

Rated 4.8 out of ★★★★★ (244)

# Become a respected leader who drives team performance & masters change - despite stress

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The first precision leadership academy custom made for  
executives & decision makers in disrupted industries.

10 weeks | live-online | 75% practical skill training



CHANGE LEADER ACADEMY

# MASTER LEADERSHIP WITH EASE WHEN CHANGE IS YOUR REALITY

This precision online academy is guaranteed to give **highly motivated executives** more leadership effectiveness and influence in 10 weeks.

- ✓ Build an institutional framework that invites **performance & cooperation**.
- ✓ Become a role model driving **team morale & action** - despite uncertainty.
- ✓ Be a magnet for **dependable doers** & high potentials - prevent brain drain.

Apply to join now



## Customer Reviews

★★★★★ 4,7

244 customer reviews

TEST DATE 10/2022



JOIN THE LEADERSHIP REVOLUTION

# 3 PILLARS OF A DESIRABLE LEADERSHIP FUTURE

Financial performance & team impact are not a paradox but a competitive advantage for leaders & firms alike.

# 1

## Mission Clarity

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Great leaders design a vision and and reduce complexity. In times of disruption effective teamwork requires a high degree of trust.

# 2

## Team Empowerment

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Great leaders build other leaders and break down silos to harness the full potential of the organization every day.

# 3

## Inspiring Results

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Great leaders work for something larger than life. They rally people around a worthy goal and help them to outgrow their limitations.



EFFORTLESS UPSKILLING

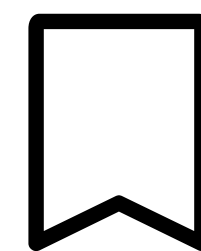
# YOUR 3 EASY STEPS TO LEADERSHIP MASTERY

Join 1,400+ leaders who have walked this path before you and see yourself flourish.



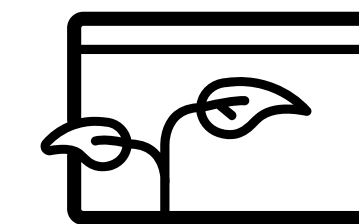
## 1. Enrol

Join the next cohort of our **state of the art live online certification** at 2 hours per week time investment.



## 2. Get certified

Gain access to unique **science-backed skills**, communication tools, a priceless community of pioneers & a certification.



## 3. Thrive

**Improve your work in real-time**, master leadership, drive innovation & enhance your career.



# LOVED BY MANAGERS. AND EMPLOYEES.

Our trainings are already helping leaders from hundreds of category-defining businesses drive results.

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## Eye opening!

"You can practically see how many „drawers“ are filled in Alex's head with studies, interviews and literature to be opened as needed."



Carolin Vogt  
Concordia Insurances

## This was excellent!

"It was as if you had spent years studying our company and definitely relevant to our leaders."



Megan Zarembski  
Wacker Chemicals AG

## WOW!

"It was a great feeling to be nudged towards what I really need to work on. I could do many more sessions."



Michelle Mägerle  
Swiss Federal Admin. Tribunal

## Crazy!

"Two years ago I wouldn't have even believed this stuff. That excites me a lot in the future and I am nurturing it with a daily practice."



Steven Posner  
Resilient Leadership



Let's back up....



YOUR EVERYDAY

# FERRARI IN SECOND GEAR

Do you sometimes feel that you can't fulfil  
**your role as a leader?**



You need to **hit your targets** but you're *drowning* in ad-hoc tasks.



Helping your team members outgrow **themselves**, you find it difficult to manage your own *energy resources*.



You're eager to **improve processes** but you feel *handcuffed* by existing structures.

You're driving a **FERRARI** in 2nd gear.





THE TIME IS NOW

# YOU WANT TO MAKE AN ACTUAL DIFFERENCE IN YOUR COMPANY

- ✓ Improved communication
- ✓ Agile workflows
- ✓ Faster decision making
- ✓ Increased performance





THE SCIENCE OF LEADERSHIP

# THE **NIKE** OF LEADERSHIP TRAININGS

Stay ahead of workplace challenges with science-backed, practical leadership skills.

**We put the steering wheel back into your hands.**



**Stand apart as a leader  
people want to follow** &  
become a magnet for talents.



**Re-design your institutional  
framework** so it invites  
performance and cooperation.



**Be the person who sets your  
company** on the path to  
industry leadership.



# YOUR **PATH** TO LEADERSHIP MASTERY

Our 3-step process is rooted in neuroscience. We build exceptional leaders with innate intelligence *beyond IQ*.

# 1

## Mental Resilience

EQ

Determine your leadership personality, **operate from an optimal state**, and influence how the world responds to you.

# 2

## Team Performance

PQ

Create a high performance **flywheel**, perfect your ability to deal with people and see your team outgrow itself.

# 3

## Change Mastery

AQ

Apply proven techniques from category-defining companies to **define a new innovation horizon** and drive results.



