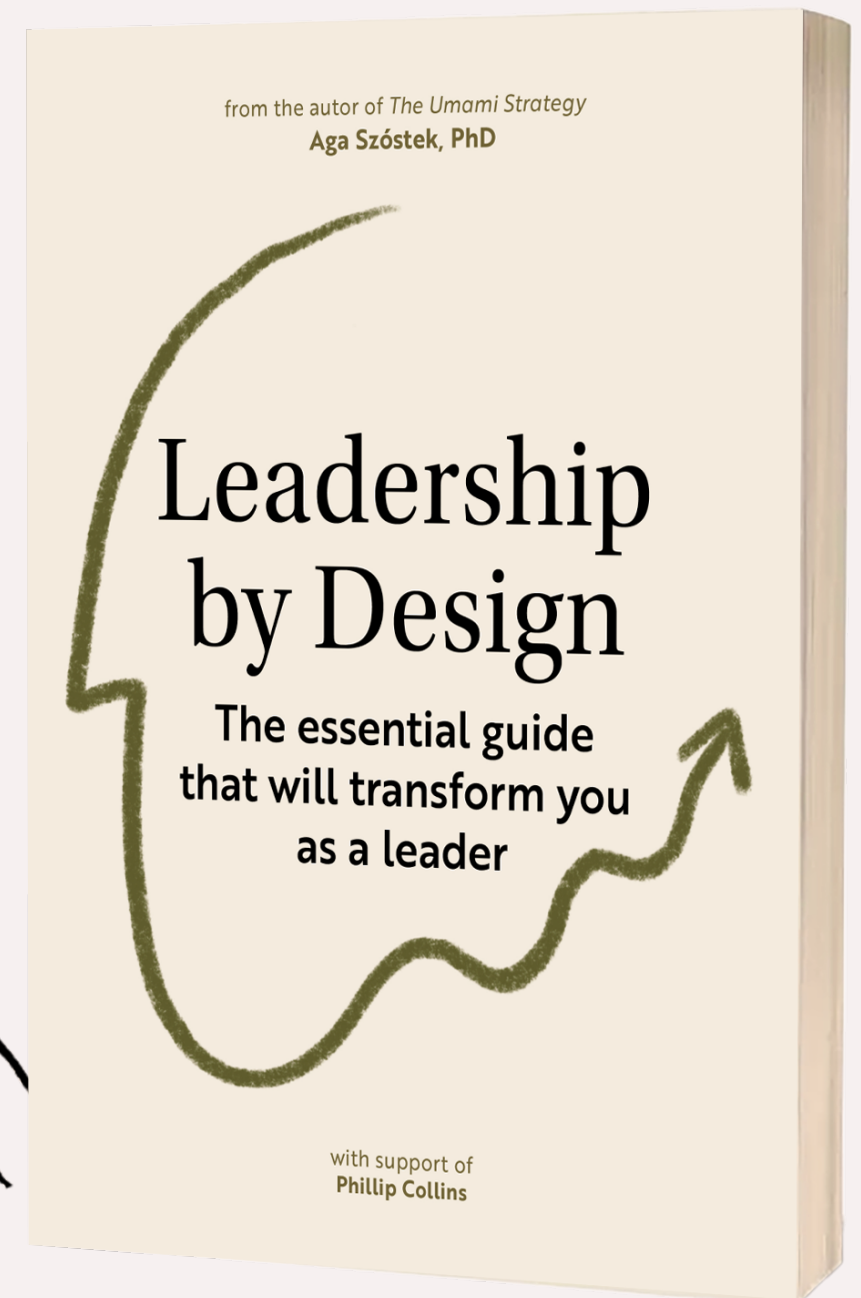
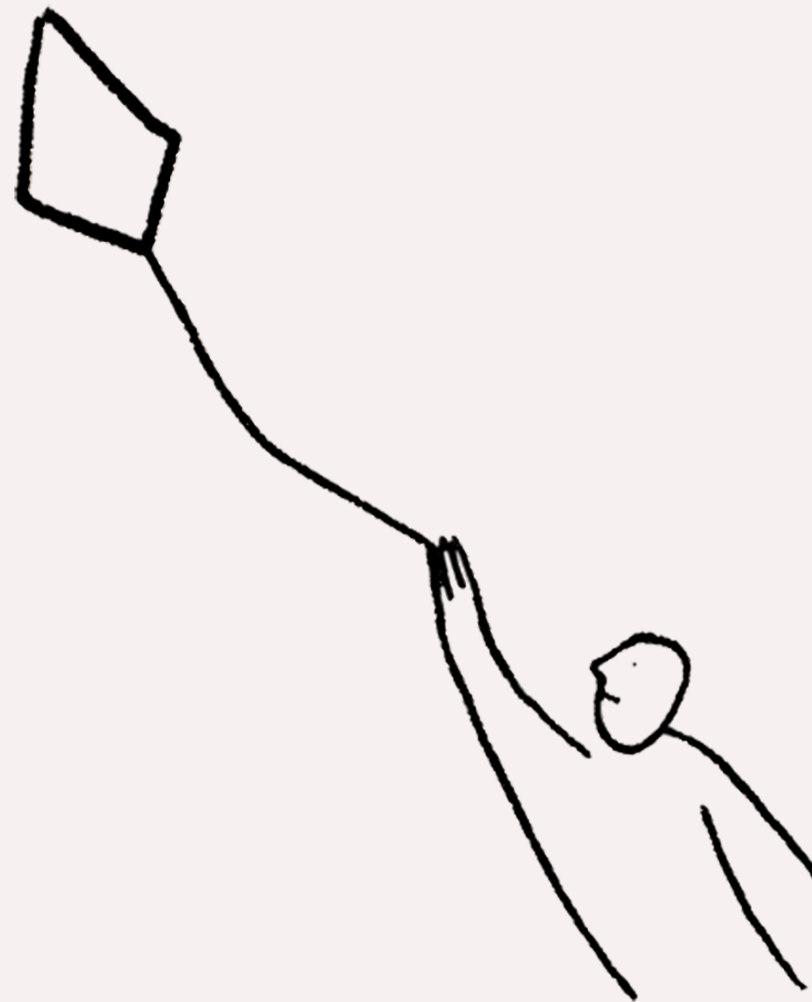


