



GoldenDeer Leadership Circles

**“Shared Prosperity – Wealth That
Nourishes Life”**



Leadership Circles focus on the soil not the harvest



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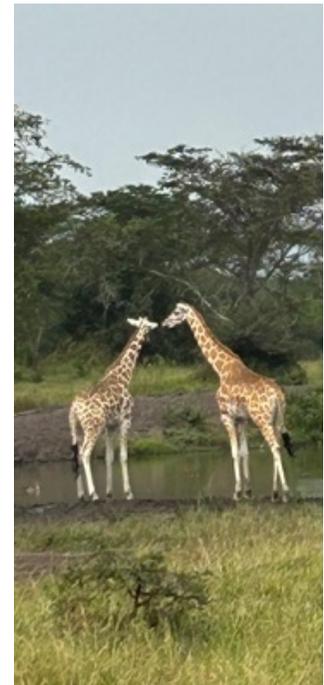
From separation to connection - from extraction to shared prosperity

Challenges

- **Fragmented ecosystem:** weak links between entrepreneurs and between investors & entrepreneurs in East Africa
- **Poly-crisis:** economy misaligned with life; money as end goal
- **Health-crisis:** burnout of entrepreneurs, people and the planet

Opportunities in East Africa

- **Emerging ecosystem:** entrepreneurial region with untapped potential to co-create a regenerative economic model
- **Ecosystem development:** high demand for approaches that include capital and beyond
- **Investor-entrepreneur relations:** strong potential to heal dynamics through conscious work on money



PURPOSE

Co-creating an economy of shared prosperity for all stakeholders



Vision

Co-creating an economy of shared prosperity for all stakeholders

Purpose

GoldenDeer supports investors and entrepreneurs to transform how they lead, invest, and build; from fear to compassion, from control to empowerment, from financial to holistic wealth, and from extraction to regeneration – creating shared prosperity

Mission

GoldenDeer bridges inner work and outer strategy — developing leaders and ecosystems where consciousness, capital, and collaboration serve life and shared prosperity



Transformational Spaces for *Shared Prosperity*

Systemic change

- Moving **from individual success to collective transformation**, building a vibrant SME ecosystem
- Shifting the rules from *"I win when you loose"* to **"we rise together"** to nurture trust
- Creating **infrastructure for shared prosperity** to reduce costs and increase efficiency
- Empowering **local agency** through peer networks that replace self-reliance with co-reliance

Regenerative Leadership

- Cultivating self-aware leaders whose **inner stability creates outer stability**
- Applying **systems thinking** to recognise **interdependence, not just outputs**
- Building **learning communities** where shared insights strengthens adaptive capacity
- **Aligning values** to prioritise sustainability over speed
- Nurturing collective intelligence that encourages **collaboration over competition**

Living Systems Approach

- **From surviving to thriving** through leaders that grow businesses from the inside out
- **Integrating head and heart** for wiser and more confident decision taking
- **Transforming isolation into connection** through trusted networks that build resilience
- Fostering collaboration and co-creation to **turn individual effort into shared strengths**
- Building **local resilience** in times of shocks by nurturing a self-supporting ecosystem

