



Next Economy MBA: ***Course Outline and FAQ***

Table of Contents:

<i>What is a brief description of the Next Economy MBA?</i>	3
<i>If I take this course, what's in it for me?</i>	3
<i>Why are you offering this course?</i>	3
<i>Who is teaching the course?</i>	4
<i>What are the course dates and times?</i>	4
<i>Who should take the course? How many people will be participating?</i>	5
<i>How are you thinking about inclusion?</i>	5
<i>Are there racial caucus groups for this program?</i>	5
<i>How do racial caucus groups work in the context of the Next Economy MBA?</i>	6
<i>Is this an "accredited" MBA program?</i>	7
<i>Is there a Certificate Associated with this Training?</i>	7
<i>How much time do participants dedicate to the training?</i>	7
<i>What is LIFT Economy's pedagogy and process?</i>	7
<i>What is the Next Economy MBA Course Curriculum?</i>	8
<i>What about "Homework" (aka "Extra Fun")?</i>	10
<i>Can I read and watch more detailed student testimonials?</i>	10
<i>Who do I contact if I have more questions?</i>	13

What is a brief description of the Next Economy MBA?

The Next Economy MBA is a nine month learning experience for entrepreneurs and aspiring entrepreneurs who want to learn key business fundamentals (e.g., vision, culture, strategy, and operations) from an equitable, inclusive, and regenerative perspective.

If I take this course, what's in it for me?

The benefits of participating in this course include, but are not limited to:

- Create a Next Economy business design or modify your existing business to be more aligned with creating benefit for all life
- Learn about tools, tips, and strategies that you can apply to your own business
- Increase confidence in your understanding of Next Economy business fundamentals
- Feel more confident about a career that aligns with your deeper purpose
- Join a supportive peer group that will hold each other accountable to achieving your goals and objectives
- Save time by getting insights from experts who have worked in this field--without having to find all of the information out on your own
- Build your thought leadership by learning how to publish and speak about the Next Economy
- Influence a burgeoning new way of thinking about how to structure and organize a global shift towards an economy that works for all life.
- See "Testimonials" below to see what others have gained from our previous courses. Check out our growing community of Next Economy MBA Alumni.

Why are you offering this course?

Many folks have approached the LIFT team over the years to ask “what business skills, knowledge, and/or resources do I need to excel in the Next Economy?”

The question, along with our observation that many social entrepreneurs need grounding in the business fundamentals of vision, strategy, culture, and operations, led us to the creation of the Next Economy MBA.

The content taught in the vast majority of MBA programs is based on outdated principles that were developed during the industrial revolution and oriented toward the outcome of producing functional mid-level managers of large multinational corporations.

MBA programs are also incredibly expensive, costing roughly \$100k-\$150k for a two year degree. This ultimately exacerbates the cycle of wealth extraction and forces aspiring entrepreneurs to become reliant on high-salary positions to pay down their debt.

The LIFT team has spent over ten years working with more than 250 social enterprises and organizations that are growing the Next Economy. We have identified patterns that we feel that every entrepreneur should know in order to be prepared for the future of business and life.

We also discuss topics like regenerative finance, the gift economy, self-managing organizations, multi-stakeholder cooperatives, comprehensive strategies to reverse climate change, non-violent communication, non-extractive investing, racial justice, and much more. No MBA program in the world teaches these types of topics.

Who is teaching the course?

[The team at LIFT Economy](#). A few guest speakers will also be invited to help add value to the course.

What are the course dates and times?

MBA Cohort X (Starting Spring 2023)

Regular Class Sessions: All 18 sessions will be on Tuesdays from 11:00am-12:30pm Pacific Time (the first two sessions and the last session will be from 11:00am-1:00pm Pacific).

