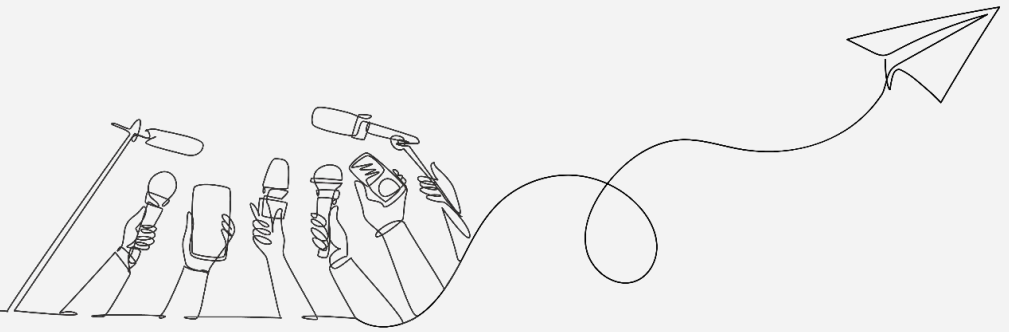


THE DO

Press-Kit 2024



KEY FACTS

We are The DO — a global organization that empowers businesses, employees and entrepreneurs in key moments of transformative change.

CORE TOPICS

Sustainability
Innovation
Leadership

FIGURES

Number of employees: 80+
Campuses: Berlin / Hong Kong
Offices: Hamburg/ New York / Nairobi / Pachuca, Mexico

CLIENTS



MILESTONES

- 2013:** The DO School launches in New York
- 2014:** European campus opens in Hamburg, Germany
- 2016:** The DO School wins German “Land der Ideen” award / German campus moves to Berlin
- 2017:** DO Founder Florian Hoffmann named one of 100 Young Global Leaders by World Economic Forum
- 2019:** The DO School opens its Asia campus in Hong Kong
- 2021:** Reorganisation as The DO, home to The DO School (lifelong learning institution) and DO Catalyst (business change accelerator)
- 2023:** The DO School launches beVisioneers: the Mercedes-Benz Fellowship for young eco-innovators



[DOWNLOAD](#)
[ZIP](#)

A collection of
The DO Images



THE DO: OUR STORY

“What are the skills we actually need for business to be part of the solution, rather than part of the problem?”

That was the question social entrepreneurs **Florian Hoffmann** and **Katherin Kirschenmann** put to more than 50 diverse global leaders over a two-year inquiry, and that eventually led them to establish The DO School in 2013.

In New York, The DO School delivered an initial proof of concept when it partnered with Mayor Mike Bloomberg to solve the problem of single-use coffee cups, winning an Innovate NYC Fellowship. And in 2014, the school launched a German campus, partnering with H&M on sustainable fashion challenges.

A global expansion of programs from Peru to Kazakhstan soon followed, with The DO School winning a German “Land der Ideen” award. The school’s DO Method also found its way into major companies, with CEOs eager to learn how they could leverage its innovative approach to accelerate transformation in their businesses. Florian Hoffman was named one of 100 Young Global Leaders by the World Economic Forum for founding The DO School.

In 2019, The DO School opened an additional campus in Hong Kong with a focus on innovation in the social sector, from kindergartens to hospitals to elderly care.

Then, in 2020, the pandemic forced many businesses to rethink their operations. The DO School responded by bringing together 1,500 leaders around the world to explore ways to emerge stronger from the crisis.

At the same time, the school’s rapid growth resulted in the founding of parent company The DO, now home to the lifelong learning center DO School, and business change accelerator DO Catalyst. In 2022, the non-profit part of The DO School launched beVisioneers: the Mercedes-Benz Fellowship. This largest-ever fellowship for young environmental innovators was made possible after Mercedes-Benz auctioned off the world’s most valuable car - the Uhlenhaut Coupé - for €135 million.

In 2024, The DO expanded its activities to Mexico and Kenya.

OUR MISSION: ACCELERATE PURPOSEFUL TRANSFORMATION

Everyone knows about the challenges facing our companies and the world. The problem is not a lack of understanding of what needs to be done, but a lack of abilities to solve complex problems with speed. **That's why The DO exists.**

In order to remain relevant in the future, companies need to be part of the solution — not the problem. We help companies remain successful and help solve the biggest challenges of our time by empowering their people and catalysing change.

Our unique DO Method - developed over more than a decade - is a proven combination of co-creation, hands-on delivery, and learning by doing. We use it to work on our partners' most pressing business challenges, creating tangible results for organisations with everything we do.

A UNIQUE ORGANISATION THAT REINVENTED CHANGE

At the award-winning DO School, our programs unlock the potential of teams and individuals, turning your people into the drivers of future success. The DO School's fellowship programs also support impact entrepreneurs around the world in creating solutions to our biggest challenges.

The DO Catalyst is accelerating and sustaining the changes that will make businesses successful in tomorrow's economy.

DO SCHOOL A radical new approach to business school

THE DO METHOD A unique approach to turning ideas into action with speed

DO CATALYST Business change accelerator



FLORIAN HOFFMANN

Founder, The DO

Florian is a leading expert in business transformation and lifelong learning. He is founder and CEO of The DO, a global learning institution and catalyst for business change focused on leadership, innovation and sustainability.

Florian is also a serial social entrepreneur who has founded organizations in Europe, Asia and the United States. His work as an entrepreneur and thought leader has been covered in publications including Die Zeit, Financial Times, Washington Post, Brand Eins, and Monocle, and he's spoken about The DO Method at over 40 universities around the world. Florian was named a Young Global Leader by the World Economic Forum in 2017. He also sits on the jury of Germany's Sustainability Awards and the Global Teacher Prize, and is a fellow of the Disruptor Foundation.

Florian's first book, *Our New World* (Murmans Verlag 2022) tracks a new sustainable, innovative economy and the courageous people who drive it. His second book, *5 Gründe, warum die Welt nicht untergeht* (5 Reasons Why the World Isn't Going Under) is forthcoming with Rowohlt publishers in October 2024.

Florian holds an MPhil with distinction from Oxford University and executive certificates from Harvard University.



KATHERIN KIRSCHENMANN Founder, The DO

Katherin is founder of The DO and leads its lifelong education arm, The DO School and the non-profit DO Fellowships, which launched beVisioneers: the Mercedes-Benz Fellowship.

She is passionate about developing new ways to co-create innovation, and support purposeful DOers and impact entrepreneurs. Engagements under her leadership have empowered thousands of individuals and businesses around the world to create meaningful innovation and lasting social change.

Katherin is also an international speaker and executive facilitator. Before founding The DO, Katherin gained 10 years of experience in consulting as well as the inter-governmental and non-profit sector.

Katherin studied Philosophy, Economics and Business in Germany and the University of St. Andrews in Scotland.

LOGOS

THE DO
THE DO SCHOOL
THE DO CATALYST

CONTACT

reach out to Lisa Hennes at
lisa@thedo.world

The DO GmbH
Novalisstraße 12
10115 Berlin
Germany

DOWNLOAD LINKS

[The DO Images | Zip HighRes 100 MB](#)

[The Do Logos | Zip PNG & SVG 1 MB](#)

[Founders | Zip HighRes + Bios 12 MB](#)