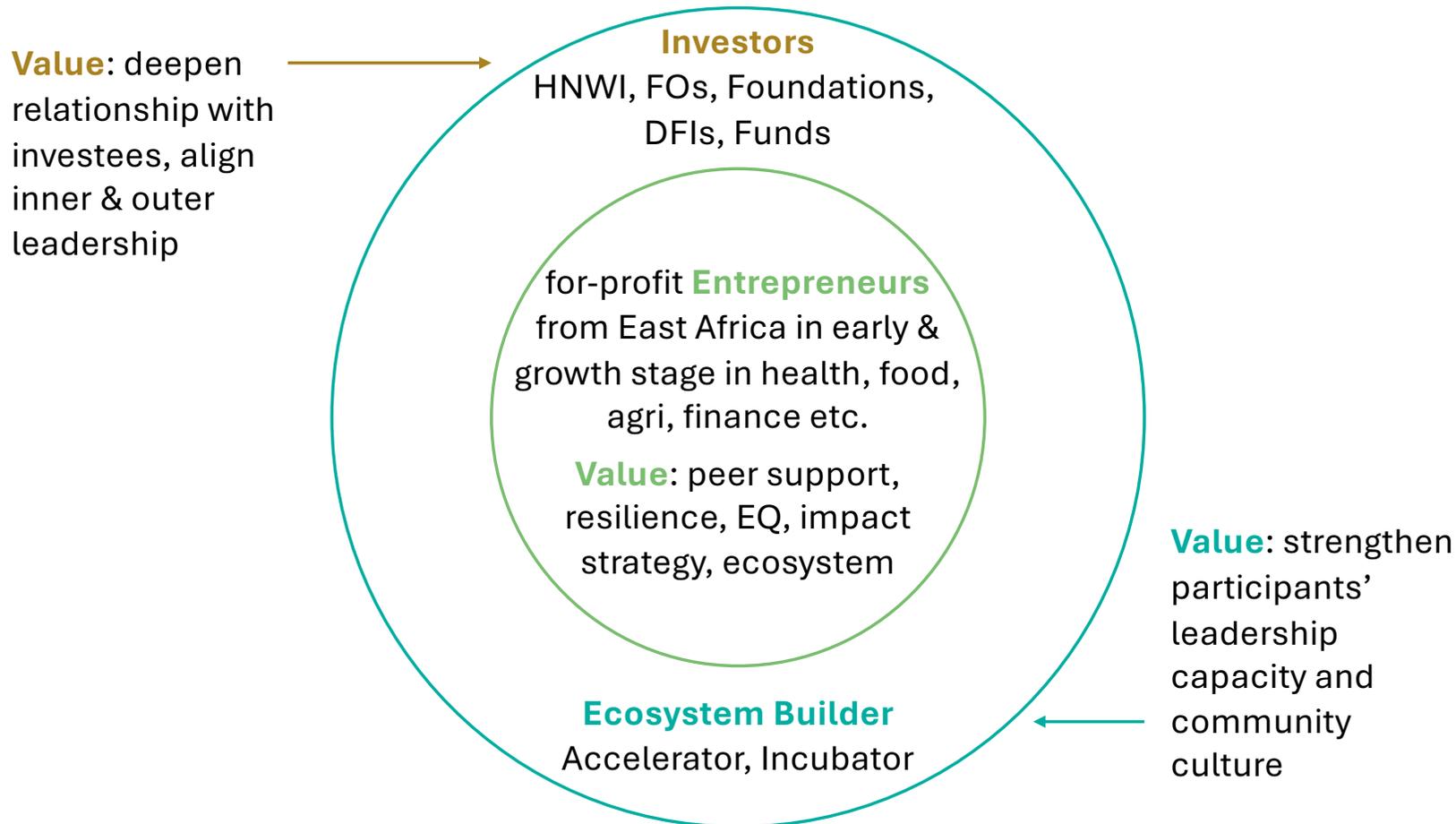
Leadership Circles: A space for growth and connection

What are Leadership Circles

- **Circles of 5-7 entrepreneurs; investors may join** to strengthen mutual understanding
- **One-year journey:** kick-off day, nine monthly 1.5 hours sessions, two-day closing retreat
- **Blends systemic constellations, reflective practices and business dialogue**
- Each circle is a **safe container** and a **field for personal and collective transformation**
- **Facilitated by GoldenDeer**, together with curated external specialists



Investors and ecosystem builders provide the fertile ground in which entrepreneurs grow

