



Leading for Greatness

*Embedding the excellence in people and practices
where real leadership happens at every level*

2 + 2 day leadership program

Program Overview

The focus of this leadership program is on how to achieve greatness in an organization. It's about moving the perspective from performance compliance to excellence through great leadership.

But what is great leadership? Leadership is building capacity for achievement in your people and practices, not in the personality of the leader. Leaders build the environment where people can flourish, think, make decisions, be valued, live happy, contribute to the organization's success, and create better lives.

Leadership is about making people better, as well as a better product – where the excellence of the organization resides in people and practices, not in one individual leader.

The leader-follower approach to leadership is no longer the most effective model for human interaction. As work becomes more cognitive and less physical, organizations are redefining what leadership means in a way that creates a workplace where the passion, motivation, engagement, creativity and intellect of each member is maximized.

This leadership program presents Leader-Leader, a new leadership model, one where the leader serves to set the environment for others to excel and act to the maximum extent of their creativity and intellect. Leader-Leader champions the collaboration of equals. It moves organizations into a new evolutionary model that increases effectiveness *and* fosters additional leaders within the organization. The process is to give control to employees, not take control; but give control in a way that results in unity of effort while enabling distributed decision making.

The program is based on case studies and recent scientific research. We have come to understand the role of the leader as someone who builds leadership capacity in others. Hence, the objective of the leader is always twofold:

1. Develop people to more fully contribute their creativity, passion and talent to solve meaningful problems, and
2. Deliver more value faster with the purpose to continually delight customers.

At the end of this program, participants will be able to:

- Create lasting organizational change.
- Recognize transactions and communications patterns, and identify the leadership culture in their organization.
- Assess and interpret organizational decision-making structure to enhance employee engagement.
- Build ownership by speaking in a language that increases empowerment.
- Describe and practice behaviors that are more likely to result in others contributing their full cognitive capacity.
- Increase team performance and motivation based on the most recent neuroscience
- Realize the steps to take when working toward mindset shifts.
- Understand the critical role of positivity when it comes to innovation.
- Run and apply the exercise techniques learned in the course in their own organizations.

Participants and format

The program is best suited for influencers in the workplace who have the authority and desire to shape the environment within their organization.

The program is in a workshop format that uses both the explanation of theory and experimentation during hands-on activities.

Part one of the program is run two days in a row with the days 3 and 4 following 3-4 months later for optimal impact. After Day 2, participants will take the skills learned and apply what they have learned to their workplaces. Day 3 is focused on reviewing how participants have applied the learning – including addressing the challenges. Day 4 goes deeper into specific practices to enhance the leader’s ability to create lasting change.

The instructors

L. David Marquet is an expert in leadership and author of Fortune magazine’s #1 must-read book of 2012 [Turn the Ship Around!](#)

A U.S. Naval Academy graduate, David Marquet served in the U.S. submarine force. He commanded the nuclear-powered fast-attack submarine USS Santa Fe, stationed in Pearl Harbor, Hawaii. Captain Marquet completely turned around Santa Fe, where the crew went from being “worst to first.” Santa Fe continued to win awards after his departure and promoted a disproportionate number of officers and enlisted men to positions of increased responsibility, including nine subsequent submarine captains. After riding USS



Santa Fe, noted author **Stephen R. Covey** said it was the most empowering organization he'd ever seen and wrote about Captain Marquet's leadership practices in his book, [The 8th Habit](#).

David helps organizations that want to create empowering work environments that release the passion, initiative, and intellect of each person.



Jenni Jepsen is a partner at goAgile, a Denmark-based consulting firm, where her focus is on helping individuals, teams and organizations increase motivation, effectiveness, and transparency by engaging with business goals, creating meaning for stakeholders and building trust through the process.

Jenni has extensive experience in change leadership and communications, and integrates neuroleadership concepts into her coaching, training and sparring with leaders at every level, in order to help people create lasting change. Neuroleadership is an emerging field of study focused on bringing neuroscientific knowledge into the areas of leadership development, management training, change management, training, consulting and coaching.

Jenni speaks, writes and consults on how organizations can increase their business value enterprise-wide. She is also a certified Strategic Play© with LEGO® Serious Play™ facilitator and a DSDM-certified Agile Project Leader.

Target audience: Leaders who have the ability to influence and shape their organization's environment.

Course duration: 2 days + 2 days (with online and phone check ups between)

Course fee: 27,500 DKK, excl. moms

Registration information: To register, send a mail to louise@goagile.dk or call Louise at +45 27 12 38 87. All registrations must be received one month before the first day of the course.