

Working with Laurie Lane-Zucker & Impact Entrepreneur

For the Regenerative Economy

impactentrepreneur.com/breakthrough

The *Impact Entrepreneur Breakthrough* (Berrett-Koehler Publishers / Penguin Random House, September 2026) introduces frameworks for building a regenerative economy — from enterprise design and ownership structures to security reframing, cultural infrastructure, and civilizational renewal. These frameworks are not theoretical. They are tools for practitioners, investors, policymakers, educators, and community leaders who are ready to act.

Laurie Lane-Zucker brings three decades of field-building experience to every engagement: as the person who coined “impact entrepreneur” (2011) and “place-based education” (mid-1990s), as founder of Impact Entrepreneur PBC serving 70,000+ practitioners across 200+ countries, and as the architect of Defense as a Service™ — a paradigm-shifting approach to security that replaces militarized reaction with regenerative prevention.

The following services are available for organizations, institutions, conferences, and communities seeking to translate the book's frameworks into practice. Each engagement is tailored to your context, audience, and objectives. All services include complimentary copies of the book for participants.

Services at a Glance

Service	Format	Duration
Keynote Speaking	Conference or event presentation	45–90 min
Academic Guest Lectures	Virtual or in-person class visit	45 min–half day
Workshops	Interactive, framework-applied session	Half- or full-day
Executive Education Intensive	Multi-day leadership program	2–3 days
Implementation Cohorts	Facilitated group sprint	12 weeks
Defense as a Service Consulting	Prevention-focused organizational consulting	8 weeks–6+ months
Advisory Retainer	Ongoing strategic counsel	Quarterly or annual
Book Event Facilitation	Book clubs, panels, reading groups	60–90 min

Fees are scoped to each engagement. Virtual class visits are complimentary for adopting courses; departmental and institutional engagements are quoted following a complimentary consultation. Nonprofit, educational, and community-organization pricing is available on request, and bundled engagements are discounted.

1. Keynote Speaking

Laurie delivers keynote addresses that challenge audiences to rethink the relationship between enterprise, capital, security, and culture — and to see the regenerative economy not as aspiration but as a system already being built by tens of thousands of practitioners worldwide.

Available Keynote Topics

The Impact Entrepreneur Breakthrough

The signature keynote. Traces the arc of the book: from the emergence of impact entrepreneurship as a civilizational response, through the structural innovations that make regeneration possible, to the cultural transformation required for those innovations to endure. Audience: broad — conferences, foundations, corporate leadership, civic gatherings.

Defense as a Service: Security Through Prevention

A paradigm-shifting presentation on why a record \$2.89 trillion in annual global military spending is failing to make us safer, and what genuine security infrastructure looks like. Introduces the Five Pillars of Real Security, the Prevention Dividend™ (\$4–\$7 for disaster preparedness, \$7–\$30 for ecosystem restoration, \$1,102 for pandemic preparedness), and the DaaS operating model. Audience: policy conferences, security and defense forums, municipal leadership, foundations.

Building Enterprises That Heal

Focused on the economic architecture of regeneration: enterprise design, ownership structures that protect mission, custodial capital, and markets that reflect true costs — including both negative externalities and positive cascading benefits. Audience: business conferences, B Corp summits, social enterprise networks, MBA programs.

Culture as Infrastructure: Why Technical Solutions Fail Without Story

Draws on Part IV of the book: the role of narrative, attention, and identity in enabling or undermining structural change. Why the best-designed policies and enterprises fail when the cultural operating system is running extraction. Audience: media, arts, education, and social change conferences.

Fees scoped by engagement. Keynote fees vary by format (virtual, regional, or national) and are quoted following a brief planning call. Bundled keynote-plus-workshop engagements are discounted.

Included with every keynote: complimentary copies of the book for all attendees (negotiated at bulk rates), a pre-event planning call to tailor content to your audience, and a post-event follow-up email with framework resources for attendees.

2. Academic Guest Lectures

For professors and instructors using the book in courses, Laurie is available for virtual class visits and campus lectures. These sessions connect students directly to the practitioner network behind the book's frameworks and demonstrate how the Impact Economy operates in practice.

Session Formats

Framework Deep-Dive (60–90 minutes) — In-depth exploration of a specific framework: Five Pillars, DaaS, the Three-Layer Model, or Cultural Infrastructure. Opening context (15 min) → framework walkthrough with real-world examples (20–25 min) → guided student application exercise in pairs/groups (15–20 min) → debrief and Q&A (15–20 min).

Case Discussion (60 minutes) — Students present their own enterprise analyses, policy briefs, or community assessments and receive author feedback. Instructor framing (5 min) → student presentations, 2–3 projects (10 min each) → author response connecting student work to practitioner experience (10 min per project) → open discussion (10–15 min). Projects shared with author one week in advance.

