



IMAGINE

The Oxford Experience

Foreword



Words like *revolution* and *renaissance* are floating around in our streets and board rooms, from the conference

rooms of Davos Man to the playa of Burning Man.

Every generation feels like their times are historic. But never before in human evolution have we faced this powder keg of ecological and social tipping points. We didn't mean to create climate crisis and unsustainable inequality – but it's here on our watch.

It's also a time of massive technological change, unleashed creativity, unfettered identity, and radical innovation. Signs of the times graffitied on walls read:

*Everything is changing.
Everything is possible.*

Hope is also flourishing. Life now calls for more of us as leaders, as human beings – those who embody humanity and have the skills to rethink and reshape our relationships with each other and our world.

Life has an invitation for humanity now. IMAGINE has an invitation for you now. Not for lectures or conferences, but for real journeys of transformation; spaces to reflect and reconnect with ourselves and a community of like-minded fellow travellers.

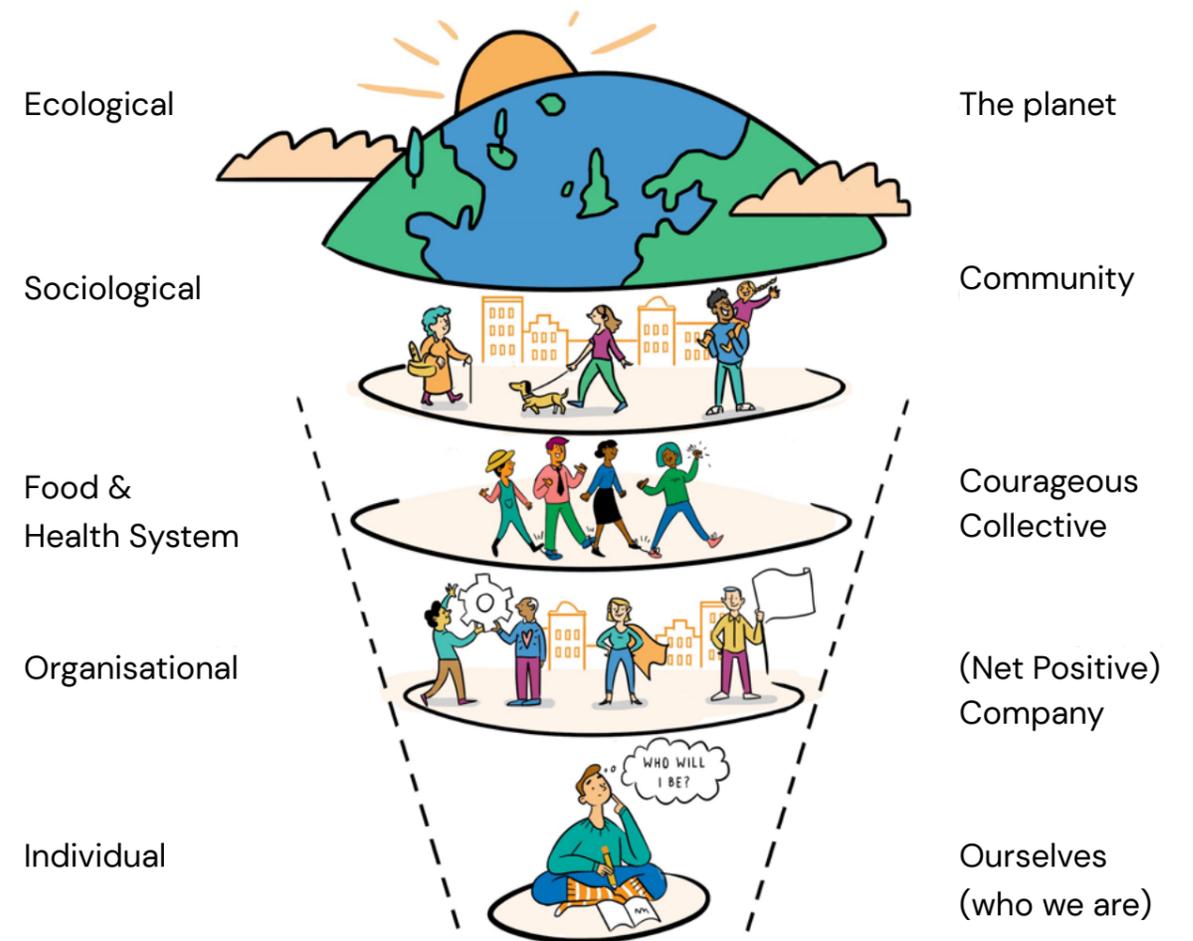
It is our great hope and deep commitment to create a space that nourishes and connects revolutionary renaissance leaders – a courageous collective.

