



JUNE/25

FOUNDERS MEETING

FAST TRACK – AGENDA

- ▶ Welcome
- ▶ Individual Presentation
- ▶ BXD ia - Principles
- ▶ Q & A
- ▶ Next Step

WELCOME

- ▶ Individual Presentation
 - ▶ Name
 - ▶ Where do you Live?
 - ▶ Your work
 - ▶ Why BXD interested you?

LEADERSHIP COUNCIL

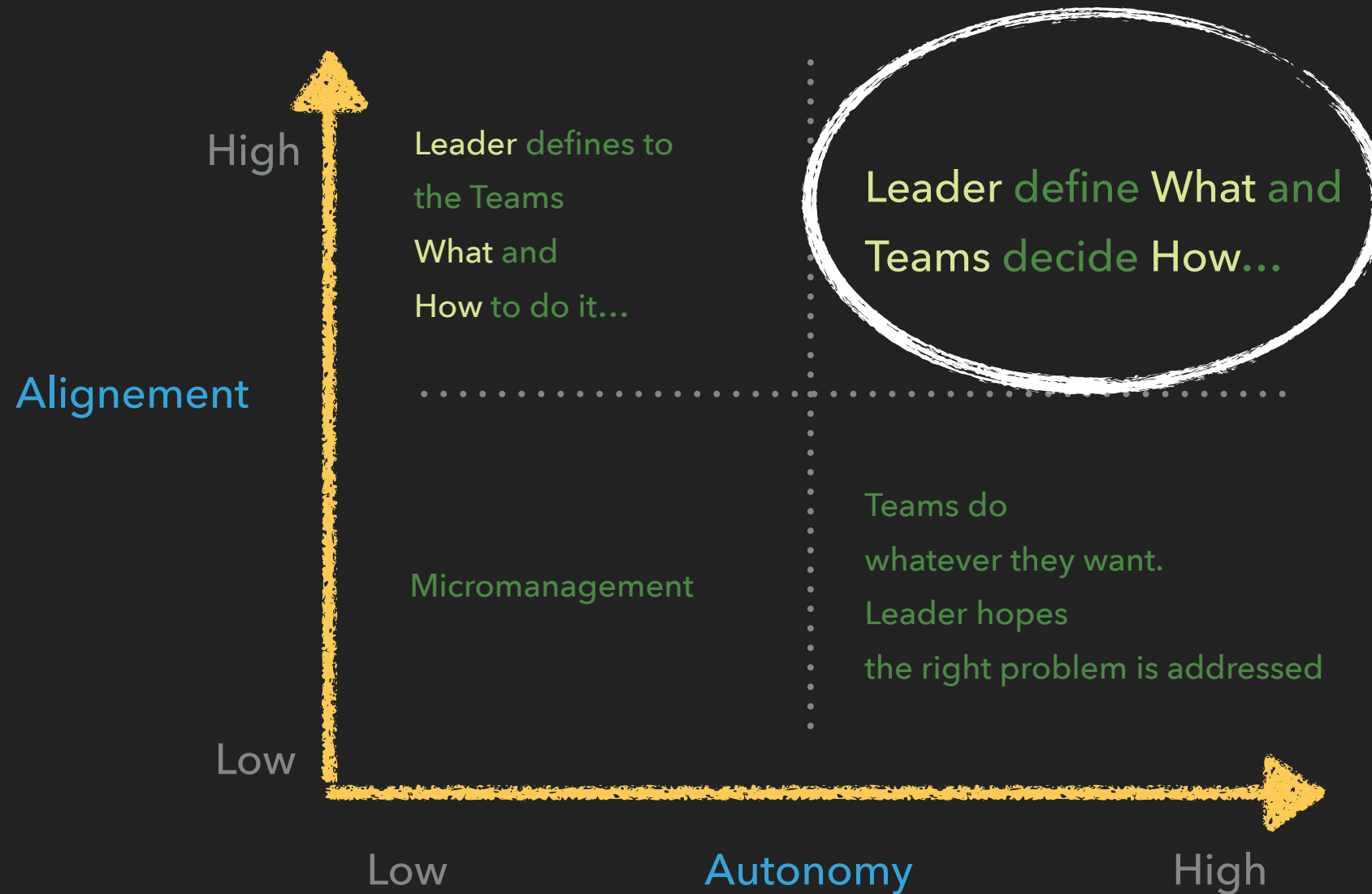


Business Experience Design
International Alliance

LOOSELY COUPLED
TIGHTLY ALIGNED TEAMS
MTP ORIENTED

1- ALIGNEMENT ENABLES AUTONOMY

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2- COMMUNITY > STRUCTURE

BXD IA GOVERNANCE PRINCIPLES

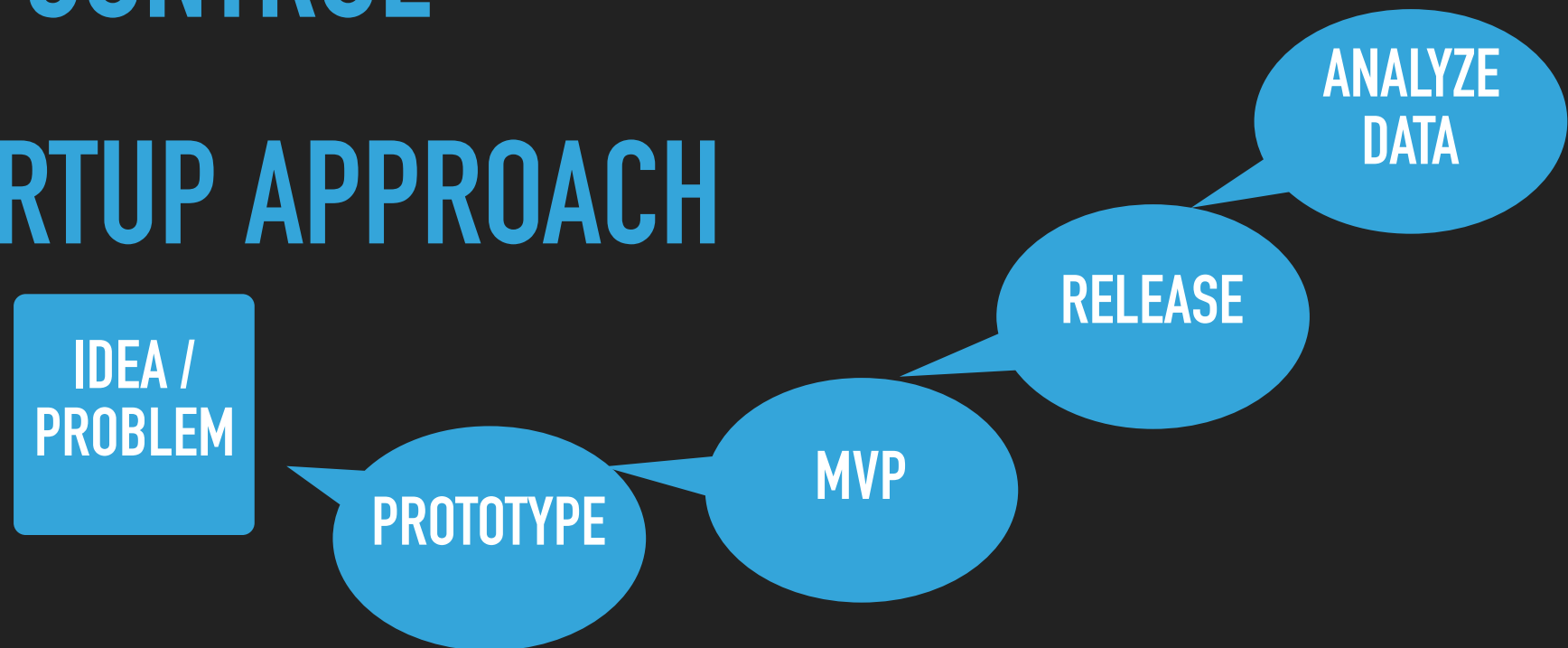
2- COMMUNITY > STRUCTURE

3- TRUST > CONTROL

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3- **TRUST** > CONTROL