Session #	Date	Session Title
1	Tue, 3/28/23	Intro to Next Economy (extended session)
2	Tue, 4/11/23	Intro to Next Economy II (extended session)
3	Tue, 4/25/23	Principles of Next Economy Enterprises I
4	Tue, 5/9/23	Principles of Next Economy Enterprises II
5	Tue, 5/23/23	Enterprise Case Studies by Structure
6	Tue, 6/6/23	Personal Strategies and Life Design
7	Tue, 6/20/23	Vision Alignment
8	Tue, 7/18/23	Culture I - Values and Team
9	Tue, 8/1/23	Culture II - Communication
10	Tue, 8/15/23	Strategy I - Positioning
11	Tue, 8/29/23	Strategy II - Fundraising
12	Tue, 9/12/23	Strategy III - Partnerships & Governance
13	Tue, 9/26/23	Operations I - Organization Structure, Roles and Tasks
14	Tue, 10/10/23	Operations II - Operating Projection and Financial Systems
15	Tue, 10/24/23	Marketing I - Approach and Messaging

16	Tue, 11/7/23	Marketing II - Branding and Sales Systems
17	Tue, 12/5/23	Practicum Share, Transforming Capitalism, and Review
18	Tue, 12/19/23	Next Steps for the Next Economy (extended session)

Office Hours: Following each regular Tuesday class session, there will be office hours on Thursday that week from 11:00am-12:00pm Pacific. For example, if there is a regular class session on Tuesday, April 18, there will be an office hours session that week on Thursday, April 20 from 11:00am-12:00pm Pacific.

Racial Caucuses: Racial caucus groups (more info on these later in this document) will be held once per month on Fridays from 11:00am-12:30pm Pacific. Exact dates TBD.

Who should take the course? How many people will be participating?

The course is designed for entrepreneurs, aspiring entrepreneurs, students / recent graduates, employees, and folks who want to learn more about Next Economy business principles. We aim for an average cohort size of 50-75 people to keep the discussions focused and to ensure that we are able to serve individual needs (note: see comments directly below for more details).

How are you thinking about inclusion?

One of the biggest opportunities in creating the Next Economy is increasing the amount of diversity, equity, and inclusion from the start. Indeed, how can we create an economy that "works for the benefit of all life" without including people who have faced systemic barriers to success?

With this in mind, we aspire towards 50% spots in this course for people of color. People of color are also eligible for a 50% discount on the total price of the course.

Are there racial caucus groups for this program?

Yes. We are excited to offer White-ally and Person of Color (POC) Caucus groups to support your learning and engagement in the Next Economy. LIFT Economy firmly believes that in order to have a Next Economy (and to create a just, inclusive economy that works for the benefit of all life), we need to have everyone's voices represented, especially those who have been categorically marginalized from the business as usual economy.

From Racial Equity Tools:

To advance racial equity, there is work for white people and people of color to do separately and together. Caucuses provide spaces for people to work within their own racial/ethnic groups.

For white people, a caucus provides time and space to work explicitly and intentionally on understanding white culture and white privilege and to increase one's critical analysis around these concepts. A white caucus also puts the onus on white people to teach each other about these ideas, rather than placing a burden on people of color to teach them.

For people of color, a caucus is a place to work with peers to address the impact of racism, to interrupt experiences of internalized racism, and to create a space for healing and working for individual and collective liberation. At times, people of color may also break into more specific race-based caucuses, sometimes based on experiences with a particular issue, for example police violence, immigration, or land rights.

Groups that use caucuses in their organizational racial equity work, especially in workplaces and coalitions, generally meet separately and create a process to rejoin and work together collectively. In the Next Economy MBA, the majority of the space (course sessions and office hours are in biracial groups, so this is where we "rejoin" whereas the work of dismantling systems of internalized white supremacy can happen on a deeper level in caucus spaces). As facilitators, we will hold participants accountable to bringing the learnings into both spaces, and we encourage each participant to step into a space of self-accountability to doing this work, as stated above we see it as a precursor to a just and equitable economic transition.

How do racial caucus groups work in the context of the Next Economy MBA?

