

Leading with the brain in mind

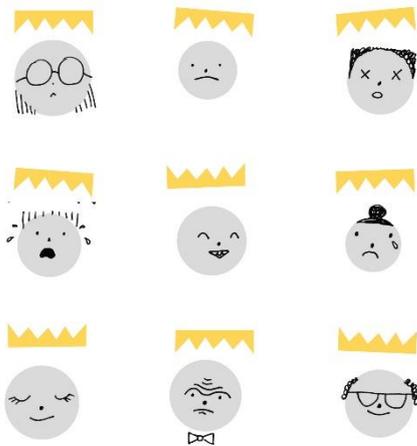
A development programme
backed by science for
emerging leaders

HEAD
HEART
+ BRAIN

Leadership and the brain

Confidence in today's leaders appears to have reached rock bottom. Look at the results from our recent survey conducted over a cross-section of organisations: -

- + Almost half (47%) of leaders have a threatening effect on their team members
- + Business leaders show a lack of empathy towards employees - 85% are more concerned with the task than the views of employees
- + One in 4 leaders has a destructive approach – exhibiting “brain-fried” behaviour
- + Only 5% of leaders demonstrate “brain-savvy” leadership traits



Not a pretty picture and given the data that shows engaged, motivated and connected employees are much more productive and return a bigger financial contribution to the bottom line, this presents a picture that suggests we need to be developing leaders who are better able to bring out the best in employees and themselves.

At Head Heart + Brain, we call this, developing leaders who are brain-savvy - that is a leader who understands how the brain works, the implications for themselves and others and who can apply tools and insights to better lead people.

Our emerging leaders programme is designed to give leaders an: -

- + Opportunity to develop their leadership purpose and authentic leadership style
- + Understanding of their impact on the team and how to lead them so they get business results
- + A solid foundation of skills and the development of a mindset to excel in their leadership journey
- + A network of peers to learn with

Who?

The programme is designed for people who are taking their first leadership role and who want to understand more about the engagement, motivation and performance of their team. We strongly believe that to be a successful leader you need to understand yourself, so we put equal emphasis on applying brain-savvy insights personally. Our approach looks at three elements for success. Self, Others and Culture. By considering each of these, leaders gain maximum insight and can plan for success.

Why?

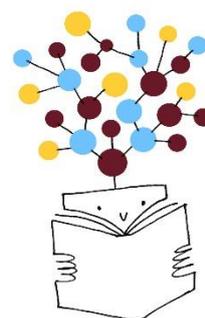
Here are a few benefits leaders can expect:

Honest self-assessment - by the end of the programme each participant will have a thorough understanding of their own leadership strengths. They'll have feedback from others via our Brain-savvy 360° tool and one-to-one telephone coaching. Individuals will know where to focus to continue their leadership journey, what drives success for them personally and why that's important. They will also have a plan to continue their development after the programme.

Mindset, techniques and behaviours for success - they'll know how to think and behave to have a bigger impact as a leader. They will also know why these mindsets, techniques and behaviours work.

Network of peers from variety of industries – participants tell us this is one of the most useful benefits of attending our programme. Ideas and connections are made that continue long beyond the completion of the programme.

Increased confidence and surety when leading others - Sets leaders up right from the start and ensures they are equipped from the beginning to bring out the best in themselves and other employees.



What?

Programme content

The programme takes place over a three-month period. Giving time for absorption of knowledge and application of learning in the workplace.

Mastermind online learning platform

All participants have access to Mastermind. All materials are posted here and participants can ask questions and keep in touch with peers throughout the programme. Facilitators are involved in the MasterMind learning community giving input, advice and encouragement so that participants apply ideas and tools to the job.

Opening 1 to 1 coaching session

At the start of the programme, there is a 1 to 1 session with a Head Heart + Brain coach to help individuals reflect on pre-course Brain-savvy 360° feedback and prepare for the programme.

Module One - Focus on Team

This is the kick-off module and spans an afternoon and following morning with the opportunity to attend a networking dinner - ensuring participants get to know each other and where we begin to build the community of learners.