LEAD YOURSELF



LEAD OTHERS



LEAD THE FUTURE



EXPECT RESULTS

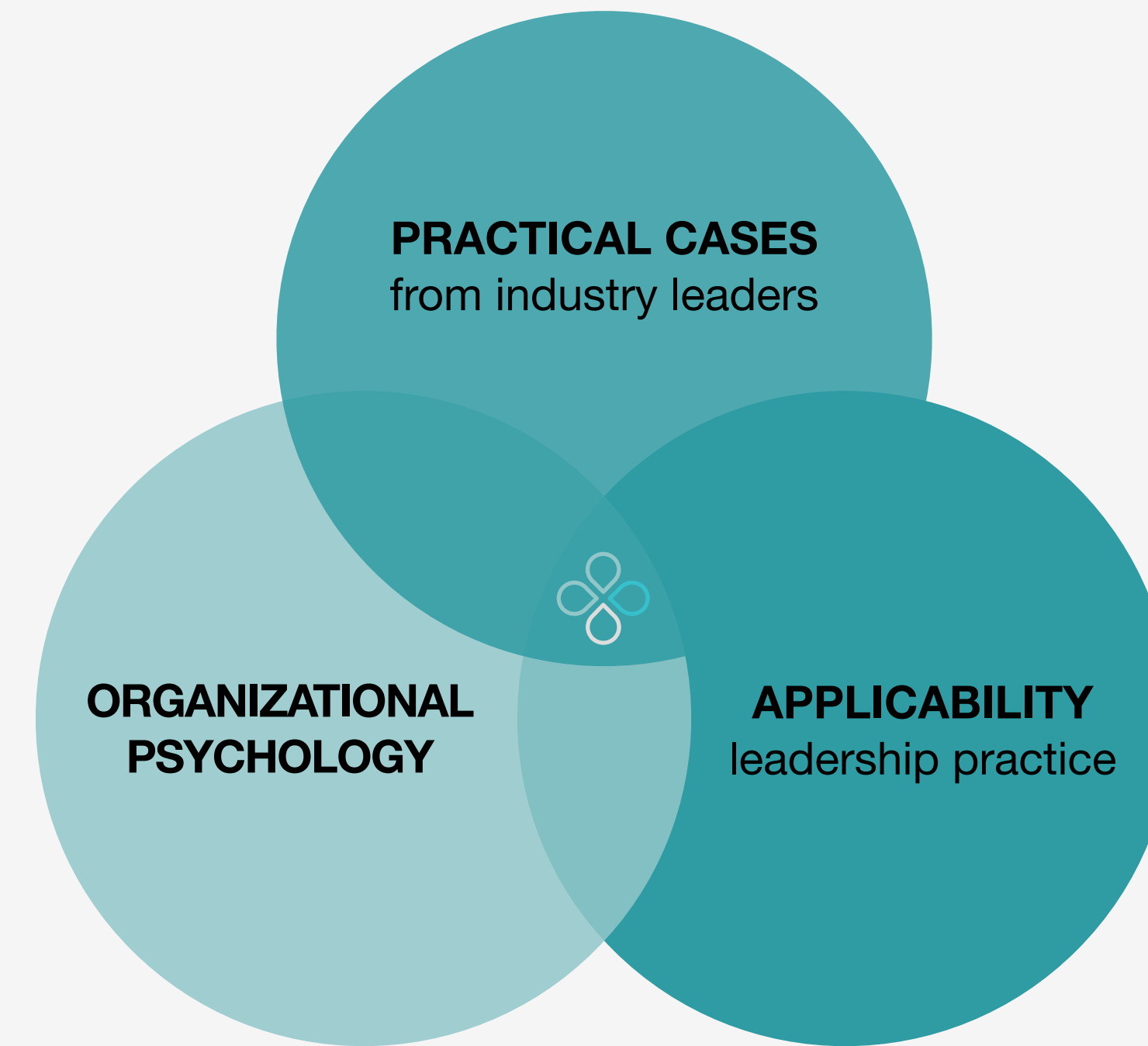
# OUR 3 PROMISES

Have you ever wondered why after spending so much money on seminars, you see little actual change?

## The truth is...

Most leadership or MBA programs ignore the real dynamics in the trenches of the modern workplace.

WE **GUARANTEE TANGIBLE RESULTS** within weeks.



## Practical Excellence

We analysed the work reality of thousands of business leaders and carried out a **360° study** with 135 top-executives.

## Methodic Excellence

We distilled our science-based methodology into a world-class leadership training with **actionable information**.

