



Executive Program in Leadership Development

LIFE

Leadership Initiative For Excellence

**June 2009
CIMBA, Italy**

LIFE

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What is Leadership?

Leadership is a process by which a person motivates others to a higher level of performance. Leadership makes those around you want to achieve higher goals.

Are you a Leader?

The top leaders of most successful worldwide businesses are not natural born leaders. They learned new ways **to persuade, motivate, influence, inspire and assist people**. And, through trial and error experience and professional development, they learned how to create and inspire powerful teams that became much more than the sum of the individual on those teams. Although your position as a manager or supervisor gives you the authority to accomplish certain tasks and objectives in your organization, this power does not make you a leader; it simply makes you the boss. Leadership makes those around you want to achieve higher goals, something considerably more effective than simply bossing people around. **To motivate your workers to higher levels of performance, there are things you must be, know and do. These leadership skills do not come naturally, but are acquired through continual work, study and feedback.**

Like most managers, though, you and your company could use those practical leadership skills now, rather than spending months, even years learning and perfecting them through the time consuming and sometimes painful trial- and-error method.

If you have the desire and willpower, you can become an effective leader.

Program Features

LIFE is three-day full immersion training. It is an intensive experiential, highly emotional course to experience the leadership skills and attributes.

LIFE is based on experiencing rather than learning, doing rather than watching. Many professionals and executives excel in their technical skills but are often quite uncertain in the area of interpersonal skills. This program will help you to understand the effect that you have on other people, and show how you can develop strategies to improve your people skills. It will deepen your understanding, show you how to make the best use of your unique attributes and give you new strategies for controlling your risk areas. This training is performance-based, meaning people get to practice the behaviors that result in sustainable change, and ultimately growth, in an organization. Participants feel, as opposed to being told, the essential qualities of leadership.

Training starts at 4.00 pm on Friday June the 12th and ends at 4.00 pm Sunday the 14th.

Participants will be isolated from the outside world; they will be in a group of 20 people, they will have their meals, sessions and exercises together.

They will be continuously challenged from 6.00 am (Saturday and Sunday) until midnight (Friday and Saturday). Students will realize that giving 100% for themselves and for the group is the only key to pass the assigned tasks and exercises.

Individual Coaching Sessions and Assessments

Before and after LIFE, participants will take assessments to identify strengths, areas for improvements and their style in working with others. Furthermore, they will do individual coaching sessions to implement the change they want to introduce in themselves in their daily life, in terms of developing new mental and behavioral habits.

Target Audience

LIFE is a Program designed for **managers, entrepreneurs** and **team members** focusing on leadership development and self-management.

Moreover, it is a complementary training for those that have previously taken or are taking the CIMBA MBA or the Executive Certificate in International Management programs.

TESTIMONIALS

"I approached LIFE not knowing what to expect, but with the determination of overcoming my barriers and breaking down the walls that were keeping me from being successful under many aspects of my life. Upon completion the CIMBA Leadership development path, I exponentially improved the quality of my personal relationships as well as my professional performance and I consistently receive positive feedback on my leadership skills."

Diane Robazza – Brand Manager, Marcolin Spa

"The good news is that leaders are not only born, but you can also become a good leader. Leadership starts with a deep self-analysis and a deep self-understanding, absolutely necessary for the development of a secure and honest way of interacting with others. During the Leadership Program I was able touch sides of my personality I didn't even know before. Great people leading the course, introduced me to excellent "instruments" (also through some very important findings of the neuroscience) to start a continuous improvement process that changed deeply my way to see the persons around me and the way how to deal with them making it possible to improve my and their performance."

Paul Rindler, MBA - Branch Manager, Rehau SpA

"It's an exciting program that combines leadership practice and theory in a well balanced mix. It is suited for managers and entrepreneurs who want to learn how to get the best out of themselves and their team. Through direct leadership and teamwork experience, it provides practical tools, best practices and tips that can be easily applied in the working environment. This program has really had an impact on the way I manage and deal with people".