Author Q&A (45–60 minutes) — Open conversation about the book's arguments, the current state of the Impact Economy, and student questions. Author opening (10 min) → moderated Q&A with pre-collected and live questions (30–40 min) → closing reflection (5 min). Works at any point in the course.

Workshop Facilitation (Half-Day) — Extended hands-on workshop applying book frameworks to real contexts. Keynote framing (30 min) → first framework exercise in groups (45 min) → break → second framework exercise building on the first (45 min) → group report-outs and synthesis (30 min) → action planning (15 min). Best for executive education and advanced seminars.

Academic Arrangements

FORMAT	ARRANGEMENT	NOTES
Virtual Class Visit — Author Q&A (45–60 min)	Complimentary	One visit per course per term, with priority scheduling for adopters.
Framework Deep-Dive (virtual, 60–90 min)	Scoped by engagement	Departmental & institutional. Recommended for courses past Week 3.
Case Discussion (virtual, 60 min)	Scoped by engagement	Requires student project submissions in advance.
Workshop Facilitation (virtual or in-person, half-day)	Scoped by engagement	In-person: travel additional. Ideal for executive education.

Course Adoption Support: Academic guest lectures are available exclusively for courses adopting the book as primary or supplementary text. Bulk book orders at academic pricing are available through Berrett-Koehler. The Instructor's Supplement (free at [impactentrepreneur.com/breakthrough](https://www.impactentrepreneur.com/breakthrough)) provides syllabi, discussion questions, and assessment rubrics.

3. Workshops

Interactive, framework-applied sessions for organizations, conferences, and professional development programs. Unlike keynotes (which inspire and inform), workshops produce tangible outputs — participants leave with completed assessments, redesign proposals, or implementation plans they can act on immediately.

Enterprise Design for Regeneration (Half-Day)

Participants apply the Enterprise Design Canvas, Ownership as Justice toolkit, and Capital Alignment Framework to their own organizations. Produces a structural assessment with specific redesign recommendations. *Ideal for:* B Corp summits, social enterprise accelerators, corporate strategy retreats.

Prevention Dividend Workshop (Half-Day)

Participants calculate the Prevention Ratio™ for their organization or community, identify misallocations, and compute Prevention Dividends for proposed interventions. Key benchmarks: disaster preparedness yields \$4–\$7 per dollar; ecosystem restoration generates \$7–\$30; pandemic preparedness produces \$1,102 in economic gain per dollar spent. Produces a prevention reallocation brief. *Ideal for:* municipalities, foundations, institutional investors, public health organizations.

Culture as Infrastructure (Half-Day)

Participants conduct a Culture Triage of their organization, map the dominant narratives sustaining current practice, and design a narrative strategy for the transformation they're pursuing. Produces a cultural infrastructure assessment. *Ideal for:* organizational change initiatives, media and communications teams, movement-building organizations.

The Full Integration Workshop (Full-Day)

Combines elements from all three half-day workshops into a comprehensive session working across economic architecture, systemic infrastructure, and cultural foundation. Produces an integrated transformation plan. *Ideal for:* leadership retreats, board strategy sessions, institutional planning.

Fees scoped by engagement, by format (half- or full-day), participant count, and virtual or in-person delivery. Quoted following a pre-workshop needs-assessment call.

Included: pre-workshop needs assessment, customized materials and worksheets, complimentary books for all participants, and a post-workshop summary with participant outputs and recommended next steps.

4. Executive Education Intensive

A concentrated 2–3 day leadership program for working professionals — executives, investors, nonprofit leaders, policy advisors — who need to move rapidly from understanding to action. Designed for cohorts of 15–40 participants, this intensive applies the book's frameworks to participants' real contexts and produces actionable 90-day implementation plans.

Program Structure

Session	Focus	Key Activities
Day 1 AM	Foundations + Enterprise Design	Opening keynote. Enterprise Design Canvas workshop applied to real organizations. The 100-fold multiplication test.
Day 1 PM	Ownership + Capital	Ownership structure assessment. Capital alignment mapping: where does your capital come from, and what values does it carry?
Day 2 AM	Security + Prevention	Prevention Ratio diagnostic applied to participants' sectors. Defense as a Service brainstorm: what would this look like in your context?
Day 2 PM	Culture + Story + Integration	Culture audit using the Culture Triage framework. Narrative strategy: what story does your sector need to enable structural change?
Day 3 AM	Reclamation + Action Planning	Commons mapping. Personal 90-day implementation sprint design targeting one layer (cultural, economic, or systemic).
Day 3 PM	Presentations + Closing	Participants present 90-day plans (5 min each). Peer feedback. Closing reflection: the monarch butterfly metaphor.

Fees scoped by engagement, by program length (2 or 3 days) and cohort size. Quoted following a needs-assessment call; venue provided by host, travel and lodging additional.

Included: pre-program needs assessment, participant pre-reading package (book + Reader's Companion + Entry Point Diagnostic from the Implementation Roadmap), all workshop materials, complimentary books, a post-program summary with aggregated outputs, and one 60-minute follow-up session at the 90-day mark.