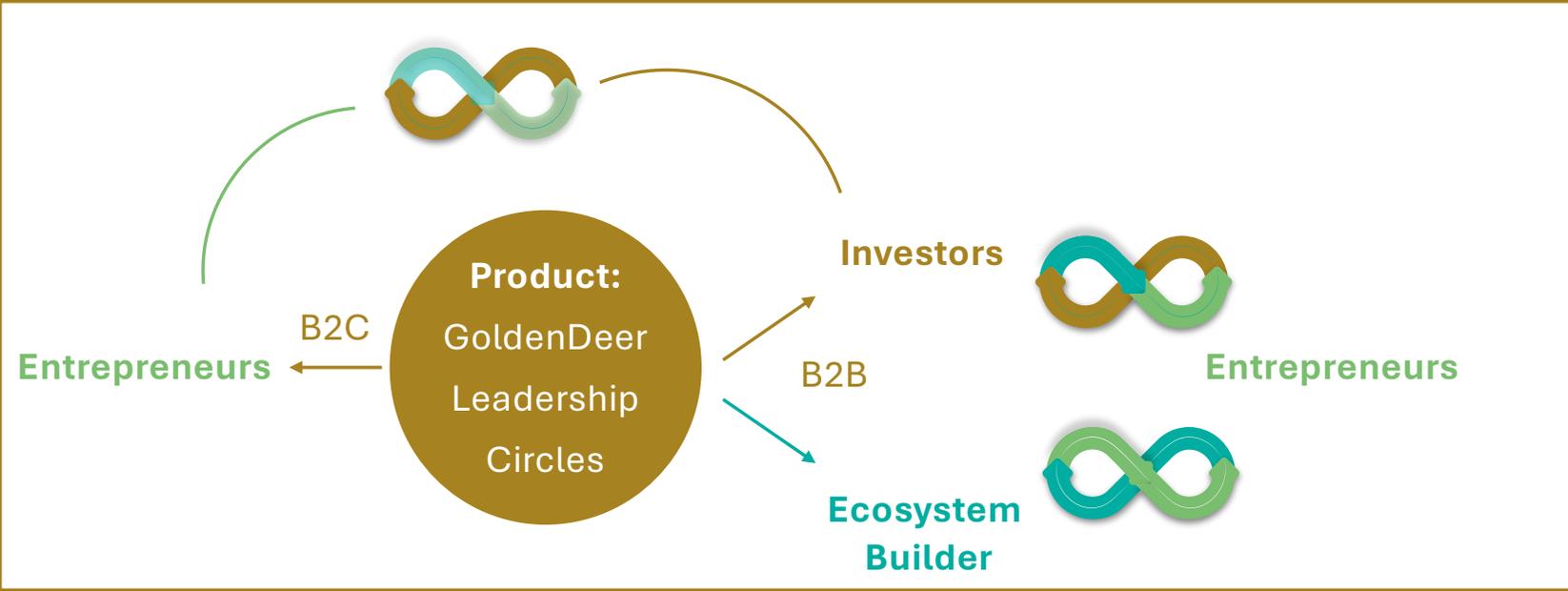


A Living Network of Reciprocity at the Heart of Our Business Model



Circulation of

- Capital
- Trust
- Learning



Your Investment in the Leadership Journey



Leadership Circle

(kick-off day, 9 monthly 1.5-hours sessions, and a two-day retreat- board/), price models vary per cohort or participants

Two-day Retreat *(excluding accommodation and meals), price models vary per cohort or participants*

Customized leadership journey for *(per organization)*

- Tailored design, facilitation and integration support
- Pricing depends on scope, volume and duration

Inner Work Meets Strategy: A Systems-Change Methodology



Inner leadership work

- Purpose & values alignment
- Relationship with Money & Power
- Mindfulness, compassion & emotional intelligence
- Inner stability as a foundation for systems change

Strategic systems work

- Impact & purpose-driven strategies
- Embedding health into organizational design
- Financial and investment clarity
- Multi-capital decision making for systemic value creation

Circle Formats

- Exclusive circles for a single investor or organization
- Open circles with founders from multiple investors
- Gender-specific or mixed-gender circle
- Sector-specific or cross-sector circles
- Local or or cross-geography circles
- Circle design tailored to context

A Systemic, Experiential Learning Journey

Systemic Practices

- Systemic family constellations
- Working with templates (e.g. purpose, money, leadership patterns)
- Seeing hidden dynamics within teams, portfolio and systems

Relational & Group Learning

- Peer support dialogues
- Group exercises & dyads
- Collective sensemaking
- Shared reflection & accountability

Inner work & embodied practice

- Mindfulness & compassion
- Emotion regulation & inner stability tools
- Purpose alignment and personal inquiry
- Discovery of our relationship with money

Principle-based learning

- Introduction to new leadership and system-change principles
- Multi-capital frameworks (relational, ecological, financial)
- Integrating health into strategy and organizational design

Experiential learning in nature

- Outdoor sessions inspired by patterns in nature
- Regenerative principles experienced through practice
- Learning from place and ecological intelligence

Wisdom from the Field

- Inviting specialists from relevant fields
- Deep dives into money leadership, impact, regenerative business
- Practitioner-led sessions for real world insights

From Surviving to Thriving: Key Impact Areas for Entrepreneurs

Impact for entrepreneurs

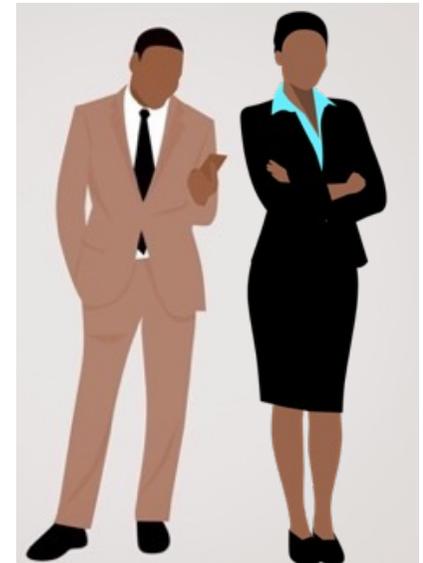
- **Emotional:** enhanced confidence, compassion, resilience
- **Relational:** from alone to trusted networks for peer learning and accountability
- **Business & strategy:** better decision taking in collaboration with enhanced leadership lead to business growth
- **Transformation:** from surviving to thriving with alignment of purpose and business
- **Ecosystem:** enhanced collaboration and co-creation leads to shared strengths versus isolation
- **Local resilience** in times of shocks: ecosystem is a living system that supports each other