Valerie Keller
IMAGINE Co-Founder & CEO

About IMAGINE

Sung into existence in 2019 at the MoMA by a collective of space transformers, IMAGINE was co-founded by Paul Polman and Valerie Keller with a belief in the positive potential of human beings to lead systemic change.

Following the establishment of CEO communities via the Food Collective and The Fashion Pact, IMAGINE expanded to accelerating transformational leadership and communities of action committed to climate action and social equity.



An evolutionary experience

Leveraging the best of the University of Oxford's institutions, IMAGINE's Oxford Experience is an immersive 4.5 day leadership journey developing senior business leaders with passion and power for systems change, and accelerating purposeful partnerships.

Participants are accelerated by a group of world-class faculty drawn from Oxford Martin School, Saïd Business School, the Smith School of Enterprise and the Environment, and the Blavatnik School of Government – and world leaders bringing pioneering insights from philosophy, politics, economics; business, neuroscience and the arts.

This year we're a live case study of systems transformation via our food system, convening business leaders across the full food value chain including tech pioneers, investors, and regulators – the humans who can change the game.

The unique location of Oxford, coupled with an immersive unforgettable journey for leaders, provides a powerful foundation for lifelong friendships and trusted partnerships to flourish.



“ I left our Oxford adventure feeling rejuvenated, changed, curious, prepared, motivated, and confident in myself...and I have a new tribe to belong to.

Who is this for?

Beyond the hats we wear, we are humans who care, storytellers, candid, courageous and playful – all senior leaders with the passion and power for systems transformation, committed to climate action and social equity.

If you feel a calling for space to connect, time to reflect, and inspiration for impact, this experience is for you.

Each cohort of up to 40 diverse participants is carefully nominated and curated with founding members of the IMAGINE Leaders community and with IMAGINE's Mission Board and CEO Circle. Leaders are selected from:

Business

The next-gen CEOs who have the resources within their business and through their value chain to effect change.

Disruptive Innovators

The scale-ready Founders reimagining what is possible – what we eat, what we wear, how we move and power our lives

Investors

The purpose-driven investors who are funding innovative net-positive solutions.

Civil Society & Government

The innovative leaders building cross sector partnerships to accelerate solutions at scale.



“ Still can't find the words to describe the past few days. Feels a bit surreal. Just feeling a lot of immense gratitude and reflection.

How Leaders Grow

Leveraging the latest neuroscience on how humans learn individually and collectively, the IMAGINE Leaders Oxford Experience will be a unique blend of fireside chats, debates, individual reflection and small group conversations, case study immersions and accelerators with real world been-there, done-that CEOs. Leaders cultivating skills and capabilities for transformational leadership such as:

Systems Leadership

Applying new mental models and practices for complex adaptive systems. Integrating systems-thinking into organisations and catalysing ecosystems change through leverage points, partnerships, and collective action.

Net-Positive Business

Exploring the pathways to ensure leaders and their businesses give more to the world than they take, improve the lives of everyone they touch, take ownership of all the social and environmental impacts its business model creates, and partner with competitors, civil society, and governments to drive transformative change.

Disruptive Innovation

Practitioner insights on how to catalyse innovation within teams and ecosystems, mobilise financial and relationship capital, and transform incumbent legacy systems.

Transformation Tools

The 'Five Fundamentals' to create powerful and fulfilling lives, transform relationships with ourselves and others, and grow high-performing teams, organisations and collectives.