While the majority of the training (class sessions and office hours) is conducted in a multi-racial setting, the caucus groups offer an alternative, "brave" space for people to work within their own racial/ethnic groups. We are confident this work will enhance the work we do as a larger group.

*People of mixed background can choose to participate in the white ally caucus and/or the POC caucus.

We strongly encourage white folks to attend the first and subsequent white-allied caucus sessions. We can assure you this is critical skill-building for Next Economy work, and many white participants have indicated to us how tremendously helpful it has been for their participation in the Next Economy.

[Vanissar Tarakali, Phd of Tarakali Education](#), who facilitates many white allyship workshops, says:

"Racial justice workshops that include a mix of people of color and white people should ideally provide opportunities for these two groups to meet separately to build compassionate community, and heal from internalized oppression and dominance. Meeting separately is especially important to ensure that everyone's learning and healing needs are addressed:

"There are times when the needs of white trainees are in direct opposition to the needs of trainees of color. Initially, white people need to acknowledge their racist conditioning, behaviors and privilege in a

compassionate, non-judgmental context. At the same time, people of color need to find their voices and express their anger and hurt about racism while having their experiences validated and respected. This delicate process of healing from internalized racism requires a sacred space set apart from the distraction of white people's shame and guilt reactions.

You can learn more about racial caucusing by viewing the following resources:

- [Racial Equity Tools: Caucus and Affinity Groups](#)
- [Why People of Color Need Spaces Without White People](#) by Kelsey Blackwell
- [Going to the Root: How White Caucuses Contribute to Racial Justice](#) by Alex Vlasic

Is this an "accredited" MBA program?

The program is not accredited. Indeed, part of the reason we created the Next Economy MBA is that no accredited business school in the world teaches the breadth and depth of the topics (e.g., regenerative design, the gift economy, anti-oppression, worker-ownership, etc) we discuss on this course. We had to create a comprehensive program that we would be interested in taking ourselves.

Is there a Certificate Associated with this Training?

By request we have created a Certificate for the Next Economy MBA training. Standard for Completion Certificate:

- Pass/Fail standard (letter grade awarded by request through self-assessment (A-F) and 30 minute facilitator review discussion/interview)
- Attend or watch each session (can be live participation or view recording)
- Attend or watch office hours (can be live participation or view recording)
- Complete Feedback form for each session - feedback form asks for what was valuable about each session and what could be improved
- Complete extra fun assignments for each session - must complete 9 of 18

How much time do participants dedicate to the training?

The training is 18 sessions that take place over the course of 9 months.

- At 1.5 hours each, in addition to an extra 30 min for the first two sessions, equals 28 hours of in class time
- There is also a bi-weekly (optional) office hours following each session. This equals 18 hours
- There are also caucuses and special sessions focusing on particular topics, which equal ~ 6-10 hours
- All sessions are recorded for independent review.
- Each session includes (optional) content for synthesis and integration (exercises/homework) as well a number of supplementary reading and multimedia resources. Some of these are directly

referenced in the session and some are presented for additional learning. Review of these materials is optional.

- On average most participants dedicate ~2-2.5 hours a week over the training. Much of that time is optional commitment.

What is LIFT Economy's pedagogy and process?

- We do not “teach” anyone anything per se, but create the conditions for learning to occur
- As a participant your learning opportunity is to ask questions and be curious
- We collectively steward an atmosphere that nurtures a sense of psychological safety
 - Make it safe to ask yourself questions
 - Transcending limiting beliefs, cynicism, and expanding our beliefs about what's possible
- We have surveyed and will continue to survey all course participants about interest in topics and will adjust the content of the course accordingly
- Please note that this is a *living* syllabus – we'll be updating it continuously throughout the course (ie: as the agendas for each session go live)
- Agendas are to be released ~5-7+ days in advance of the upcoming session (typically every Friday), so that participants can review topics and access prep reading, podcasts and videos (note: our first session will be the exception to this pattern and since assignments are relatively lightweight for the 1st week, there should be time to review all materials prior to the 2nd session).