How the Circle nourishes investors and their portfolio

Impact for investors who participate in a Leadership Circle

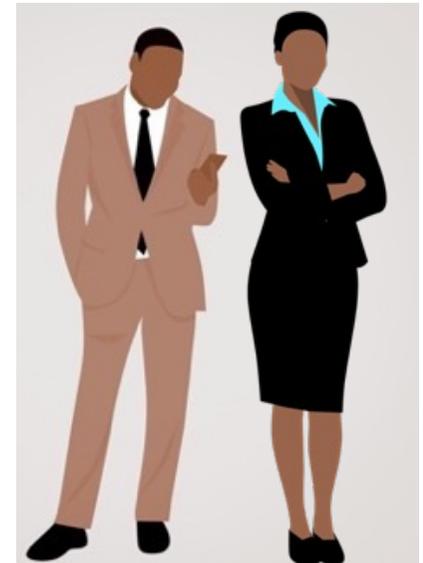
- **Relational:** trust building through shared reflection and dialogues with entrepreneurs
- **Money Relationship:** joint exploration of how money shapes power, trust and purpose transforming capital into a tool for collaboration
- **Portfolio Intelligence:** insights into portfolio dynamics and leadership health, and alignment of values, purpose and investment goals through shared learning
- **Portfolio performance:** strengthened leadership and collaboration across portfolio lead to improved performance and reduced founder stress
- **Ecosystem value:** a living network emerges among investees and investors, collaboration replaces isolation
- **Investor Transformation:** regenerative leadership capacities and deeper sense of stewardship



The Circle's Ripple Impact for All Investors

Impact for investors who do not participate in a Leadership Circle

- **Relational:** indirect trust building through increased relational skills from entrepreneurs
- **Money Relationship:** healthier relationship with money by entrepreneurs lead to more balanced and transparent investor interactions
- **Portfolio Intelligence:** aggregated learning and feedback from circles inform portfolio support strategies; and alignment of impact and profit by entrepreneurs
- **Portfolio performance:** enhanced clarity, resilience and decision-making by entrepreneurs drive stronger outcomes
- **Ecosystem value:** benefit of community-based resilience through entrepreneurs



An ecosystem helps entrepreneurs stop competing for crumbs and start building the bakery together. When they collaborate, they grow faster, attract better partners, and become more resilient.

It's smart business built on trust.



UNIQUENESS

GoldenDeer Stands Out Through a Relational Approach That Honors All Forms of Capital



- Unique **blend of deep inner work & business** strategy
- **Locally rooted, globally connected** (East Africa – Europe)
- **Proven pilot** with SHONA Capital
- **Facilitator with investors, entrepreneurs and coaching background**
- Shift from transactional to **relational, multi-capital approach**
 - Health of people and planet at the center
 - Focus on quality and long-term value creation
 - Inner stability driving external results and decision making
 - Building of trust capital and better relationships
 - Aligning financial success with impact
 - Strengthening ecosystems and shared prosperity



Growth & Next Steps



Short-term (2026)

- 4 new circles
- 2 additional circles
- Development of measurement framework

Medium-term (2027-2028)

- Expand regionally
- Train facilitators

Long-term (next 5 years)

- Create a network of 100+ leaders across East Africa living shared prosperity

Founder (1/2)



GoldenDeer weaves together impact investing, leadership, and inner transformation to help people and organizations grow in harmony with life. Founded by Nina Cejnar, GoldenDeer bridges financial strategy with human purpose—supporting investors and entrepreneurs to align profit with compassion and systemic impact.

Through advisory, coaching, and leadership circles, GoldenDeer cultivates a new generation of conscious leaders and regenerative investors. Its work is guided by the belief that when we find our inner wealth and invest our outer wealth wisely, we can bring healing to ourselves and the world.



Founder (2/2)



GoldenDeer is led by **Nina**, a systems thinker, impact investing specialist, and compassionate leader with a deep love for nature.

For more than a decade, she has worked with investors and ventures across five continents who seek to operate in harmony with nature to benefit both people and planet.

She also draws on her background as a systemic constellations and compassion facilitator, weaving mindfulness and systems awareness into leadership and investing. This inner work has supported her in stepping into her full power and presence.

Through GoldenDeer, she now shares these learnings with others — helping people and organizations cultivate balance with our beautiful planet, the wider community, and themselves.



THANK YOU

GoldenDeer Leadership Circles for Shared Prosperity



We grow shared prosperity by transforming how we lead, build, and invest