This module spends time discussing how to make the most of the programme and

how leaders will monitor their own learning. We then focus on what the science tells us about working with the team to create a clear purpose, goals and changing behaviour to create new work habits. Leaders come away with insight and many tools for application in their team as well as understanding the latest thinking on the science of team formation and high performance.

At the end of this module we set up small group or peer coaching to help people apply the insights and have support on application.

Webinar one - This is held two weeks after the face to face module and focuses on applying learning to the team that the leader works with in the work place.

Master class - Leaders may choose to attend the master class webinar on Engagement.

Module two - Focus on Self

This workshop lasts a half day. Topics covered include avoiding brain-fried stress, brain efficient working habits and decision making. We also look at how mindset and behaviours impact the team, taking some of the insight from module one and looking at it through a different lens is an important skill for leaders.

At the end of the module, leaders will take away a plan for implementing some aspect of their learning to themselves. There will also be the opportunity to use the materials on the social learning site to apply at work.

Webinar two - A webinar is held two weeks after the face to face module to check in with leaders, provide new material and focus on how leaders are applying learning at work. Facilitators will

have been monitoring the social learning site adding content that is relevant to the questions and comments from the group.

Master class - Leaders may also choose to attend the Master class on Inclusive leadership.

Module three - Focus on Context

The module lasts a day starting at lunch time until the end of the following morning. Again, the workshop starts with a review and leaders present back the progress they have made with their teams, sharing purpose and goals and their own changes. We then focus on the science of persuasion, positioning initiatives and understanding the broader context for success in their business.

Some of this module is committed to thinking forward and how the learning journey will continue. Leaders also plan the final application of their learning to their business and role.

Master class - Leaders may choose to attend the Leading change master class.

1 to 1 coaching - We close the programme with a final 1 to 1 session with a Head Heart + Brain coach to support, develop and deliver an individual action plan.

Master classes - Leaders can choose to attend two of the master class webinars. These provide deeper insight into a skill that leaders may need based on their work agenda. Some of the hot topics right now are:

- + Leading change
- + Employee engagement
- + Inclusive leadership

We also encourage participants to extend an invitation to colleagues in other job

roles who may wish to attend. There is a small additional cost for additional attendees at master classes.

Networking dinner

During modules one and three, when participants are invited to stay overnight we encourage networking and for one dinner we will invite a guest speaker who brings a specialist expertise or inspirational insight.



How?

The team running our emerging leaders programme are all experienced business people as well as facilitators and consultants with deep expertise. They bring their own experience and examples to their facilitation, as well as insights and understanding from consulting with successful companies. They are all members of our neuroscience study group so also bring understanding in brain-savvy learning and the neuroscience based content for participants.

Experiential learning - The programme factors in time for people to try out new techniques. We include work on projects in the business and with peers during the programme.

Interactive learning workshops and webinars - The programme includes workshops and webinars for each module. As mentioned we apply brain-savvy design techniques to ensure engagement, learning and behaviour change. A word about webinars - we know many people find webinars a passive learning experience. But not ours! That's why we keep groups small; we build in involvement and keep them short to help the brain concentrate. Our webinars are 45 minutes; some are 90 minutes - depending on the topic.

1 to 1 attention - As participants will be in small groups - up to 14 for the programme, they receive focused attention throughout. We also include two 1 to 1 coaching sessions before and at the end of the programme to support goal setting and action planning.

Costs

Costs are £4,950 per person. Your participants will have access to our MasterMind social learning site and content for the duration of the programme, plus the 360° assessment and coaching plus two master classes.

How to find out more

If you would like to find out more get in touch for the next available dates.

Email sarahnorth@hhab.co.uk or call 07770394256. Sarah will be happy to answer any questions you may have.

Head Heart + Brain

We have been running development programmes for many years for multinational clients all around the world. These include Atos, ANZ Bank, Barclays, Department of Work and Pensions, DHL, Ermengildo Zegna, Linklaters, and many more.

Our name is pretty quirky; but it says what we do. We work with the **head** - the cognitive, rational content; the **heart** - the emotional connection and lastly the **brain** - taking the latest findings from neuroscience to package what we deliver in a way that works for our brain. We believe this approach will enable participants and clients to achieve lasting behavioural change.

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