What is the Next Economy MBA Course Curriculum?

The nature of the MBA training is adaptive and malleable. One core principle in our approach to facilitating a learning experience is to dynamically adjust the content we explore together according to the needs, aspirations and curiosities of the participants in the experience. That said, we have prepared nine months of content matching the outcomes articulated in the course description on our website. We may need to forego a topic due to questions and discussion going over time and will need to either address the topic offline or insert into a future session. A topical outline of that content is listed below:

Intro to the Next Economy

What is the Economy?

Vision for an economy that works

Psycho-social critique of the Existing Economy

Introduction to the Price Parity Paradox

Principles of Next Economy Enterprises

1. Need-oriented, basic goods and services
2. Diverse, equitable, and inclusive ownership
3. Equitable and democratic culture

4. Support of local economy ecosystem
5. Education embedded into the good or service
6. Open source and regionally replicable
7. Transparent
8. Regenerative operations
9. Supports movement building for broader systems change
10. Supports personal growth and development

Enterprise Case Studies by Structure

Structure literacy

Advantages and disadvantages of different legal structures

Personal Strategies and Life Design

Hierarchy of Consumption

Divest / Invest / Barter / Gift / Share / Timebank

Life Design

Vision

Why is aligned vision important?

How to get to an aligned vision?

Cadence and adapting

Goal Setting

Culture

What is culture in the Next Economy?

Values and their purpose

Compensation

Recruiting

Interviewing and Selection

Orientation

Performance Enhancement

Facilitation

Non-Violent Communication

Strategy

Decision Making & Governance

Strategic Partnerships

Market & Industry Research

Strategic Positioning

Core Value Proposition - Messaging & Branding

Understanding Business as Usual Finance

Order of Operations for Seeking Finance
Security Structure Options
Finding Investors

Operations

Organizational Structure, Roles, and Tasks
Operating Projection and Financial Systems
Policy & Procedure
Personal Productivity

Next Steps for the Next Economy

Next Economy Roles
Breakthrough Opportunities
Next Health
Next Education
Next Media
Next Communications
Next Steps for Additional Learning and Community of Practice

What about “Homework” (aka “Extra Fun”)?

Throughout the duration we will be giving assignments to move these projects forward. We'll either have you (optionally) submit these assignments to our shared folder on Google Drive or through an online survey form.

Can I read and watch more detailed student testimonials?

Please click on the names below to watch video testimonials:

- [Melissa Hanson](#) | Sr. Outreach Coordinator and Program Specialist, GRID Alternatives | Pasa Robles, CA
- [Shirah Dedman](#) | Filmmaker, Shirah Dedman Media | Oakland, CA
- [Jonathan Rubenstein](#) | Founder, Bell Valley Retreat | Boonville, CA
- [Dann Moreno](#) | Social Entrepreneur | Democratizing Impact Investing | Mexico City Area, Mexico
- [Lauren Magrisso](#) | Founder, CEO Generativ Labs | San Francisco Bay Area

Here are a number of written testimonials:

I grew up in the business-as-usual world and worked at a large financial institution for 17 years. I left my role to seek a new and improved, more meaningful profession and the coursework has

helped me clarify not only how I want to work, with whom, but also the type of impact I want to and will make in the world. I have gained a new perspective and language that I had always valued but had been previously unable to articulate.

Because of the Next Economy MBA, I believe I am a better global citizen and community member. I am awakened to the many challenges and issues that capitalism creates by the ongoing need to consistently grow profits and benefit off the backs of the oppressed workforce.

I learned about the socialization of currency and the playbook in our society that is embedded in our upbringing where we are told to go to school, get a job, take on debt, and be beholden to powerful oppressors who will never share what they take from us.

