



Center for
Creative Leadership®

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THE LEADERSHIP CONVERSATION

Info Pack

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Introduction

The Leadership Conversation, developed by the Center for Creative Leadership® (CCL®) in partnership with Nomadic Learning, is a collaborative learning experience for leaders at all levels that prepares you for the challenges of leadership in the digital age, using the devices of the digital age.

Over the course of the Leadership Conversation you will:

- Complete four cohort-based online learning programs based on CCL research and experience. Each program lasts for 4 weeks and comprises 6-8 hours of study time
- Have access to 100s of resources to create your own personal learning paths between your structured programs.
- Share your knowledge, lessons and expertise with a community of people from diverse backgrounds

The Leadership Conversation will help you:

- Improve your leadership capabilities and develop the confidence to lead more effectively in the digital age
- Develop a network of fellow leaders from around the world to share advice and best practice with
- Deepen your understanding of the challenges that leaders face at different stages of their career
- Prepare to take on more complex leadership challenges

Syllabus

PROGRAM 1: CREATING LEADERSHIP

April 30th - May 27th (6-8 hours learning time)

The opening program in the Leadership Conversation helps leaders cultivate Direction, Alignment and Commitment, the core outcomes of effective leadership, identified through decades of research by CCL .

WEEK 1: THE LEADERSHIP CONTEXT

Learn about the shift from individual-centric leadership to collaborative team-based leadership—and why it matters.

Case Studies: Design at Google

Conversation: Leadership self-assessment

WEEK 2: DIRECTION

Learn what it feels like to have shared direction; how to recognize when your team or organization has veered off course; and what to do to sustain shared direction over time.

Case studies: The Office

Kate B. Reynolds Charitable Trust

Conversation: Reacting to the Wrong Direction

WEEK 3: ALIGNMENT

Understand what it means to be in alignment and why it matters. Learn what is possible when members seamlessly work together and trust each other immensely—and how to get there.

Case studies: Brandon Semenuk

Spotify's System

Conversation: De-centralized Decision Making

WEEK 4: COMMITMENT

Perseverance in the face of adversity takes both grit and grace. Learn the key elements that committed teams have in common and develop some skills to thrive rather than fall apart in times of adversity.

Case studies: Sears Decline

Full Frontal with Samantha Bee

Conversation: DAC on your Teams

PROGRAM 2: ELEMENTS LEADERSHIP

June 11th - July 8th (6-8 hours learning time)

There are four fundamental elements of leadership, identified by CCL research, that drive the thoughts and actions of truly effective leaders at any level and in any industry. This program help leaders develop these 4 skills and apply them to their unique situation.

WEEK 1: SELF AWARENESS

If we don't know who we are, we cannot lead. Learn the importance of true self-awareness, understand your identity, what you have to offer, and what you need to improve.

Case studies: BHP Billiton

The World Peace Game

Conversation: Reflect on your experiences

WEEK 2: COMMUNICATION

Learn the art of effective two-way communication and develop the tools required to adapt your style to meet the many communication hats you wear in today's world.

Case studies: Mad Men and the Kodak Wheel

Conversation: Principles of Digital Communication

WEEK 3: INFLUENCE

Understand and learn how to navigate the complex and often convoluted web of your organization and its many layers of stakeholders in order to build your influence.

Case studies: Sundar Pichai and Google

Clorex Green Cleaning

Conversation: Is Gaining influence inauthentic?

WEEK 4: LEARNING

Understand how to not only absorb new information, but how (and why) to filter, test, categorize, and share it—quickly and continuously—often under great pressure not to do so.

Case studies: Etsy

Conversation: Leadership Resolutions

PROGRAM 3: VIRTUAL LEADERSHIP

Aug 27th - Sept 23rd (6-8 hours learning time)

We are doing more and more work virtually at the exact moment we need to collaborate with more people, from more places, more effectively than ever before. In 4 modules, this program covers how we can best evolve to meet this challenge:

WEEK 1: THE VIRTUAL CONTEXT

Learn what is driving our shift to virtual work and the unique risks and opportunities posed by the digital world. Understand how our leadership approaches need to shift when leading a virtual team.

Case studies: The 100% Virtual Company, Automattic

Conversation: The virtual spectrum

WEEK 2: THE VIRTUAL WORKPLACE

How do our virtual communication choices affect our leadership style and the implications for our team members. Finally, it examines the unique challenges individuals working on global teams face and asks how we can overcome them.

