
Exponential Leadership Course: Purpose, Autonomy and Experimentation for Fast Growth

8 – 12 February 2027
Casablanca





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Ref: 452_25831 **Date:** 8 – 12 February 2027 **Location:** Casablanca **Fees:** 4000 GBP

Programme Summary

Exponential leadership is the subject of this one-week training course for directors, vice presidents and heads of function, ending in an exponential operating blueprint for one live business. Technology now lets small teams reach large markets, yet many organisations still scale by adding people and layers. The programme moves from the principles of exponential organisations, through diagnosis of purpose and structure, to the design of autonomy, experiments and data, and then to application. Mars Training Centre UK delivers this exponential leadership programme for leaders from mixed sectors.

The Business Case

Fast-growing organisations face a recurring problem: headcount, approvals and reporting lines grow faster than output, and decisions slow down just when markets speed up and customers expect more. Leaders who define a clear purpose, use external capacity and algorithms, and give teams autonomy with transparent data can grow output without growing cost in the same proportion, while keeping risk visible.

- Output per Employee: Rises as work moves to algorithms, partners and leveraged assets.
- Decision Cycle Time: Shortens as autonomy and live dashboards replace layered approvals.
- Pace of Experimentation: Quickens as small tests are funded and judged on evidence.

Principles and Evidence Base

- The Exponential Organizations framework of Salim Ismail: Its view of organisations built for rapid growth frames Session 1.
- Massive transformative purpose: This statement of a bold aim anchors Sessions 1 and 2.
- The SCALE attributes of staff on demand, community and crowd, algorithms, leveraged assets and engagement: They structure Session 3.
- The IDEAS attributes of interfaces, dashboards, experimentation, autonomy and social technologies: They guide Session 4.

Intended Participants

- Directors who answer for growth targets that hiring alone cannot meet.
- Heads of function who must redesign work as automation and data tools mature.
- Transformation and strategy leads who sponsor new operating models.
- Senior managers who give teams more autonomy while keeping control of risk.

Typical participants come from telecommunications, financial services, logistics, healthcare and public digital services.



Learning Outcomes

1. Participants will be able to evaluate how far an organisation matches the attributes of an exponential organisation.
2. Participants will be able to construct a massive transformative purpose statement for a business or function.
3. Participants will be able to diagnose where headcount, approvals and fixed assets limit growth.
4. Participants will be able to prioritise sources of external capacity.
5. Participants will be able to design team autonomy, dashboards and an experiment cycle.
6. Participants will be able to justify an exponential operating blueprint to executives.

Programme Structure

Day 1: Exponential Leadership Principles and Purpose

What makes some organisations grow far faster than others with the same technology available?

- Exponential Organizations Framework Overview
- Linear Versus Exponential Growth Comparison
- Massive Transformative Purpose Statement
- Technology Acceleration Trend Scan
- Personal Leadership Readiness Profile

Day 2: Diagnosing Growth Limits and Structure

Where do headcount, approvals and fixed assets hold the organisation back?

- Headcount-to-Output Ratio Review
- Approval Layer Map
- Fixed Asset Dependence Check
- Purpose Fit Assessment
- Exponential Attribute Scorecard

Day 3: Designing External Capacity with the SCALE Attributes

Which work can be done by partners, communities, algorithms and shared assets instead of new hires?

- Staff on Demand Options Table
- Community and Crowd Engagement Plan
- Algorithm Opportunity Screen
- Leveraged Asset Sharing Review
- Engagement Mechanism Design Sheet



Day 4: Designing Internal Autonomy with the IDEAS Attributes

How do teams gain autonomy and speed without losing sight of risk?

- Interface Design for Team Handoffs
- Live Dashboard Metrics Set
- Experiment Cycle and Funding Rules
- Team Autonomy Boundaries Charter
- Social Technology Use Guidelines

Day 5: Applying Exponential Leadership to One Business Unit

Is the blueprint ready to take to the executive team?

- Applying the Session 1 Purpose Statement to the Chosen Unit
- Testing Session 2 Limits Against Current Data
- Selecting Session 3 External Capacity Options
- Setting Session 4 Autonomy Boundaries and Dashboards
- Completing the Exponential Operating Blueprint

Methodology

The programme uses a case analysis method built on documented examples from several industries and anonymised participant business units. Participants score their own organisations against the framework, challenge one another's assessments in small groups, defend design choices to peers who play executive committee members, and receive facilitator feedback on each work product before it enters the blueprint.

- Suggested activity: Rewriting a modest corporate goal as a massive transformative purpose statement.
- Suggested activity: Mapping one approval chain and removing steps by replacing them with a dashboard rule.
- Suggested activity: Screening five tasks in a function for transfer to partners or algorithms.

Capstone Output

Each participant completes an exponential operating blueprint for one live business unit. It holds a purpose statement, an attribute scorecard, an external capacity plan, an autonomy charter with dashboards and an experiment cycle with funding rules. The blueprint is used at work to open an executive discussion on the operating model and to select the first experiments.



Frequently Asked Questions

Is exponential leadership suitable for senior managers who do not work in technology?

Yes. Exponential leadership is taught at a strategic level and assumes responsibility for a unit, function or growth target, not a technical background.

Which models does exponential leadership rest on in this programme?

Exponential leadership here rests on the Exponential Organizations framework of Salim Ismail, including the massive transformative purpose and the SCALE and IDEAS attributes.

How is the operating blueprint from exponential leadership used at work?

You use the exponential operating blueprint to open an executive discussion, agree the first experiments and set the limits within which teams act.

How does exponential leadership differ from a programme on digital transformation?

Exponential leadership centres on purpose, autonomy and scaling output beyond headcount, while digital transformation centres on adopting specific systems and processes.