## Academic Excellence

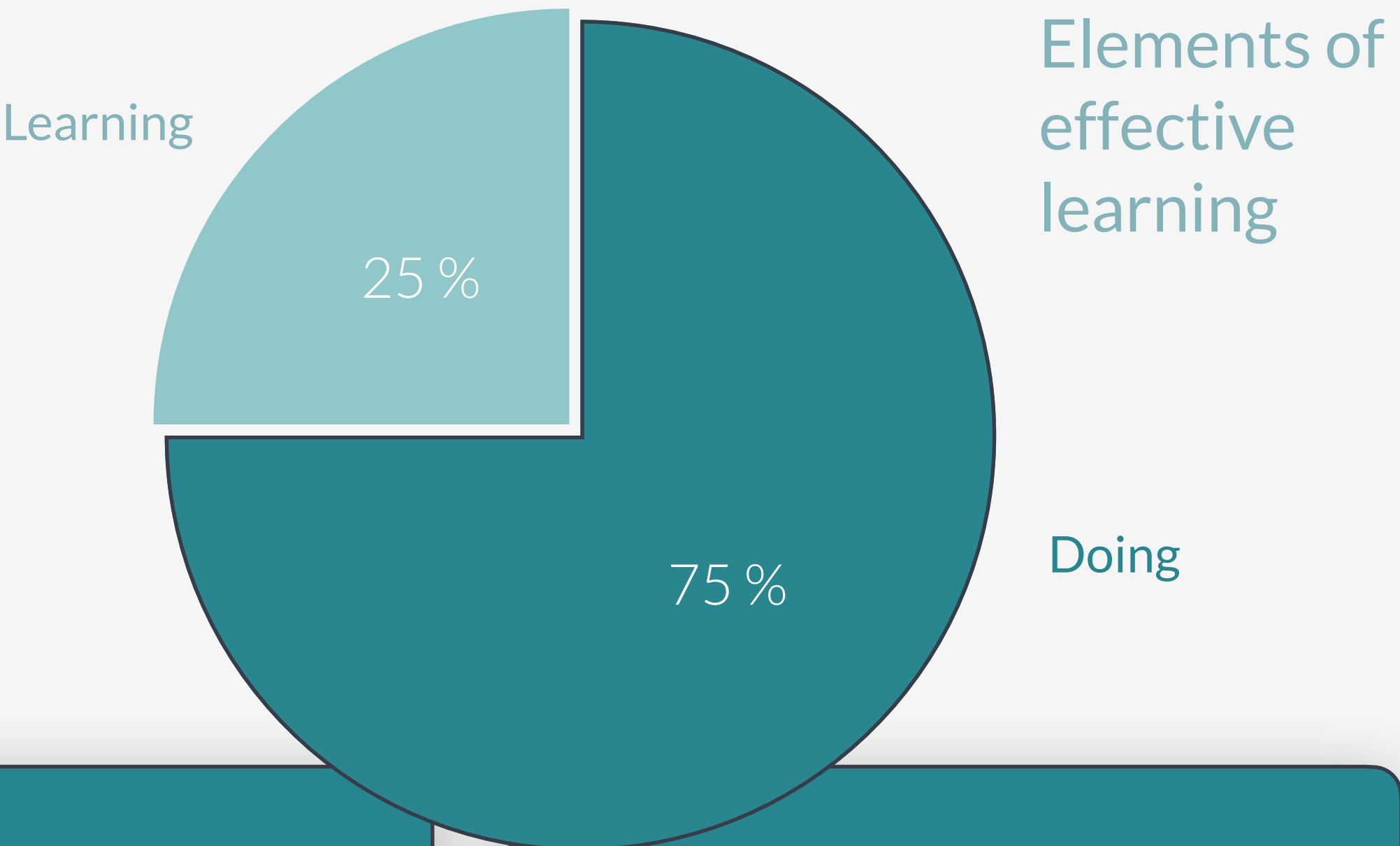
We **stress-tested our curriculum** with 5 world-renowned professors of business innovation & organisational psychology.



EASY AS PIE

# UNIQUE LEARNING EXPERIENCE DESIGN

Our state of the art leadership training is trusted by top executives, entrepreneurs, futurists, and other visionaries.



1

## Precision Learning

**Targeted no fuss curriculum:**  
10 weeks | 1.5 h each + 10 h self-paced modules for minimal intervention in your daily work routine and a lasting effect on your leadership abilities.

2

## Expert Insights

**10 hours of live trainings** with management thought leader Alex T. Steffen & Ask-Me-Anything calls with reputable executives from category defining businesses.

3

## Practical Cases

Insightful case studies & 'breakthrough peer support' around your personal business challenge from people who are thinking bigger. Immediate results and a leap forward.



# 1 PRECISION LEARNING

In this academy, you won't rush through condensed seminar weekends that only scratch the surface of relevant skills or crawl through a bloated three-year program.

