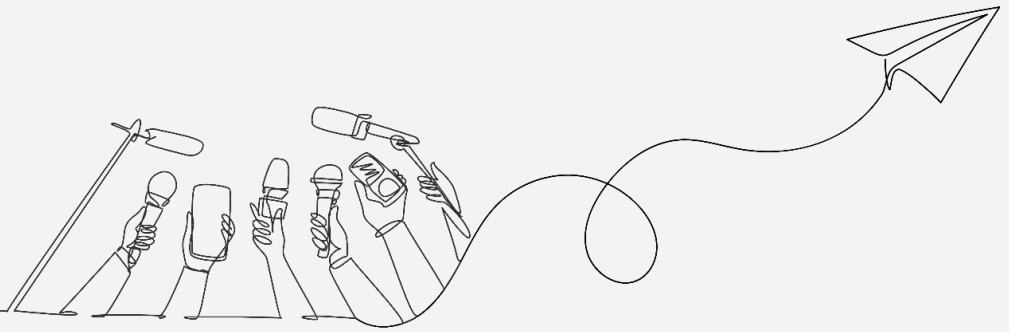


# THE DO

## 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)

**2022:** The DO School launches beVisioneers: the Mercedes-Benz Fellowship for young eco-innovators



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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 bold 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.

He 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* (Murrmann 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.

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



## **KATHERIN KIRSCHENMANN** Founder, The DO

Katherin Kirschenmann is an award-winning German education entrepreneur and investor. She is founder and managing director of The DO, where she leads The DO School, the lifelong learning division focused on empowering impact entrepreneurs and business leaders to develop new ideas and put them into action. Under her leadership, The DO School has enabled over 60,000 learners in more than 100 countries.

The DO School's non-profit Fellowships also implements beVisioneers: the Mercedes-Benz Fellowship, the world's largest fellowship program for young environmental inventors under 30.

Among Katherin's other credits is her work on the documentary series "Founder's Valley" on Deutsche Welle. The episode she hosted - "Breaking Silence, Ending Violence" - on innovative ways to increase women's rights and safety in India, was awarded a golden lion at the 2019 Cannes Film Festival.

Prior to founding The DO, Katherin worked for 10 years in consulting and the intergovernmental and non-profit sectors. She holds degrees in Philosophy, Economics and Business from Bayreuth and the University of St. Andrews in Scotland.

## **LOGOS**

**THE DO**  
**THE DO SCHOOL**  
**THE DO CATALYST**

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