5. Implementation Cohorts

Structured groups of 8–15 practitioners working through one of the book's four 90-Day Implementation Sprints together. Cohorts are the bridge between reading the book and doing the work — providing accountability, peer learning, and facilitated guidance over twelve weeks.

How cohorts work: 12 weeks, matching the Sprint frameworks in the Implementation Roadmap. Biweekly 90-minute virtual sessions (6 total) plus asynchronous peer sharing in a private online space. 8–15 participants per cohort. IE-trained facilitator; Laurie participates in the opening and closing sessions. Each participant presents a Sprint deliverable at completion; outstanding work is invited into the IE Case Study Library.

Available Sprint Tracks

- **Enterprise Builder Sprint** — for founders, business leaders, and organizational architects
- **Investor / Capital Allocator Sprint** — for impact investors, philanthropists, and fund managers
- **Policy / Systems-Change Sprint** — for policymakers, municipal leaders, and institutional reformers
- **Cultural Worker Sprint** — for artists, storytellers, journalists, educators, and movement-builders

Fees scoped by engagement — open-enrollment, private institutional, and founding-cohort options are available, with scholarship slots reserved each cohort for practitioners from under-resourced organizations.

6. Defense as a Service Consulting

Defense as a Service consulting helps cities, corporations, foundations, and communities redirect resources from reactive defense to regenerative prevention. This is not traditional security consulting — it is a paradigm shift: from fortress logic to foundation building, from reacting to symptoms to addressing root causes, from concentrated force to distributed capacity.

Engagements are tailored to organizational context and range from focused diagnostic work — assessing how an institution's security spending divides between prevention and reaction, and what the Prevention Dividend of reallocation would be — to multi-month strategic partnerships, leadership development cohorts, and piloted demonstration projects. Every engagement begins with the same question: what is actually under threat, and what would genuinely protect it?

Because this work is deeply specific to each organization's mission, scale, and sector, DaaS consulting is scoped individually following the complimentary consultation described below. Inquiries come through Impact Entrepreneur, and Laurie leads all engagements.

7. Advisory Retainers

For organizations committed to long-term transformation, Laurie is available for ongoing strategic counsel. Retainer relationships provide continuity, depth, and responsiveness that discrete engagements cannot.

What retainer clients receive

- Monthly strategic consultation (60–90 min virtual session)

- Quarterly progress reviews with framework-specific assessment
- OKR development and tracking aligned with the book's Three-Layer Model
- Narrative support and communications strategy as needed
- Priority access to IE events, cohorts, and network introductions
- Email access for ad hoc questions between sessions

Fees scoped by engagement — quarterly, annual, and multi-stakeholder institutional retainers are available, with annual commitments discounted.

8. Book Event Facilitation

Lighter-touch engagements designed for book launches, reading groups, panel discussions, and community conversations — often the entry point that leads to deeper engagements.

Book Club Facilitation (60–90 min, virtual) — Laurie joins a reading group for a moderated discussion. Works for community book clubs, organizational reading programs, or conference pre-read sessions.

Panel Moderation (60–90 min, virtual or in-person) — Laurie moderates a panel on the book's themes, connecting panelists to the frameworks and facilitating audience engagement.

Book Launch Event (60–90 min, in-person) — Author presentation, Q&A, and book signing. Host provides venue and promotion; travel additional for national events.

Webinar / Virtual Conversation (45–60 min) — Themed conversation for newsletters, LinkedIn communities, or organizational webinar series.

Fees scoped by engagement. For mission-aligned organizations, community groups, and events that advance the Impact Economy, Laurie considers pro bono or reduced-fee participation — please inquire.

Bundled Packages

The most effective engagements combine multiple services. Integrated packages — a Catalyst package (keynote + workshop + books), an Institutional Transformation package (diagnostic + intensive + retainer), an Academic Partnership package (multi-semester teaching support), and a Community Builder package (launch + book clubs + webinar) — are available at discounted rates versus booking separately, and are scoped to your objectives during the consultation.

How to Book

All engagements begin with a complimentary 30-minute consultation to discuss your objectives, audience, and context. From that conversation, we develop a tailored proposal with specific content, logistics, and pricing.

Email: info@impactalchemist.com · **Subject:** “Speaking & Consulting Inquiry” · **Web:** impactentrepreneur.com/breakthrough

Please include: your organization name, the engagement type(s) you're interested in, your preferred dates or timeline, estimated audience size, and any specific objectives or themes.

About Impact Entrepreneur: Impact Entrepreneur PBC is a global network of systems-minded changemakers — entrepreneurs, investors, scholars, and practitioners — serving 70,000+ members across 200+ countries. Through Impact Entrepreneur Magazine, live programming, and the frameworks developed in *The Impact Entrepreneur Breakthrough*, IE has helped define and advance the impact economy since 2011.