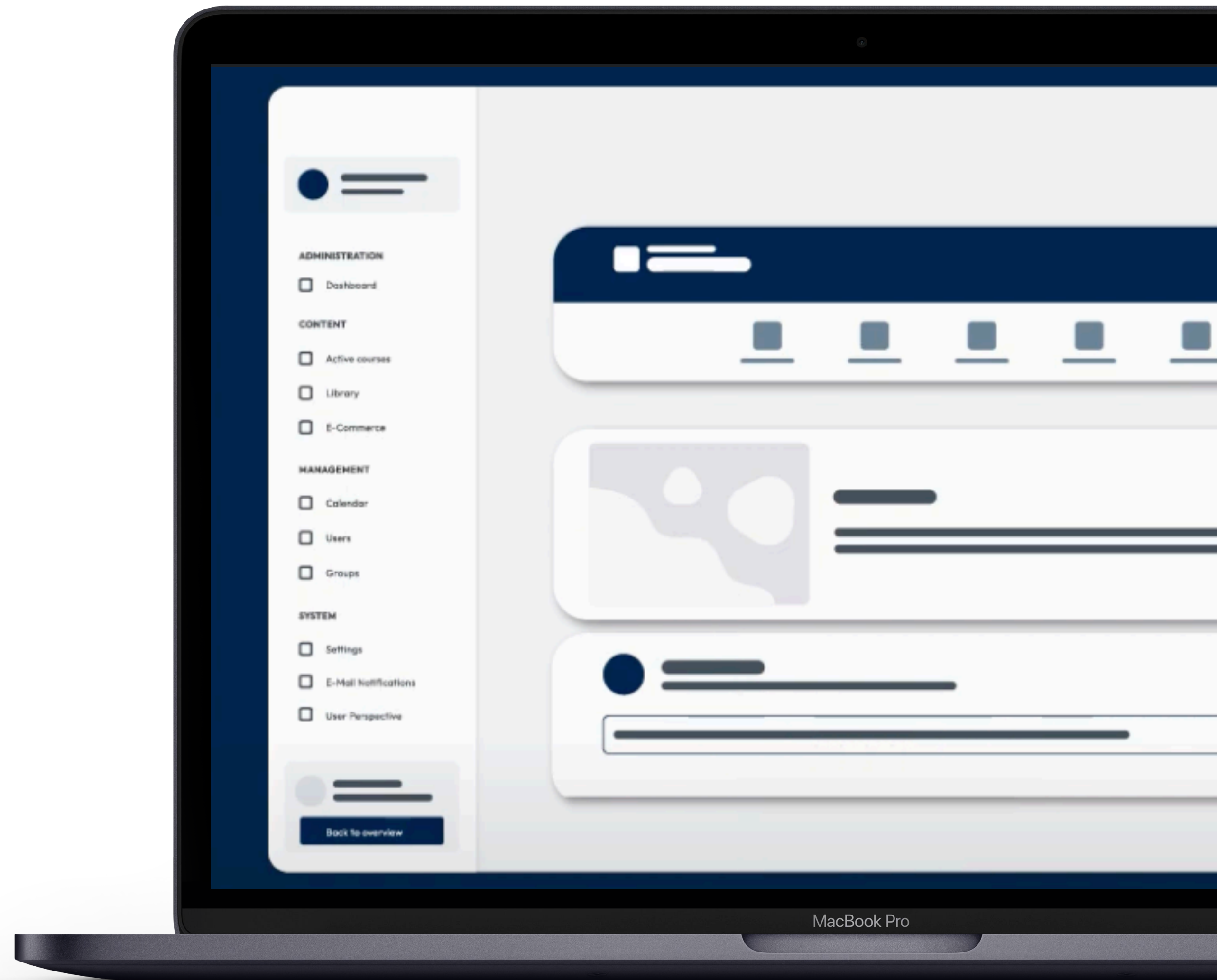
## **With the Leader Academy**

we bring a breath of fresh air to the current leadership development industry. Our curriculum was built by experts in 2022 to set a standard for the next 10 years.

## **Take advantage of**

precision learning for relevant strategic business techniques and the [CONNECTION BETWEEN THEM](#), optimised for practical & digital on-the-job learning.

*"More valuable than an MBA at a fraction of the investment." – Max Jagusch, Momentmal Productions*