NeuroLeadership

Understanding the science and mastering mind-body practices to shift mindsets and belief systems, improve decision-making and creative problem-solving, build trust, foster a culture of learning, and expand social, ethical, and adaptability intelligence.

Creativity & Storytelling

Unlocking our power of creativity and intuition to expand our knowledge, depth of being, experience of life — and to inspire and mobilise others through times of change.



Highlight Faculty & Contributors

Joining us on the journey is a group of world-class faculty drawn from Oxford University and beyond. From diverse backgrounds in neuroscience, economics, politics, business, the arts, and philosophy, they are each humanitarians in their own way, unified in a desire to realise positive change.



Paul Polman
IMAGINE, Co-Founder
Unilever, Alumni CEO
Net Positive, Author



Jean Oelwang
CEO of Virgin Unite



Ian Goldin
University of Oxford, Professor of Globalisation and Development
Oxford Martin School, Founding Director



Perch Ducote
Power & Peace Inc., President



Wiebe Draijer
Rabobank, Alumni CEO



Richard Mayfield
Walmart Mexico and Central America, Canada and U.K., alumni EVP and Regional CEO



Kaya Axeleson
Smith School of Enterprise and the Environment and the Environmental Change Institute, Net Zero Policy Engagement Fellow



Peter Hanke
Voces Academy, Conductor & Artistic Director
Oxford Saïd Business School, Associate Fellow



Shevaun Haviland
British Chambers of Commerce, Director General,



Professor E.J. Milner-Gulland
University of Oxford, Tasso Leventis Professor of Biodiversity



Christine Lloyd
Dynamic Systems Associates, Director



Colin Mayer
Saïd Business School, Former Dean
Blavatnik School of Government, Visiting Professor



Richard Olivier
Olivier Mythodrama, Founder & Innovation Director,
Archetypes at Work, Co-founder



Prof. Olivier Oullier
Inclusive Brains, Chairman and Co-Founder

Faculty is subject to change

Mission Board

Special thanks to our Mission Board and CEO Circle giving their time, wisdom and networks to accelerate leaders.



Suzy Amis Cameron

Author, Environmentalist, Founder and CEO of OMD



Richard Branson

Founder, Virgin Group



Arianna Huffington

Author, Co-Founder of The Huffington Post, Founder & CEO of Thrive Global



Mo Ibrahim

Founder and Chair, The Mo Ibrahim Foundation and Founder, Celtel International



Hiro Mizuno

Former Chief Investment Officer, Japan Government Pension Investment Fund (GPIF)



James Mwangi

Executive Director, Dalberg Group



Carolina Müller-Möhl

Founder & President, Müller-Möhl Group



Eddie Ndopu

Award-winning Activist and Humanitarian



Cherie Nursalim

Vice Chairman, GITI Group



Susan Rockefeller

Founder and Editor-in-Chief, Musings

CEO Circle



Angela Ahrends

Alumni CEO, Burberry

Ping Fu

Co-Founder & Alumni CEO, Geomagic

Bill George

Alumni CEO, Medtronic

Sally Jewell

Former US Secretary of the Interior
Alumni CEO, REI

Hubert Joly

Alumni CEO, Best Buy

Isabelle Kocher

Alumni CEO, Engie

Bill McNabb

Alumni CEO, Vanguard

Deanna Mulligan

Alumni CEO, The Guardian Life Insurance

Paul Polman

Alumni CEO, Unilever
Co-Founder, IMAGINE

John Replogle

Alumni CEO, Seventh Generation

Walter Robb

Alumni CEO, Whole Foods

Feike Sijbesma

Alumni CEO, DSM

Kip Tindell

Founder & Alumni CEO, The Container Store

Alannah Weston

Former Chair, Selfridges Group



The dates for the 2023 experience are:

April 2nd - 7th or
September 10th - 15th

Limited places available for these invitation-only experiences.

[See here](#) to apply, nominate, or for more information. Any queries please contact us at: leaders@imagine.one

IMAGINE

www.imagine.one/oxford-experience/