

IMMERSIVE INTERNATIONAL LEADERSHIP TRAINING

LEADER OF THE FUTURE



cegos.com



BEYOND KNOWLEDGE*

A hand holding a fern frond against a red-tinted forest background. The text is overlaid on the image.

Revealing the leader within: Cegos launches Leader of the Future

The ground-breaking leadership course that is the talk of Brazil makes its way to Europe. It's time to face up to the future.

Thousands of companies all over the world offer leadership training courses. But none are quite like *Leader of the Future* – an immersive online international programme from Cegos that takes leaders on an exhilarating journey of self-discovery.

Five days of intense workshops help leaders develop the practical skills they need to navigate the future, such as empathy, collaboration and agility. Participants are expected to actively contribute to discussions, be open to self-reflection and give candid feedback to others. They also study the most effective tools for leadership inspired by leading business schools, such as INSEAD and Harvard.

It is something like a leadership bootcamp. The week is intense, emotionally draining and hard work, but the rewards are worth it.

To date, over 10,000 leaders have benefited from the programme. In 2020, Cegos acquired *Crescimentum* – the company that developed *Leader of the Future*. Cegos is introducing the programme to a European audience, bringing leaders from throughout the region together to grow, share experiences and experiment. Their companies will benefit, too, with enhanced performance driving better business results.

A very unique experience



So, what inspired the creation of such a unique programme?

When CEO of *Crescimentum*, Arthur Diniz, and his then business partner launched *Leader of the Future* back in 2005, many were sceptical. Would people with leadership responsibilities take a whole week out of their schedule for a totally immersive training marathon? Might they be put off by ‘touchy-feely’ activities like mindfulness and group feedback sessions, designed to tease out their true leadership qualities?

“***I had worked for several companies who didn’t really invest in training leaders how to be leaders,”*** says Arthur. ***“We were left to just get on with it and had to play it by ear.”***

Many leadership programmes tend to focus on the technicalities of leadership rather than how to actually lead, but *Leader of the Future* focuses on practicalities. Another source of inspiration was an NLP course.

“***The intensity of that course changed my whole way of thinking,”*** he says. “We weren’t allowed any distractions and learned so much more as a result.”

“At the time, I was also involved in executive coaching. That process focuses on working together to develop the whole leader. We just put all these elements together for the *Leader of the Future* programme and it worked.

Despite initial scepticism, the feedback from the first programme was remarkable. Participants spoke of how they had been blown away by the massive shift in their perspective, how the training had held up a mirror and revealed their leaderships strengths and weaknesses in a way they never thought possible. Yes, they were exhausted. But the transformation was bigger than they had dared to expect.”

Over the next few years, corporates from Brazil and further afield were no longer reluctant to send their leaders on the course. The evidence of transformation was clear, and the investment was likely to pay off.