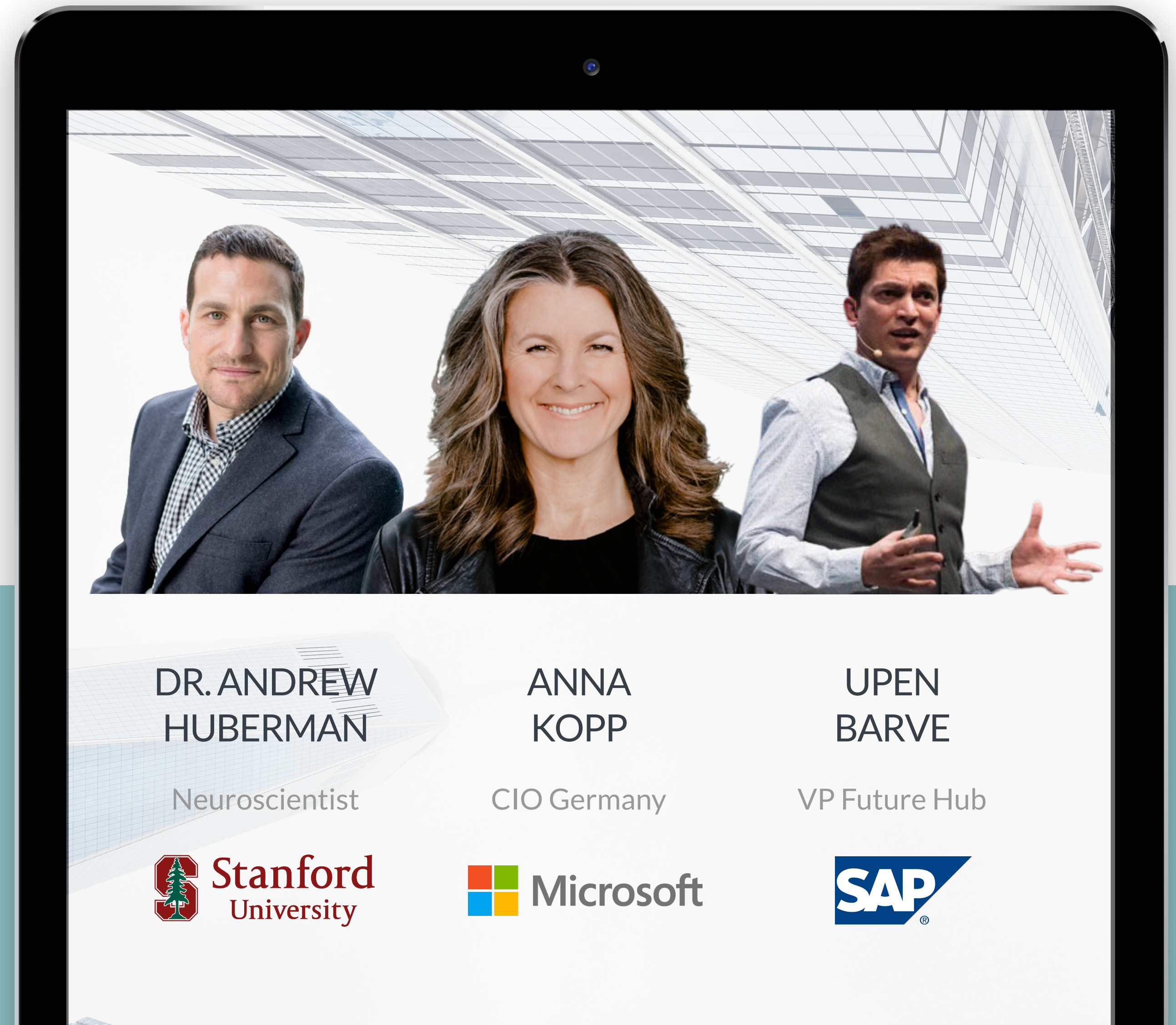
# 2

## INSIGHTS FROM REPUTABLE EXPERTS

This certification takes learning to another level.

- ✓ Empower Series video lectures
- ✓ Ask-Me-Anything (AMA) live calls

Imagine being able to get answers to your pressing challenges from leaders from organisations that have fundamentally changed the way we live and work.





#### CASE STUDY

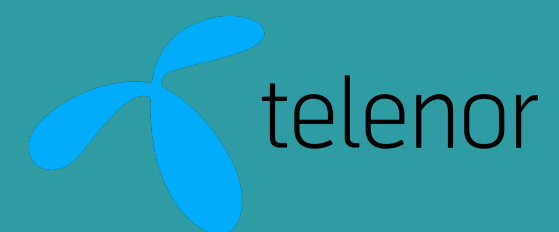
How Disney  
builds teams that  
develop the  
world's leading  
client experience

The **WALT DISNEY** Company

Included

#### CASE STUDY

How Telenor used a  
simple strategy and  
achieved agility  
across 30,000+  
employees



Included

# 3

## RELEVANT & UNIQUE CASES

+ 10 other unique case studies from pioneering companies NASA (aerospace), Tesla (automotive), Microsoft (software), Priceline (travel), Mercedes Benz Group (automotive), Maxi Zoo (FMCG), Springer (publishing), Victorinox (apparel), Airbus (aerospace & defense), Viessmann (smart home).



