

Why?

The Toronto/Waterloo tech ecosystem is bigger than Boston, Chicago, Seattle and growing faster than NYC and the Bay Area combined.¹

Silicon Valley is “Silicon Valley” because of its experience and **active knowledge** exchange, between local peers, mentors, talent. How are you addressing the knowledge exchange issue for your employees, your leaders, and yourself? Is the knowledge exchange passive or active?

Passive knowledge: education, training, seminars, reading, traditional top-down teams. Active knowledge: mentors, forums, peer groups, diverse cross-functional teams.

Active knowledge

1. Cultures that commit to **peer** learning produce the best business results.²
2. Leaders who attract **mentors** are more likely to succeed.³
3. Teams that engage diverse cross-functional **talent** achieve more audacious innovation. industries.⁴

Do you have all the peers, mentors and talent that you need — *or could you use more?*

Active knowledge

“I regard it as a criminal waste of time to go through the slow and painful ordeal of ascertaining things for one’s self if these same things have already been ascertained and made available by others.”

—Thomas Edison

What?

The Founder City Project is a diverse community of 500+ top founders, mentors and talent. Members are **trained** on a proven active knowledge exchange system:

- to help one another learn faster,
- to make fewer mistakes, and
- to connect with the right people.

The Founder City system was created by top founders, for top founders and talent.

1. Founders: get support and learn from **peers** who have been there. = Better business results.²
2. Employees: discover **mentors** to learn from, without switching organizations. = More likely to succeed.³
3. Organizations: engage founders and diverse cross-functional **talent** that money can’t buy. = More audacious innovation.⁴

We help build high-trust, high-growth cross-functional talent and teams.

How?

A) Try a workshop!

Workshops are 45-minute problem-solving sessions, comprised of 5-6 groups of 3-9 people.

Why a workshop?

- Try our format, to see if you like it.
- People with experiences to share and knowledge to transfer.
- Find peers and mentors.

*B) Facilitate a workshop!

A trained facilitator runs each 3-9 person workshop group. For a typical workshop, we will **train** ~10 people to facilitate the workshop, for free (training normally costs \$1,140).

Facilitating a group is leading the group: a leader of leaders, an influential role. Facilitators manage the active knowledge exchange and build the closest relationships with participants. ***Highest value; highly recommended.**



¹CBRE Scoring Tech Talent Report 2017.

²Google Re:Work <https://rework.withgoogle.com/guides/learning-development-employee-to-employee/steps/introduction/>

³Forbes/HBR <https://www.forbes.com/sites/hbsworkingknowledge/2015/10/21/how-to-predict-whether-a-business-idea-will-succeed/#379f121458e9>

⁴Amy C. Edmondson, from <https://hbr.org/2016/06/wicked-problem-solvers>