stott, Founder & Maritime Director

"The Better Business Acceleration Program provides valuable insights from trailblazer companies, helps to understand, and realize the vast potential for a business in stepping up to the challenge, and how to develop and implement your own Better Business Strategy going forward."

– Ronald Wintzéus, Executive Search & Board Services

JOIN AT ANY TIME

# THE BETTER BUSINESS ACCELERATION PROGRAM™

**Price:** € 1,250 (excl VAT)

Direct payment online, at registration.  
EU zone: VAT added in the check out process.

**Program access:** 12 months from program start  
**Language:** English

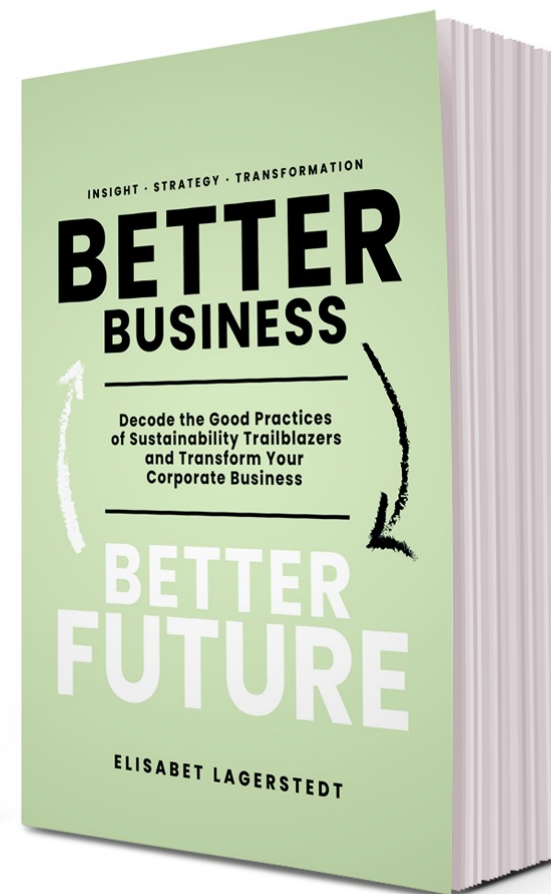
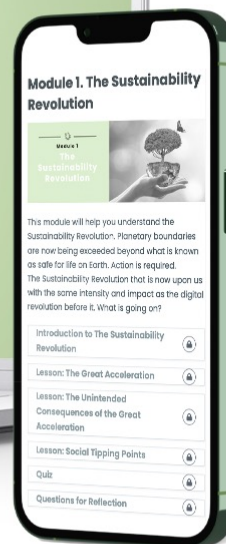
- Get immediate access.
- Become a Certified Better Business Acceleration Leader™ upon completion of the online modules.
- Be invited to six bi-monthly 2 h online live sessions with trailblazing guest lecturers and time for experience exchange with peers in small groups.
- Join a community of likeminded peers.

**>> Sign up online and get immediate access >>**

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