What worked - Sessions 1-9 I found very valuable. Learning about the history of the business as usual economy and its inherent flaws, then transitioning into what is possible in the next economy. I loved learning about various business and operational models and new ways to integrate democratization into our work.

- Wendy Blackwell-Moore | Founder/Owner of
Pine Pitch Consulting | Portland, Oregon

My relationship with business has transformed significantly since beginning the Next Economy MBA program. I came to a point in my life where I acquired a lot of skills surrounding my passions as a farmer and organizer and was trying to figure out how to create a business that centers people, planet, and profit simultaneously. I was interested in learning from people who see work environments as collaborative rather than competitive.

My main work with the Next Economy MBA has been around vision articulation. It can be overwhelming figuring out where to begin when you are trying to build a business that doesn't perpetuate the adverse effects of capitalism. LIFT Economy shares many tools and templates that help you build a Next Economy business. This course has given me a space to be intentional about creating a business that can have the potential for generational shifts in the way we relate to our food system.

- Olive Watkins | Social Entrepreneur | Land
Steward | MBA Candidate NC State

The LIFT Economy team facilitated an introspective process to push further my vision in the next economy principles and gave me the structure based on culture, operations and management to thrive under current market conditions and lead to a better economy. The most important thing I

take away out of this MBA is a community of like-minded people & organizations that I can join in this journey to build an economy that benefits all life.

- [Dann Moreno](#) | Social Entrepreneur |
Democratizing Impact Investing | Mexico City
Area, Mexico

The webinar course I recently completed with LIFT Economy was excellent, and every session inspired me and influenced the way I am thinking about my enterprise. My team here probably got tired about hearing about the webinars all the time.

- Jake Ifshin | Executive Director, Everybody
Grows | Washington DC

I am happy to share my experience with the online courses our Farm Manager and I took with LIFT just recently. This was a series of webinars focused on preparing a small startup business for a successful growth phase.

I am a career CFO and Human Resources professional in a nonprofit industry, recently turning my acquired professional skills toward our family, for-profit agricultural enterprise to build a sustainable life path for our family while feeding our community. I mention this because I found the webinars helpful to someone like me, who is conversant with the business end of an enterprise but needs more industry-specific information to integrate into that knowledge base, as well as to our Farm Manager, who possesses a wide range of operational skills but needs a more solid grasp of the basic business skills required in a startup.

The webinars were comprehensive, very personal, and quite versatile. They contained enough old-school basics to satisfy generally accepted accounting principles and best practices in the C-Suite, and simultaneously offered an array of radical, visionary, next-gen tools that we all will be required to master in order to move sideways out of this dying, old economy with the scaffolding of a new one beneath us. I felt quite inspired by how thoughtfully the webinars were designed to be both practical and inspirational, personal yet applicable to a wide range of business types and diverse levels of knowledge and experience.

Personalized help was available throughout, and the webinars built each upon the other. LIFT has been a source of support and inspiration far beyond their initial engagement with us. The website alone is loaded with helpful resources, and their very existence helps us feel that the next generation economy is an achievable reality. They have helped to make it so in our small corner, and its effects are reverberating through our community.

- Ellen Buechner | Managing Partner, Fortunate Farm, LLC | Caspar, CA

The Next Economy MBA has been hugely empowering for me. I now have the analytic framework to understand the key dimensions of business, the best practices that lead to success, and the hidden dangers that can lead to failure.

I've used the course material to increase my organization's profitability and to shift our operations and culture toward real care and equitability. I've been invited into more leadership and am blessed to receive my colleagues' gratitude and support.

I feel I've leapfrogged years and years of learning in just a few months in this course. I have come to see, too, where I can continue to deepen the skills and attitudes I will continue to cultivate to better serve people and planet.

I am SO grateful to the LIFT team for their experience and guidance. I would heartily recommend this course to anyone serious about extending their impact.

- Jared Wood

Who do I contact if I have more questions?

Please feel free to [reach out to us anytime](#) with any questions or comments.