Case studies: Mozilla, the 40,000 Person Team

Slack & Samantha Bee

Conversation: Enhancing individual contributions

WEEK 3: VIRTUAL TEAMS

Understand the high-level principles effective virtual teams have in common and learn how to apply those lessons to our own teams.

Case studies: Saving Healthcare.gov

Intersection

Conversation: High performing teams

WEEK 4: VIRTUAL RELATIONSHIPS

Understand the importance of culture when we are leading teams virtually and what it takes to build and sustain relationships when we don't see each other as often (if at all).

Case studies: C.A.R.E Enterprises

Conversation: The Virtual Teams Manifesto

PROGRAM 4: LEADING INNOVATION

Oct 1st - Oct 28th (6-8 hours learning time)

We cannot be effective leaders without also being champions of innovation. In 4 modules, this program will introduce core concepts from the fields of design thinking and critical thinking to help you become better at leading innovation.

WEEK 1: FRAMING PROBLEMS

The answer to every problem is inherent in the way we pose it. In this module we learn both how to re-imagine a problem and how to move our organizations to adopt the new frame.

Case studies: Starbucks Family Day
Moneyball

Conversation: Reframing is a form of Procrastination

WEEK 2: DESIGNING EXPERIMENTS

All innovators must learn to experiment. Learn how to test ideas in reality, carefully measure what works, and gradually perfect our ideas and approaches.

Case studies: Nature's Experimenter
China's Special Economic Zones

Conversation: Fail Fast and Lean Startups

WEEK 3: MAKING DECISIONS

Learn when a decisive commitment is necessary and to continually spot our own weaknesses, biases, and blind spots before they come back to haunt us.

Case studies: The Fog of War
Time-Warner / AOL Merger

Conversation: Decentralized decision making

WEEK 4: LEARNING FROM MISTAKES

Reality never turns out like we think it will. Understand how innovative thinkers learn to love mistakes and use them as opportunities to do better next time.

Case studies: Copernicus and the Calendar
Genghis Khan & the Learning Horde

Conversation: Today's Copernican Calendar

Approach

The Leadership Conversation is 100% online. You can access the platform from your mobile device, tablet or computer and get the same awesome experience. You'll learn from your peers in a digital environment designed for collaboration. You'll learn from the best digital learning content ever made, from cutting edge case studies to incredible animations, exclusively available to The Leadership Conversation members.

YOUR TEAM

You'll be placed into teams of about 50 fellow learners for each program in The Leadership Conversation. You'll go through the Programs within the teams you've been assigned to. You'll discuss challenges with your team members, share experiences and learn from each other. You will also be required to comment multiple times to complete your modules and you'll be required to vote for the best comments made by your fellow team mates. Any votes you earn for your comments will contribute to your position on a team leaderboard for each program.

PERSONALIZED LEARNING

The Leadership Conversation also gives you the space to create your own learning journey. You can access 100s of individual resources in The Leadership Conversation whenever you want; between, during or after your Programs. Resources help you develop the areas of leadership where you have weaknesses or a particular interest.

Community

The Leadership Conversation is also a global community of leaders, new and experienced, women and men, young and old, from diverse backgrounds, industries and professions. Our community is brought together by two common traits:

- A desire to never stop learning
- A desire to share experiences and lessons with each other

The Leadership Conversation gives you the opportunity to learn from and share your experiences with your peers in a 100% digital environment. The quality of your learning experience will depend partly on how much you each contribute and are willing to share. So don't be shy!

YOUR COMMUNITY MENTOR

Our community mentors help spur better conversations, answer any general queries you have as you learn, and ensure you get the most out of the learning experience.

Robert M. Burnside

Mentor, Leadership & Communications

- Former CLO at Ketchum Inc and Director at the Center for Creative Leadership
- Currently senior learning advisor at Nomadic Learning
- Experienced learning professional and facilitator

Useful Info

KEY DATES

April 25th: The Leadership Conversation opens

April 30th: Kick-off Webinar (check your email for more info)

April 30th: “Creating Leadership” Program starts

June 11th: “Elements of Leadership” Program starts

August 27th: “Virtual Leadership” Program starts

October 1st: “Leading Innovation” Program starts

CONTACTS

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