JOIN THE PIONEERS

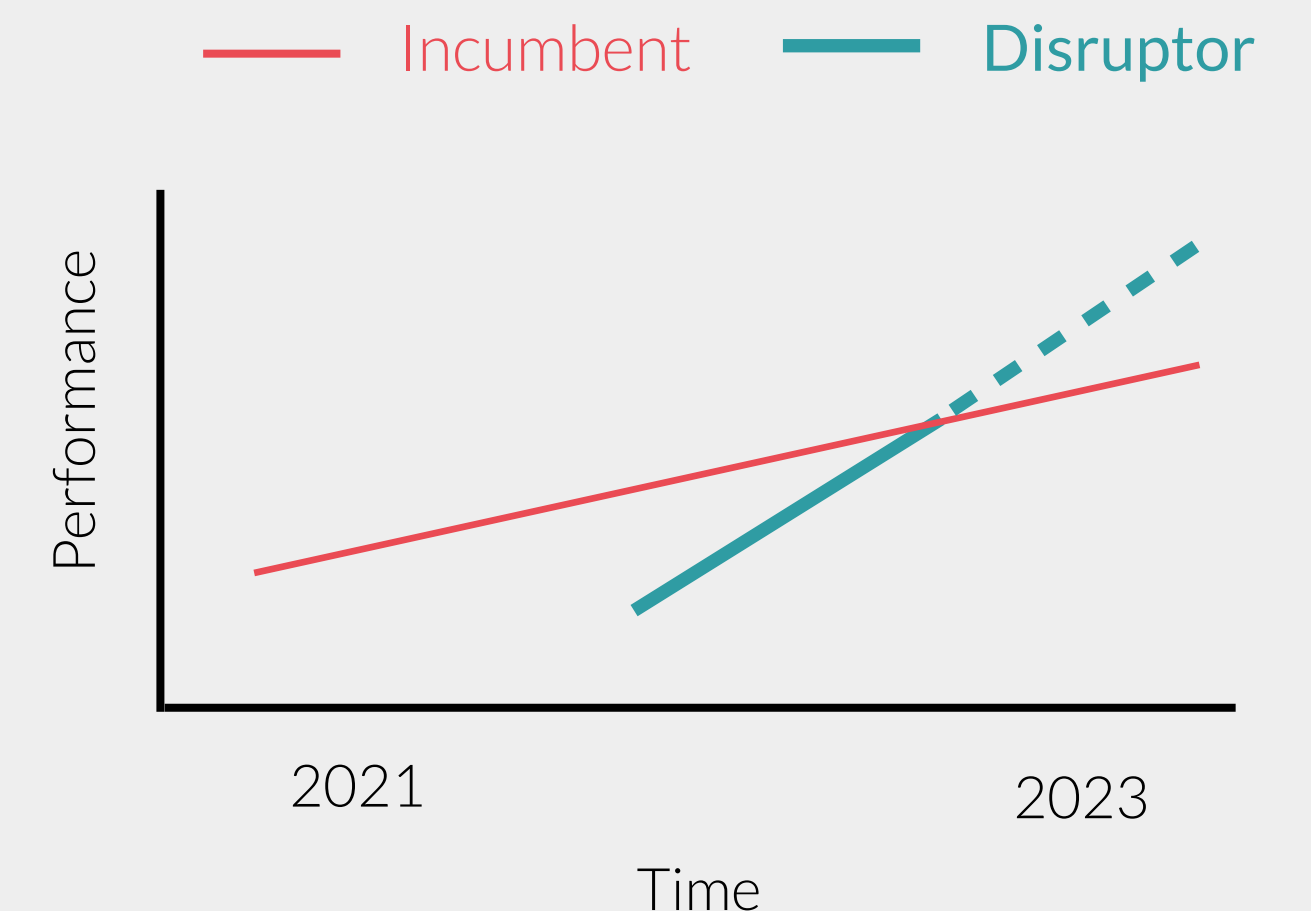
# WE **DISRUPT** LEADERSHIP EDUCATION

We identified common weaknesses and optimized every dimension:

- ✓ **Duration:** 10 weeks of precision learning & accountability.
- ✓ **Curriculum:** Focused on real life application, not volume.
- ✓ **Accreditation:** None as that invites academic tunnel vision and prevents continuous improvement & true excellence.
- ✓ **Recognition:** Category defining business such as Accenture, Audi & Microsoft trust & recommend our program.
- ✓ **Academic excellence:** Approved by 5 business professors.
- ✓ **Program cost:**  $\frac{1}{4}$  of a typical MBA for a more relevant skillset.