Leadership By Design Workshop — proposal

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Became a leader you want to be!

A unique programme for effectively building your leadership practice to:

- identify your unique leadership style
- work on your own challenges and in your own context
- share knowledge and experiences with other leaders
- develop your leadership practice through experimentation

All the knowledge transferred is described in the book “Leadership by Design”. The structure of the workshop is inspired by the approach developed by Seth Godin in the altMBA workshops.

Programme objectives

- A leadership workshop is a leadership workshop whether it is prepared for women or men. Both groups face similar challenges. What is important, however, is that the materials prepared take into account the specific characteristics of the group specifics.
- Leadership workshops can be conducted 'in theory' or 'in practice'. Theoretical training provides insight into leadership models and practices, but rarely supports implementation of new practices. This programme aims to truly change leadership practice based on deep reflection and experimentation.
- Leadership workshops can be conducted in a one-to-one collaboration, i.e. the leader working with a coach, or by creating peer support groups of leaders with the possible support of a coach. The latter option allows for the building of supportive relationships that will continue to help leaders long after the course has ended.

Scope of the programme

The leadership workshop aims to:

- identify unique leadership styles and characteristics
- define the purpose and vision of one's own leadership
- establish a work rhythm that does not allow for burnout
- build teamwork that is safe and productive
- support in building personal resilience to failure
- experimenting with new approaches to leadership
- reflecting on the results of the experiments in a safe and supportive environment