REVEALING THE LIGHT AND SHADOW

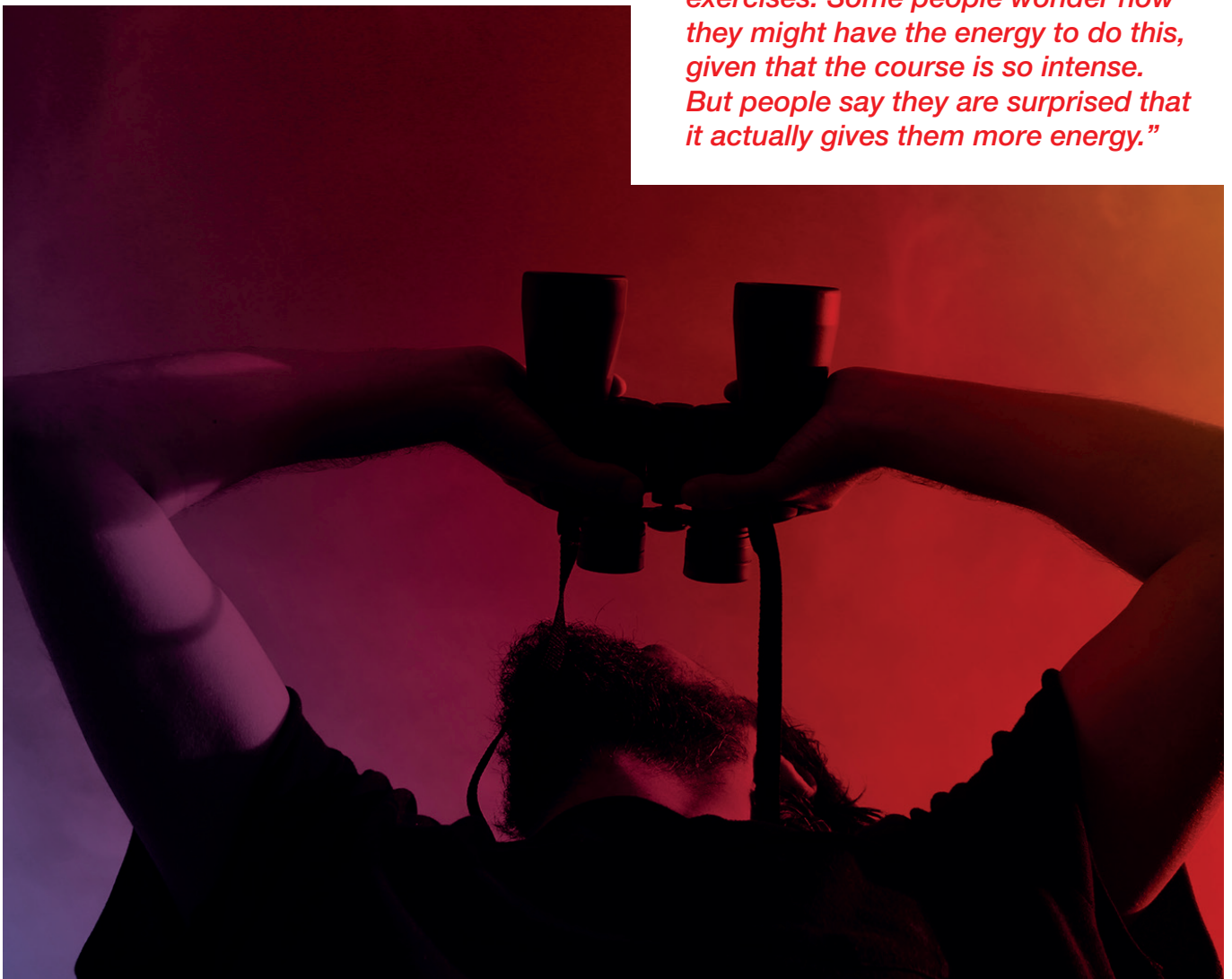
Before the programme begins, all leaders take part in a confidential 360 evaluation, which reveals insights into their leadership style and how others see them. The results form the basis for the rest of the course, as leaders familiarise themselves with the strengths and weaknesses they need to work on.

“We have lots of different personalities on the workshops with a variety of experiences,” says Renata Grunthal, one of the trainers on the Leader of the Future. “We try to simulate the organisational environment and provoke reflection on the impact of their behaviours in the workplace. Participants get lots of feedback and work on improving one or two of those behaviours.”

Throughout the week, leaders study a variety of topics. For example, they discover how to apply different physiological models to leadership and empower their teams to be more autonomous. They are also encouraged to coach people effectively, manage a diversity of talent and create a feedback culture within their company.

“The impact of the immersive experience brings out the real you, it reveals the light and shadow,” says Renata. “You are encouraged to ask tough questions of yourself about how you can be a better leader.

There’s lots of practice, including physical activity and mindfulness exercises. Some people wonder how they might have the energy to do this, given that the course is so intense. But people say they are surprised that it actually gives them more energy.”



CEGOS TAKES THE REINS

Patricia Santos, Head of Corporate Offers and Digital Studio at Cegos, is excited about bringing the *Leader of the Future* programme to a European audience. And her enthusiasm comes from having been a participant on the online version.

"It's a totally unique programme in many ways," she says.

“You need courage and honesty to get value out of it because you're given constant feedback and they can be quite strict. You're told what you need to hear, not what you want to hear. That's important, otherwise you won't change.”