Andrea Dallan - Entrepreneur, Dalcos Spa

Program Benefits

Self and Performance Development

- Increase your emotional intelligence for managerial and life success
- Develop your communication skills
- Enhance your public speaking skills
- Speak with power and conviction
- Increase your ability to influence people
- Develop your ability to take action
- Increase your self confidence
- Develop your listening skills
- Increase your focus ability
- Develop a goal setting and action plan mindset
- Develop the ability to empower yourself and others

People Skills Development

- Enhance your ability to build effective relationships
- Develop the ability to transmit passion and enthusiasm
- Build more empathy toward people
- Use coaching as a tool to improve performance and job satisfaction
- Increase motivation for a high-performance workplace

As a manager, your success is measured not simply by your individual contribution, but by how well you get the work done with and through others.

Content and Major Outcome

1) LIFE

Personal mission statement & action plan to realize the mission.

Speaking to a large audience with conviction, enthusiasm and passion.

Understand the science behind the brain functioning, why we make decisions and how we do make them.

What we do, based on neuroscience, to recognize and avoid wrong decisions, how our brain helps us.

What to do, based on neuroscience, to make good decisions and how our brain helps us.

How to look for potential in others, identify soft skills and use them to lead and get the maximum out of people.

Acknowledge the difference between managers and leaders.

Learn how to give and receive feedback.

Step out of our comfort zone.

Work in teams and experience how individual performance will affect team performance.

Experience what it means to use your energy 100%.

Lead and manage changes in personal life and in the organization.

2) Tests and Assessments

Leadership and personality self assessments are undertaken to identify the depth and breadth of a participant's current leadership behavior key capabilities. Managers will receive feedback on their leadership competencies and their personal leadership styles.

3) Three Individual One-on-One Coaching Sessions

Coaching is used as a tool to implement changes in your daily life by developing new mental and behavioral habits.

Leadership is not about dictating, it's about empowering employees so that they recognize their ability to take action.

Calendar

12 June (from 4.00 pm to 6pm) **2009**

Program Introduction: what you need to know before LIFE.

12 (from 6pm), 13, 14 June

LIFE – Leadership Initiative for Excellence

During this weekend all participants must stay at the Filippin Institute in Paderno del Grappa (CIMBA Undergraduate campus) – Via San Giacomo, 4.

16 June - 7:00pm - 10:00pm

LIFE Debrief - Teleconference

By appointment

Three 60 minutes, one-on-one coaching sessions, in person.

Growth and development requires the full commitment of the participant throughout the journey. Are you ready?



Faculty

The leadership component is provided by trained and experienced coaching and leadership development professionals with academic backgrounds in education sciences and business management.

Application deadline is May 29, 2009. Since number of participants are limited, we strongly recommend to send your application as soon as possible.

Contact Information

For more information on the CIMBA L.I.F.E. Program, please send an e-mail to executive@cimba.it or call +39.0423.951090.

Next steps: how to bolster your growth after LIFE

Workshops after LIFE

The Neuroscience of Leadership and Brain-based Coaching

1 day Workshop - 9:00am - 5:00pm, CIMBA Asolo Campus

Learning how to help people think better in getting things done rather than telling them what to do. An innovative approach that explains scientifically how people learn, why they resist change and what it takes to get them to do their best job.

Self-Coaching and Mindfulness

1 day Workshop - 9:00am - 5:00pm, CIMBA Asolo Campus

Learn how to coach yourself in terms of developing a systematic goal setting and action plan attitude. You will also learn some powerful techniques that will help you to remain cool under pressure and so managing your energy and stress level in more effective ways.

Problem Solving and Decision Making

2 days Workshop - 9:00am - 5:00pm, CIMBA Asolo Campus

Two-day workshop that will give you powerful tools to assess situations, analyze problems/opportunities and make decisions, using common language and common guidelines.

Coaching Skills for Managers and Entrepreneurs

1 day Workshop - 9:00am - 5:00pm, CIMBA Asolo Campus

One day workshop to learn some basic coaching techniques that will make a difference in the way you lead people and communicate in general.

FAT Leadership System - *Focus, Accountability and Team Work.*

1 day Workshop - 9:00am - 5:00pm, CIMBA Asolo Campus

How to successfully lead change in organizations through the concept of Focus, Accountability and Teamwork.

By taking the LIFE Program and all the above workshops, you will receive the CIMBA Certificate in Leadership Development.

Contact Information

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