

MODERN LEADERSHIP FOR THE CHANGING WORLD



Online Masterclass series
starting 7 September 2021



**FACULTY: JONATHAN
CLARK & BARBARA VAN
SCHAIK**

This unique and tailored program helps participants to:

- develop a personal leadership style
- cope with the complexity of today's business
- understand the demands of modern leadership

With the emphasis on personal development, the goal is to improve the decision-making ability in innovative and complex environments.

The masterclass is built around four classic and timeless case studies that are especially relevant to business and leadership for the future.

INCLUDES

- Six 2.5 hour sessions + introduction
- 1.5 hour 1-to-1 coaching session
- Opportunity for networking and working together on assignments

INVESTMENT

- 7-8 hours per week (incl. assignments)
- €1250,- (excluding sales tax)

SPECIFICS

- Sessions take place online via Zoom
- Total duration: six weeks
- Max. 20 participants

**For more information contact the faculty
Registration and payment via [Eventbrite here](#)**



ABOUT THE MASTERCLASS

APPROACH

Participants will prepare case studies in self-study. In 2.5 hour online sessions we discuss the cases in depth and draw learnings from them as a group. The course also includes one hour of intensive personal career coaching. The emphasis throughout is on personal development. There will be plenty of opportunities to network both during the online sessions and through the group assignments in-between.

WHO SHOULD ATTEND

The masterclass benefits all who are currently in, or strive to be in a leadership role. The focus, coverage and career coaching aspects of the masterclass are particularly useful for individuals who are future leaders and those who demonstrate leadership potential.

BACKGROUND

Businesses are experiencing a period of increasingly rapid change and uncertainty. Roland Smith of the Center for Creative Leadership has described this new business environment as one of perpetual white water. This is supported by an IBM study of over 1,500 CEOs who identified their number one concern as the growing complexity of their environments. Furthermore, the majority of those CEOs said that their organisations are not equipped to cope with this complexity.

#1 what is creative leadership

Creative leadership encourages imaginative solutions and strategies that can ignite and redefine an organisation. The case study highlights the power of simple yet inspiring communication to unite a fractured company.

#2 what is inspirational leadership

Everyone know that leaders need vision and energy. But to be inspirational, leaders need more than that. The case study reveals the qualities of a leader able to adapt to and the right style for the right moment.

#3 innovation

Innovation is not easy, even when a company has a winning ideas it can struggle to implement them. What lessons can we learn from a case study that can help us understand how to drive successful innovation? And how to change a company that is highly successful and doesn't really believe it needs to change?

#4 how to lead culture change

For organisations seeking to become more adaptive and innovative, culture change is often the most challenging part of the transformation. Innovation demands new behaviours from leaders and employees. What can the case study teach us about the invisible yet powerful forces of company culture?

#5 key tools for modern business

The Value Proposition Canvas helps you create compelling products and services customers want to buy. The Business Model Canvas is a strategic management tool that allows you to describe, design, challenge, invent and pivot your business model.

what you will learn

what to expect

PRE-INTERVIEW

Participants are interviewed to explore their learning needs and expectations.

INTRODUCTION MEETING

An opportunity for participants to meet each other while considering an introductory case study.

SESSIONS

Participants prepare cases in self-study. In 2.5 h sessions we discuss the cases in depth and draw learnings from them as a group.

CLOSING MEETING

Time to reflect on the learnings, bringing it all together. Addressing 'why coaching' and personal action plans.

ASSIGNMENTS

In-between online sessions participants will work on a variety of assignments.

COACHING SESSION

Polaroid of a leader: 1.5 h of intensive personal coaching, an opportunity to reflect on your career and leadership.



NETWORKING & ONLINE LEARNING ENVIRONMENT

A closed LinkedIn group will provide an additional networking opportunity, as well as a platform for sharing documents etc.

logistics

- Dates: Tuesday 7 September 2021 (Introduction), Thursday 9, 16, 23, 30 September and 7, 14 October 2021 (sessions and closing meeting).
- Start time of online sessions will be afternoon CET, and the exact start time will be finalised once the location timezones of participants are known.
- Coaching sessions will be arranged to fit the schedule of the participant.

investment

- 7-8 hours per week (including pre-interview, six 2.5 h sessions and introduction, 1.5 h one-to-one coaching session, preparation and assignments).
- €1250,- (excluding sales tax).

refund and cancellation policy

- Cancellations made 30 days or more in advance of the Masterclass Series start date (7 September 2021) will receive a full refund.
- The Masterclass Series will be cancelled when less than six participants have signed up. In that case a full refund will be provided.

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about your faculty



COURSE DIRECTOR

Jonathan Clark is independent Advisor on Strategy & Innovation, providing advice in one-to-one coaching sessions, innovation leadership trainings, group workshops or in much larger events. Prior to starting his own company in 2010 Jonathan worked at Elsevier, an international science publisher, for 20 years in various positions in publishing, marketing, product management, technology and e-business. He is also a Guest Lecturer and External Examiner for a Masters programme in business innovation at the Breda University of Applied Sciences.

Contact Jonathan via ✉ jonathanmtclark@gmail.com



PERSONAL COACH

Barbara van Schaik is an independent certified coach, leadership consultant and photographer. She has extensive and international experience in all aspects of change management leadership. Barbara is used to working across borders (including virtual ones) and cultures in (complex) matrix structures. She regularly uses visual language, creativity and photography as instruments in coaching, team support and workshops.

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