While Europe continues to battle the pandemic, the programme is delivered totally online. Some worry that such a long time spent in a virtual environment is counterproductive. Patricia's experience suggests otherwise. *"You actually start forgetting you're online and soon get to know the others, which is a big motivation," she says. "Yes, you get tired. But that means we let our barriers down so we can be our true selves."*

The *Leader of the Future* team have refined and developed the content over the years. This included an experiment with the timeline.

"Some people said the course was a bit too long, so we tried to reduce the hours," says Arthur.

“This resulted in people being less tired, but it adversely affected the transformation. It just didn't happen to the degree it did with the five-day course, so we reverted.”

The recent health crisis has forced many leaders out of their comfort zones. It has also prompted a rethink about how to address the many changes that have happened in such a short space of time.

Leader of the Future gives leaders the opportunity to build the skills and resolve that will serve them well in the unpredictable years ahead.



CEGOS SOLUTIONS TO TURN SKILLS INTO PERFORMANCE

To help firms introduce global training programmes, Cegos provides them with a wide range of multilingual digital resources available in a variety of interactive formats.

Our Digital Catalogue

Cegos offers over 2,100 pieces of multilingual content, compatible with mobile devices and available in interactive formats. With engaging content, learners can experiment with others and apply their skills to real work situations.

Learning areas include: Management and Leadership, Sales and Customer Relations, Professional and Personal Efficiency, Project Management, Personal Development and Human Resources.

A unique approach:



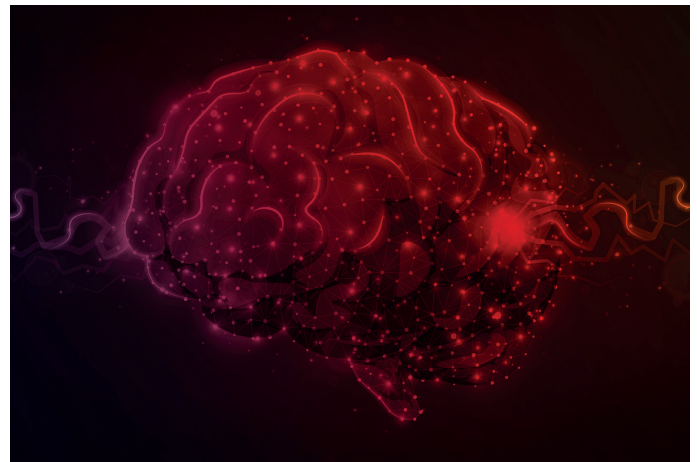
With the 4REAL® (Real Efficient Adapted Learning) approach, learners are given an experience that encourages real application of what they have learned:

- Blended programmes feature application of skills to work situations throughout the learner's course.
- The best digital technology, accessible at all times.
- Made-to-measure, customisable solutions can be tailored to each participant's pace and to each firm's priorities.

MyStory

Full screen interactive videos that present real life professional situations using a diary approach.

MyStory is a series of videos that recreate the experience of a novice manager. Each self-contained video highlights a specific challenge any new manager might face. The videos can be followed as a series or as a standalone training resource.



The #UP Collection

Digital programmes allowing each participant to acquire and apply cross-disciplinary soft skills.

Learners progress at their own pace, guided by a tutor, coach or manager, and through experience-sharing with their peers to apply their knowledge and improve their performance.

Sprints

Interactive one-hour digital pathways, combining a variety of ready-to-use modules.

Each Sprint focuses on operational expertise to provide visible results. Sprints are easily incorporated into the #UP programmes or 4REAL® courses.

A new L&D experience:

LearningHub
@Cegos

An online platform available on all devices providing access to all training courses, this immerses the user in the Cegos learning experience.

- Learners can find their training course, history, discussion space and tasks to carry out on their personalised account.
- Trainers can lead courses independently, in classrooms or remotely, and track each learner's progress.
- Businesses can view performance indicators to track the progress of their learning organisation in real time.

LearningHub@Cegos already has over 310,000 users worldwide.

cegos.com

Join us on social media



Enjoy discussions with our experts on our blog

global-learning-development.com



BEYOND KNOWLEDGE*