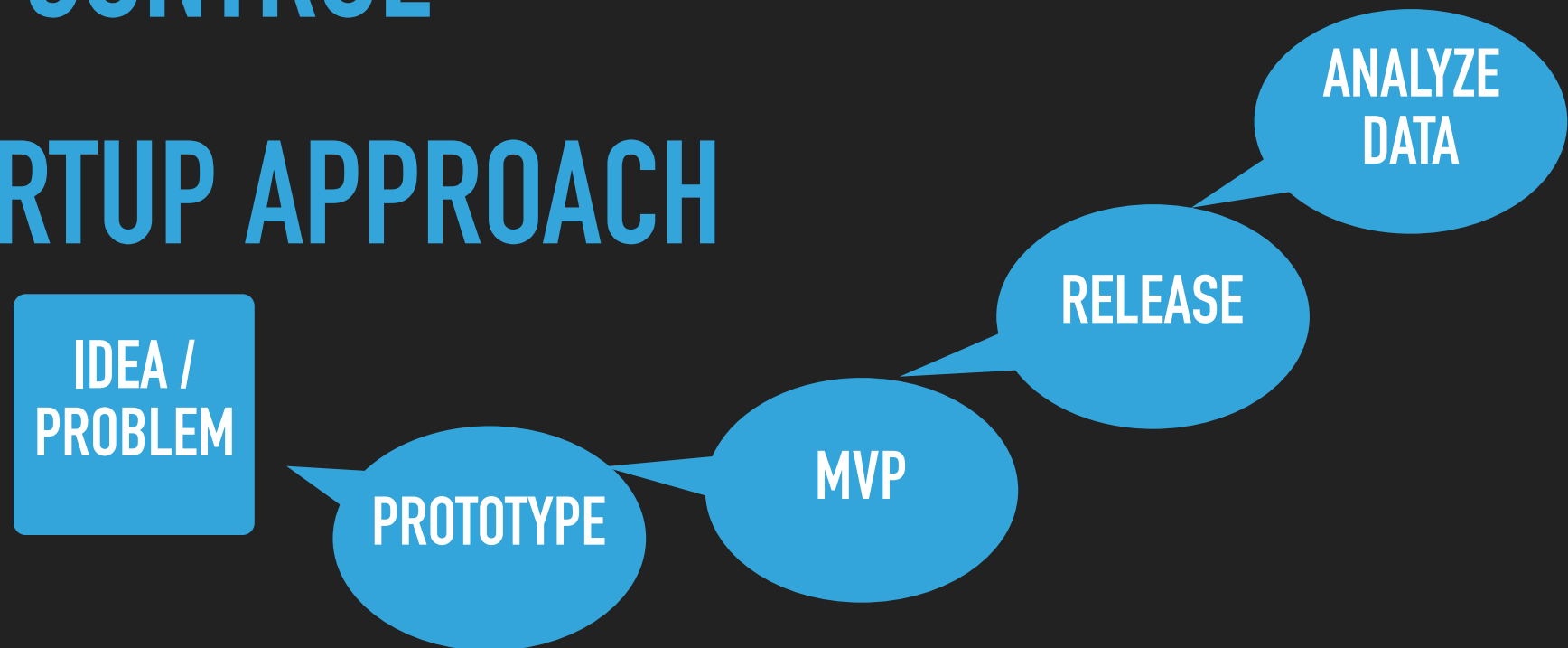
4- **LEAN STARTUP APPROACH**



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3- **TRUST** > CONTROL

4- **LEAN STARTUP APPROACH**

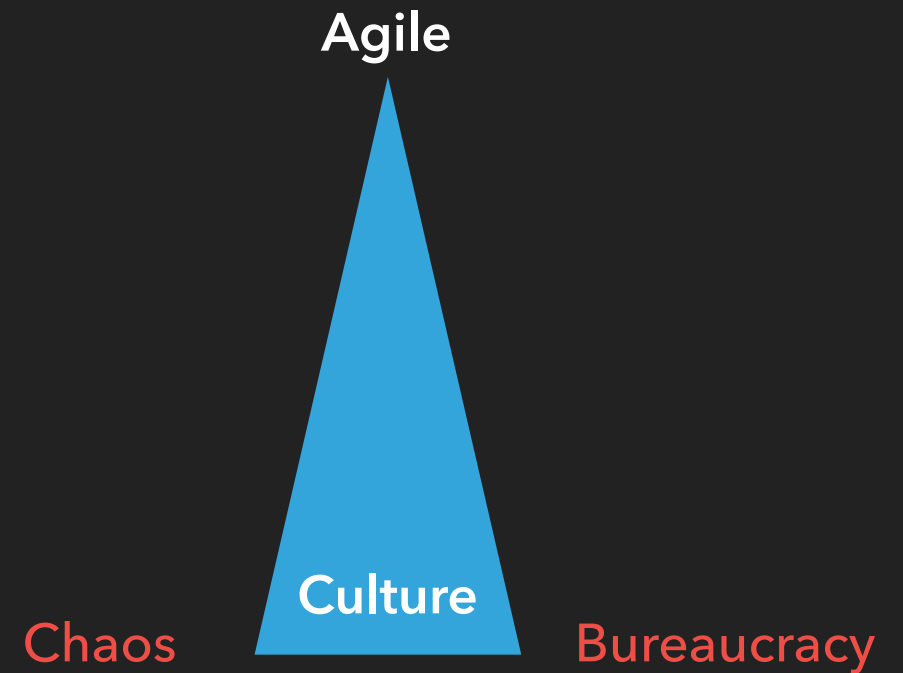


5- **HACK TIME**

6- HEALTH CULTURE HEALS BROKEN PROCESS

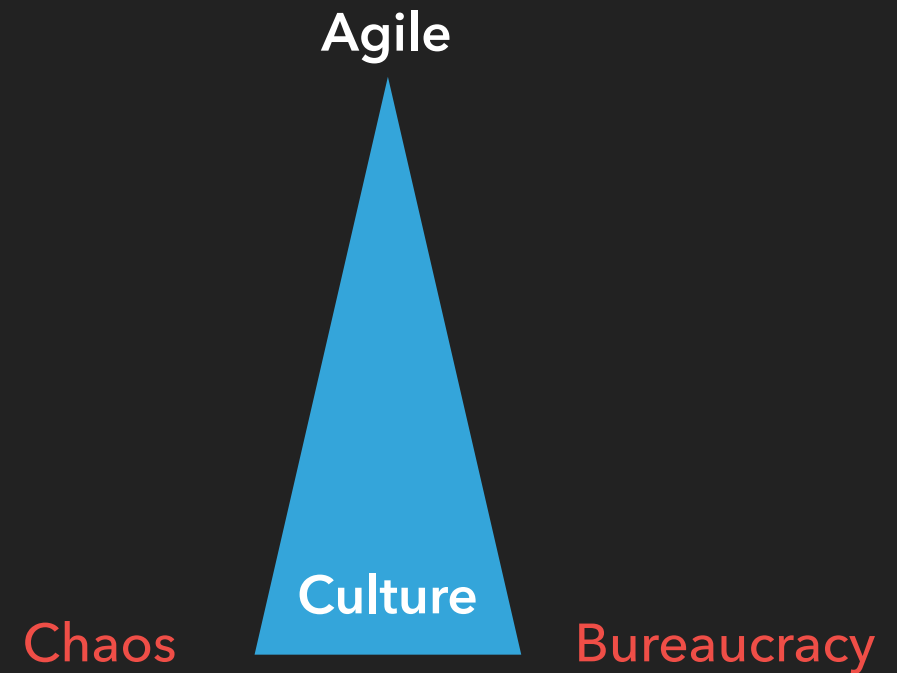
6- HEALTH CULTURE HEALS BROKEN PROCESS

7- GROWTH PAIN



6- HEALTH CULTURE HEALS BROKEN PROCESS

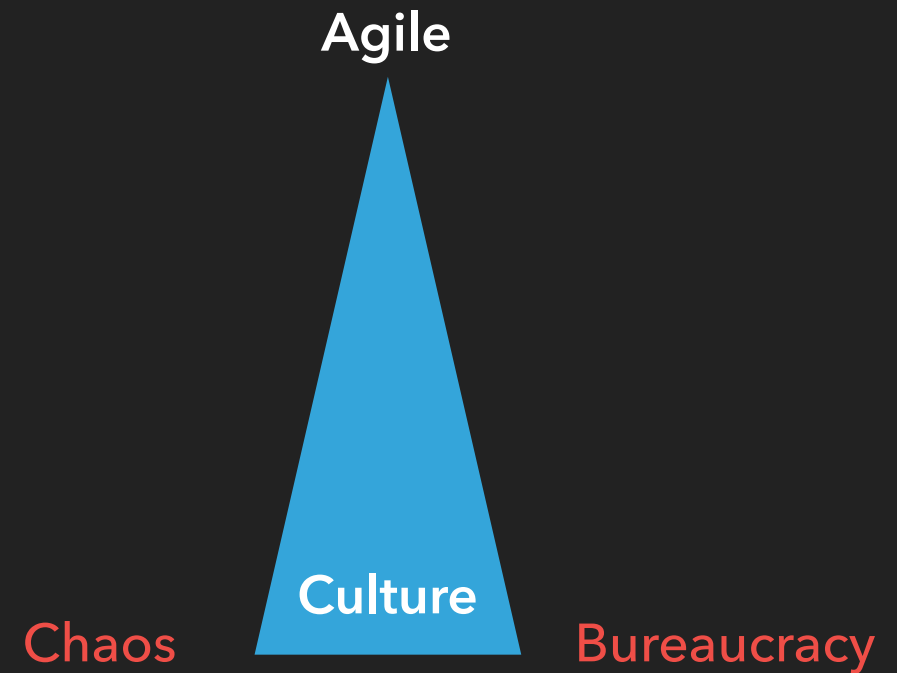
7- GROWTH PAIN



8- CULTURE-FOCUSED ROLES

6- HEALTH CULTURE HEALS BROKEN PROCESS

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8- CULTURE-FOCUSED ROLES

9- WE ARE THE CULTURE

(LET'S MODEL THE BEHAVIOR)

DEEPER CHALLENGES

1- CONSTANTLY INCREASE AWARENESS