## Assessing Disruption

by Clayton M. Christensen



MacBook Pro



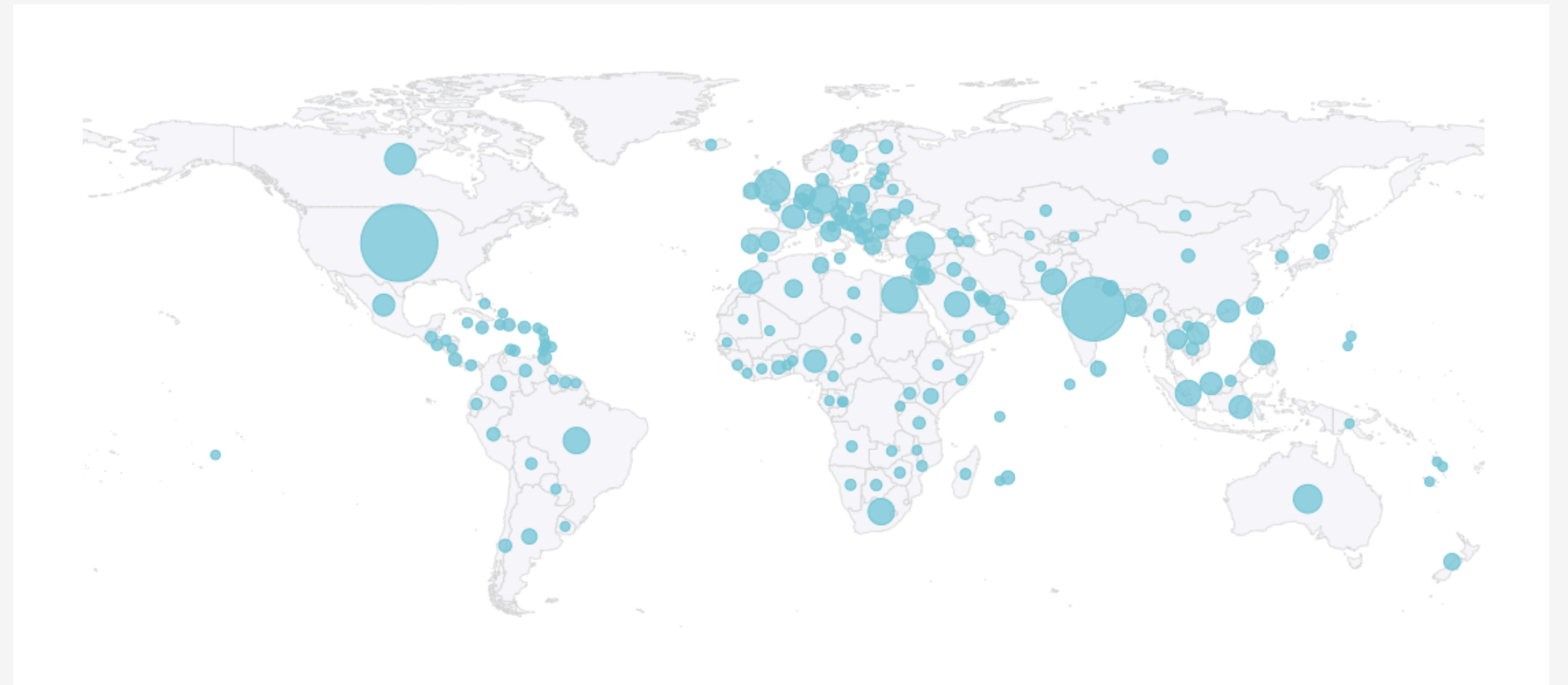
MASTERMIND GROUP

# JOIN THE **EXECUTIVE LEADER CIRCLE**

Gain access to our **high value network** of like-minded practitioners, world-class mentors, and **entrepreneurial business leaders** who have already successfully walked this path before you.

- ✓ Be around people who are thinking bigger
- ✓ Get ideas you can't get inside your firm
- ✓ Build quality relationships for a lifetime

*"Imagine you hit a wall in your leadership practice. Now picture opening your phone book of like-minded business leaders and just 20 minutes later you are armed with three targeted solutions to your challenge. **Community equals social capital equals rapid breakthrough.**" – Jordan Bishop, YoreOyster Inc.*





LEARN FROM REAL PIONEERS

# YOUR LEAD TRAINER

## Alex T. Steffen

Alex was named **Management Thought Leader of the year 2019**. He works as a leadership and strategic innovation advisor for Fortune 500 corporations and is a sought-after international keynote speaker.

Alex has published **3 best-selling management books** with 20,000+ copies sold. He is a leading mind for Adaptive Intelligence (AQ), the key future leadership skill according to the Harvard Business manager (Nov. 2022).

Alex holds a degree in **International Business** from Vienna University of Economics (WU) and a Certificate of Leadership from MIT Sloan.

Alex has **worked directly** with the CEO of Mercedes, the CTO of RedBull, the German minister of digitisation, and Swiss armed forces colonels.

Alex has seen hundreds of companies from the inside and has founded five companies himself. He has **advised more than 2,000 CEOs** and top managers of international brands around digital disruption, agile work practices, and organisational excellence.





A SLINGSHOT FOR YOUR CAREER

# WHO SHOULD ENROL

Our state of the art leadership training is trusted by top executives, entrepreneurs, futurists, and other visionaries.