Programme evaluation

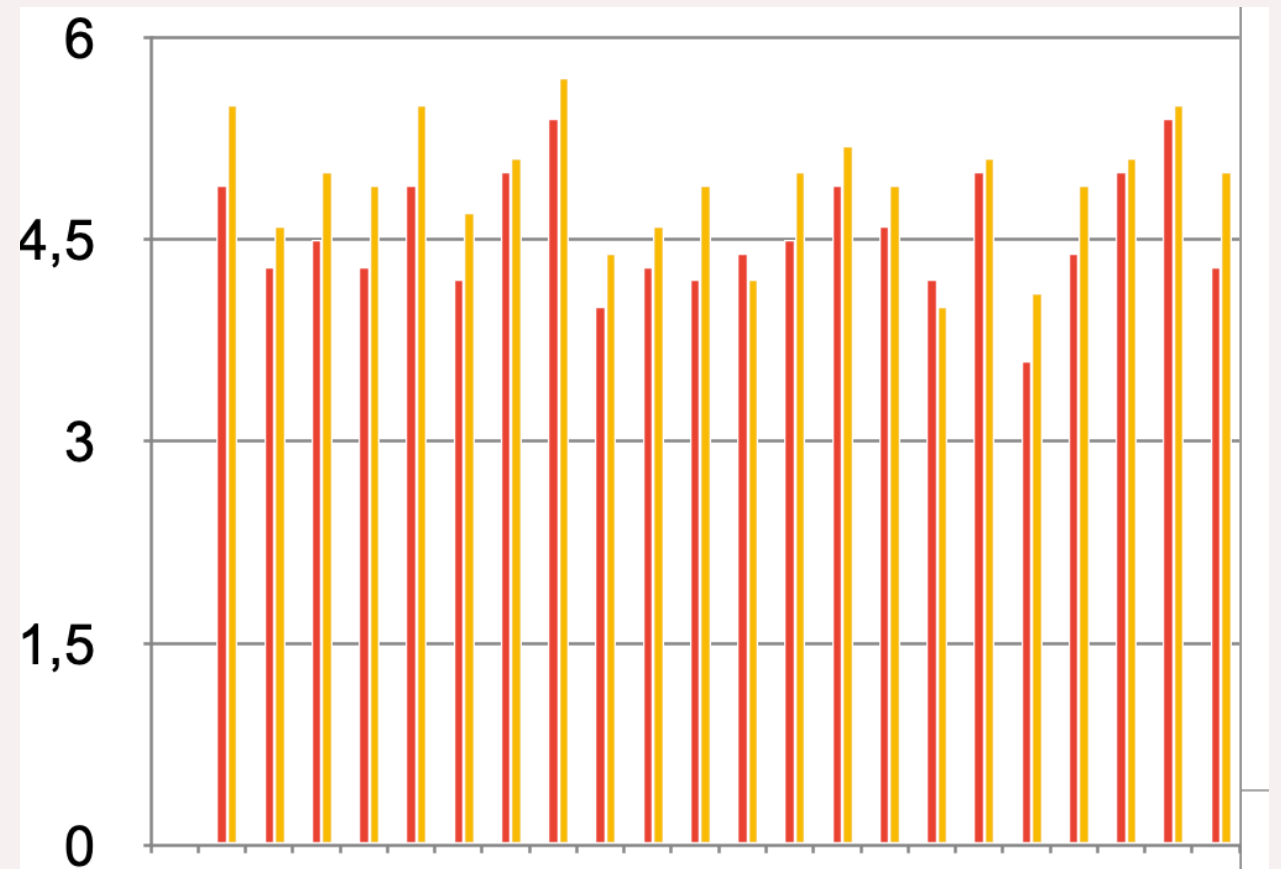
Leadership maturity level is assessed at the beginning and end of the programme (22 aspects in total). Example statements include:

- I know what kind of leader I want to be
- I manage my time well
- I know what I need from my superiors to be an effective leader
- I trust myself as a leader
- I am clear about what I expect from my team
- I know my strengths
- I am able to manage my stress levels
- I feel able to take on new responsibilities
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Programme effectiveness

Workshops' evaluation to date has shown:

- an increase in positive perceptions of one's competence in all assumed leadership areas
- the biggest increase in self-confidence as leaders and readiness to apply for promotion (+0.7 on a scale of 1 to 6)



Three options for the programme

OPTION light

1. Joint kickoff with an inspirational presentation.
2. Working in groups of three people for twelve weeks based on the successive chapters of the book “Leadership by Design”
3. Closing the programme together with an inspirational presentation and a surprise.

Programme conditions:

- duration - 3.5 months
- group of no less than 12 people, no more than 30
- dedicated time for participants to work together (2 hours on Monday mornings and 1 hour on Friday afternoons)
- dedicated communication channel on slack or teams
- internal programme coordinator

OPTION select

1. Joint kickoff with an inspirational presentation.
2. Working in groups of three people for twelve weeks based on the successive chapters of the book "Leadership by Design"
3. A joint session to start each successive week with an inspirational element.
4. Additional materials for each chapter.
5. Closing the programme together with an inspirational presentation and a surprise.

Programme conditions:

- duration - 3.5 months
- group of no less than 12 people, no more than 30
- dedicated time for participants to work together (2.5 hours on Monday mornings and 1 hour on Friday afternoons)
- dedicated communication channel on slack or teams
- internal programme coordinator

OPTION premium

1. Joint kickoff with inspirational presentation.
2. A two-day opening offline workshop.
3. Working in groups of three people for twelve weeks based on the successive chapters of the book "Leadership by Design"
4. A joint session to start each successive week with an inspirational element.
5. Additional materials for each chapter.
6. Two-day closing offline workshop.

Programme conditions:

- group of no less than 12 and no more than 20 people.
- dedicated time for participants to work together (3 hours every other Monday, 1.5 hours every other Friday or Thursday - interchangeable)
- dedicated communication channel on slackline or teams
- internal programme coordinator

Programme leader

Author of “Leadership by Design” and “The Umami Strategy”, creator of the Seed Cards experience design and research support tools, co-host of the Catching The Next Wave podcast, founding partner of the World Experience Organization and co-creator of the Become transformational change agent programme.

Her premium leadership programme is one of the highest rated leadership programmes at Allegro.

She completed her master's degree in interaction design and then did her PhD in experience design at the Department of Industrial Design at Eindhoven University of Technology in the Netherlands.



Please feel free to contact me
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or would like a quote for the programme:
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