



THE METASKILLS CHALLENGE

*How can businesses be more human going forward?
How can brand make business more human in real ways?
What new skills can/should we bring with us into a changed world?*

SCHEDULE

April 22 Begin **Module 1: Feeling** — read pages 1-88 and do team exercise
May 5 Submit completed exercise to Masters Panel by 9pm EDT

PROCESS

There are five learning modules, one for each of the five metaskills. Teams will have two weeks to read the assigned chapter and complete the exercise for each module.

PRO TIP #1: Keep your ideas “liquid” so they can be improved with each module. The METASKILLS Challenge is as much about how you *think* and how you make a case for the work as it is about what you *create*. The Masters Panel will always ask *Why?* first. If your work doesn’t answer our *Why?* in a clear and compelling way, it won’t win.

PRO TIP #2: The last module will include sharing best research sources. Keep a running list as you go—from yourself and your team—of the books, articles, blogs, Wikipedia entries, videos, or other items that informed your work.

Module 1: FEELING

Beauty is a quality of wholeness or harmony that generates pleasure, meaning, or satisfaction. —Metaskills

THE SET-UP

Identify “beautiful” examples of brand experiences that exist in the world today (using the elements of surprise, rightness, and elegance). Work with your team to determine which example best signals a new trend or opportunity in branding. Use empathy to “feel” the kinds of brand experiences people might want in a new, post-pandemic world.



THE EXERCISE

Choose an existing product, service, or company—and its brand—that needs to transform itself to succeed in the post-pandemic world. Create a PDF deck of no more than ten (10) slides that contain:

- 1) Your team's thinking*
- 2) The brand you believe needs to change and why*
- 3) A statement of no more than 100 words on how your chosen brand might become more "beautiful"*

How you organize, frame, and design your presentation is up to you.

THE CRITERIA

You'll be assessed on the "brandability" of your chosen business. Is there scope for improvement? Will the world be a better place afterwards? Are customers likely to reward it with long-term purchases and loyalty?

Team presentations may be emailed/transferred to Andy: andy@levelc.org