This program is for

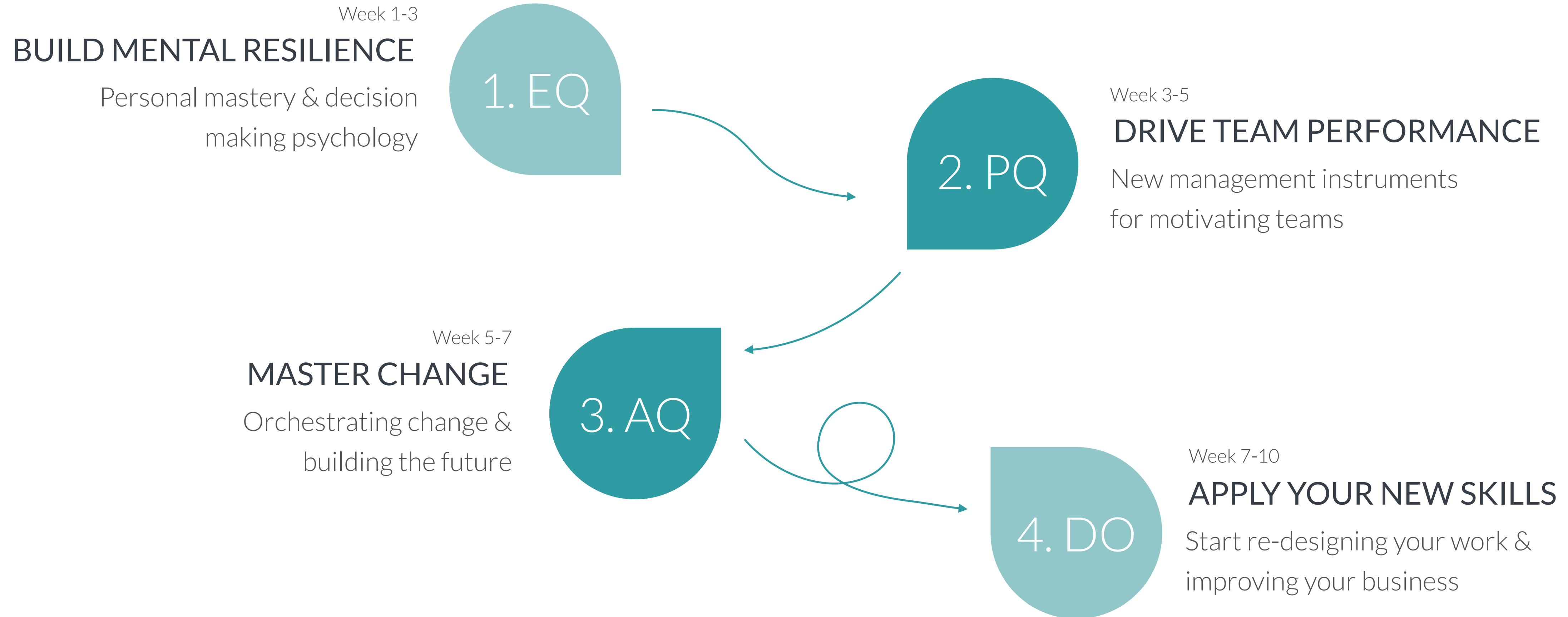
- ✓ **ENGAGED LEADERS** committed to implementing creative strategies that position their organizations at the forefront of innovation.
- ✓ **MID-LEVEL MANAGERS** who are committed to developing their visionary leadership skills and techniques to optimize team performance.
- ✓ **ENTERPRISING CEOS & PROFESSIONALS** who wish to define their firm's collaboration and decision frameworks to drive business success.





NO COMPROMISE PERSONAL LEARNING EXPERIENCE

# FULL CURRICULUM & LEARNING JOURNEY





# 1. EQ

EMOTIONAL INTELLIGENCE

## BUILD INFLUENCE

### Personal Mastery & Decision Making Psychology

E.1

**Insight based decisions:** Develop a **professional intuition**; like with night vision glasses, you'll „see“ a wider spectrum and lead better.

E.2

**Inner diagnostic:** Learn tools to increase **mental performance** and resilience even while facing high workloads and tough decisions.

E.3

**Strategic compass:** Become a **stable rock** for the team & company.

E.4

**Your Leader OS:** Define & develop your personal **leader DNA**.



PEOPLE INTELLIGENCE

## GAIN TRUST

### New Management Instruments for Motivating Teams

P.1

**Vision mapping:** Align the team on your **north star goal**.

P.2

**Sensemaking:** Cut through distractions & **focus on action**.

P.3

**Relationships:** 22 tools to **master communication** kung fu.

P.4

**Semi-autonomy:** Unleash the power of a **reliable team**.



2.PQ



# 3. AQ

ADAPTIVE INTELLIGENCE

## MASTER CHANGE

### Orchestrating Change & Building the Future

- A.1 **Your refresh rate:** [Keep up with disruption](#), learn to identify vital warning signs, and master creating urgency before it's too late.
- A.2 **Possibilism:** [Keep an open mind](#) and avoid decision fatigue.
- A.3 **Experimentation:** Ideate & validate practical strategies to digitize and [deregulate your business processes](#).
- A.4 **Supportive internal dynamics:** Build systems that [attract and retain the best talent](#) on the market with above & beyond work ethic.



START DOING

# FROM AMBITION TO ACTION

Start Re-Designing Your Work & Improving Your Business

- D.1 **Grow:** Pick a work challenge & get peer support to **achieve a breakthrough.**
- D.2 **Results:** **Immediately apply newest competencies** to your day to day leadership practice and measure the results.
- D.3 **Bonuses:** Countless exclusive **bonus up-skilling videos** & ongoing support.
- D.4 **Certificate:** Your personal assessment & **certificate of qualification.**



4. DO



INVEST IN YOUR FUTURE

# YOUR **TICKET** TO LEADERSHIP EXCELLENCE

Think about who you want be in six month's time.

- ✓ A distinguished & celebrated leader
- ✓ A driver of motivation & results
- ✓ Resilient in the face of stress & change

Spaces are limited. Enrol now:

Apply to enrol



*The next 8 participants receive a free 60 minute private coaching session.*





NEXT LIMITED COHORT MARCH 2023  
ENROL FROM TODAY