OVERVIEW:
During this three-day workshop, internationally acclaimed author, innovator and Professor, Dr. Deepak Chopra and media entrepreneur and Professor, Sharad Devarajan, will lead the class in exploring new social paradigms for how entrepreneurs, businesses and marketers can interact with their customers and communities and develop their own story and brand. Dr. Chopra will share strategies for how businesses can promote creativity, innovation and social well being into the DNA of their organizations and marketing efforts. Students will engage in active workshops, partnering in teams to develop disruptive, world-changing, ideas that can not only become self-sustaining and profitable, but also socially conscious and transformative. Various speakers will be brought into the class to explore areas of cause driven marketing, story driven marketing and social entrepreneurship.

AGENDA:

Monday Jan 11th

9:00am – 10:15am:
Introduction to Just Capital & Cause Driven Marketing

10:30am – 12pm:
Guest Speakers: Alan Fleischmann and James Scott
http://www.laurelstrategies.com/global-team/

12pm – 1pm:
Lunch

1pm – 2:15pm:
Guest Speaker: Deborah Dugan, CEO (RED)
http://www.one.org/us/person/deb-dugan/

2:30pm – 3:45pm:
Deepak Chopra: The Soul of Leadership

4pm – 5:30pm:
Guest Speaker: Chris Clarke, Co-Founder & CEO Pure Growth Group
http://www.puregrowth.com/team/

Tuesday Jan 12th

9:00am – 10am:
Sharad Devarajan: NGO’s, B-corps and Social Enterprises
10am – 11am:
Deepak Chopra: Myth, Vision & Values

11:15am – 12:30pm
Sharad Devarajan: Storytelling & Archetypes

12:30pm – 1:30pm:
Lunch

1:30pm – 2:30pm:
Guest Speaker: **Danielle Posa**

2:45pm – 3:45pm:
Deepak Chopra: Just Capital & Cause Driven Marketing

4pm – 5:30pm:
Guest Speaker: **Martin Whittaker, CEO, JUST Capital**
[http://www.creo-network.org/team#Whittaker](http://www.creo-network.org/team#Whittaker)

Recommended Reading:
NYT: A Plan to Rank ‘Just’ Companies Aims to Close the Wealth Gap
Forbes: Impact Investing Experts Weigh In On Paul Tudor Jones’ JUST Capital

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**Wednesday Jan 13th**

9:00am – 10am:
Deepak Chopra: Closing Thoughts & Final Takeaways

10am – 10:30am:
Guest Judge speakers

10:30am – 12:30pm:
Group Presentations and Discussion

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**GRADING**

**Class Participation: 50%**

- Attendance is mandatory (email in advance if you are unable to attend class)
- Students are expected to engage in classroom dialogues
- Prepare smart, challenging questions
- No laptops, tablets, phones, etc.
- Be on time
- Respect other students & speakers
- Visitors and non-enrolled students are not permitted to attend classes
- **Confidentiality** is to be maintained by all students when requested by a speaker or by other students.
Final Paper & Presentation: 50%
Students will work in groups of 7, to present a final project during the last class accompanied by a brief written proposal or powerpoint deck. Groups will work together, and be graded together, on the creation of a disruptive, world-changing, social project or business idea that can become self-sustaining and profitable, but also socially conscious and transformative. Students will make a presentation including the business strategy, marketing plan, milestones and measures for success and rationale for why it is needed today.