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**2- ATTRACT AND CONNECT WITH THE RIGHT PEOPLE:
POSITIVE THINKERS**

(WE CREATE THE ENVIRONMENT)

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3- WE NEED RESONANCE

(VIBRATE IN THE SAME FREQUENCY)

NON NEGOTIABLE THINGS FOR BXD IA

1. We are an evolutionary path for the consultancy and business management ecosystem. Not a predatory or substitute alternative.
2. We should lead the way to a more professional, practical and transformative growth of the business evolution agenda.
3. We recognize and value all the righteous and professional approaches before us.
4. To be considerate a BXD ia© professional, one must master at least 70% of the core knowledge areas of the BXD BoK.
5. Any BXD ia© representative, (Founder, BoD member or Hub Catalyst) as an institutional figure, must have a clear vision of our MTP and act accordingly all the time.
6. We do not tolerate any kind of misconduct regarding our Code of Ethics.
7. Every BXD Hub is very important and will be managed and helped as such.
8. A Hub which, for more than 3 months, cannot justify to the Hub Council the lack of a measurable or developmental oriented action will suffer an intervention led by the BXD ia© BoD.
9. The BXD ia© Board of Directors must always guard the Institutional Culture that defines the international alliance conduct.
10. The Business Experience Designer professional is the seed. Organizational growth with better life experiences for the humankind is what we must harvest.



MASTERMIND GROUP

LEADERSHIP COUNCIL



Business Experience Design
International Alliance

FoG

B X D I A

BoD

B X D I A

HuC

B X D I A

AdB

B X D I A

EdU

B X D I A

FOUNDERS GROUP

FoG
BXDIA

1. Carlos Araujo
2. Denise Coelho
3. Frits Bussemaker
4. Gart Capote
5. Kurt Wiener
6. Pedro Correa
7. Sandra Camelo
8. Steve Towers
9. Victor Fraga

FIRST 2 YEARS

- ▶ Each founder chairs at least one board/council
- ▶ After 2 years - Council Assessment
- ▶ Chair stays for 2 more years OR new one from the Founders Group

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TO THINK ABOUT:

1- FOUNDERS \$ INVESTMENT (SEED MONEY)

2- LEGAL REGISTRATION

3- FISCAL RESPONSIBILITY

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