



Giovani Imprenditori
UNINDUSTRIA TREVISO

AI GIOVANI IMPRENDITORI

Treviso, 15 gennaio 2009

Prot. n. 189/2009 Circ.15 wf.lp

Oggetto: Workshop e corso sulla leadership

Carissimi,

è con piacere che segnalo il prosieguo, anche per il 2009, della collaborazione con il Cimba – Consorzio Universitario americano – relativamente ad alcune attività di alta formazione che verranno condotte da trainers e coaches con background accademico in business administration (MBA) e specializzazione in leadership development.

Sede operativa
Piazza S. Andrea 10

Sede di rappresentanza
Palazzo Giacomelli,
Piazza Garibaldi 13

31100 Treviso
Tel. 0422 2941
Fax 0422 412601

Tale collaborazione prevede:

a) la realizzazione di un **workshop gratuito** sul tema della leadership: **“Come identificare i tuoi punti di forza ed esprimerli al meglio nel tuo lavoro”**. L’obiettivo dell’incontro sarà quello di fornirci alcuni spunti per migliorare le nostre skills anche attraverso esempi pratici. L’appuntamento è per **martedì 27 gennaio ore 17.15-20.00** presso Palazzo Giacomelli, Piazza Garibaldi 13 a Treviso.

b) La possibilità di frequentare **l’Executive Certificate in Leadership Development** promosso dal Cimba. Si tratta di un **corso di alta formazione, in lingua inglese, focalizzato sullo sviluppo della leadership e del self-management**. Secondo la concezione più attuale, la **leadership è un processo attraverso il quale una persona motiva gli altri a raggiungere un alto livello di performance**. Questo programma parte dal presupposto che buoni leader si diventa e che la leadership si sviluppa attraverso la pratica, la sperimentazione ed i feedback. Tale corso si sviluppa in 5 moduli ed il primo - *Leadership Initiative for Excellence (LIFE)* - prenderà avvio il 20-21 e 22 febbraio 2009. **Il corso sarà esperienziale**, infatti i partecipanti sperimenteranno su se stessi quelle che sono le skills indispensabili ad un buon leader. L’accordo raggiunto con il Consorzio Universitario americano da diritto ai nostri iscritti, che vorranno aderire a tutto il percorso o a singoli moduli, di usufruire di uno **sconto del 20%** rispetto al costo indicato nella brochures allegata. Maggiori informazioni e/o spunti verranno forniti in chiusura del workshop del 27 gennaio p.v..

In allegato si riportano i programmi delle due iniziative unitamente alle schede di segnalazione interesse. Per ulteriori dettagli è possibile contattare la nostra Segreteria (tel. 0422-294207 – mail: ggi@unindustriatv.it)

Con i migliori saluti.

IL PRESIDENTE

Silvia Del Cin

All. n.2: Programma e Schede di segnalazione interesse.

Rif. W. Fiamengo
☎ 0422/294256

**ADESIONE AL WORKSHOP GRATUITO SULLA LEADERSHIP
"Come identificare i tuoi punti di forza ed esprimerli al meglio nel
tuo lavoro".**

**MARTEDI' 27 GENNAIO 2009 – ORE 17.15 / 20.00
PALAZZO GIACOMELLI, PIAZZA GARIBALDI 13 - TREVISO**

PROGRAMMA:

ORE 17.15 -REGISTRAZIONE DEI PARTECIPANTI

ORE 17.30 -APERTURA DEI LAVORI

- AVVIO WORKSHOP "Come identificare i tuoi punti di forza ed esprimerli al
meglio nel tuo lavoro".

ORE 19.30 - PRESENTAZIONE DELL'EXECUTIVE CERTIFICATE IN LEADERSHIP ED
IN PARTICOLARE DEL PRIMO MODULO "LIFE - Leadership Initiative for
Excellence"

**VORREI RICEVERE MAGGIORI INFORMAZIONI SUL-
L' EXECUTIVE CERTIFICATE IN LEADERSHIP DEVELOPMENT**

SCHEDA DI SEGNALAZIONE INTERESSE

(barrare a quale iniziativa si è interessati)

da inviare al fax 0422-545369

Cognome _____ Nome _____

Cognome _____ Nome _____

Azienda _____ Ruolo _____

e-mail _____ Tel e Cell. _____

Informativa ex art. 13 D.lgs. 196/03

I dati personali che la riguardano saranno trattati in formato cartaceo ed elettronico per la finalità di gestione segreteria/amministrativa relativa all'evento. I restanti dati potranno essere utilizzati per inviarle materiale didattico attinente allo stesso incontro o proposte su altre nostre iniziative affini per le tematiche trattate all'evento. La natura del conferimento dei dati è facoltativa, ma essenziale per la sua partecipazione all'evento in oggetto. Tali dati, inoltre, non saranno oggetto né di diffusione e né di comunicazione, salvo e solo se necessario ai vari organizzatori dell'evento. Lei potrà esercitare i diritti di cui all'art. 7 D.Lgs. 196/03 inviando apposita istanza scritta al seguente numero di fax 0422-545369. Titolare del trattamento è Unindustria Treviso - Gruppo Giovani imprenditori - Piazza S. Andrea 10 Treviso.

Data.....

Timbro e Firma _____



Executive Program in Leadership Development

LIFE

Leadership Initiative For Excellence

February 2009
Asolo, Italy

LIFE

Leadership Initiative for Excellence

What is Leadership?

Leadership is a process by which a person motivates others to a higher level of performance. Leadership makes those around you want to achieve higher goals.

Are you a Leader?

The top leaders of most successful worldwide businesses are not natural born leaders. They learned new ways **to persuade, motivate, influence, inspire and assist people**. And, through trial and error experience and professional development, they learned how to create and inspire powerful teams that became much more than the sum of the individual on those teams. Although your position as a manager or supervisor gives you the authority to accomplish certain tasks and objectives in your organization, this power does not make you a leader; it simply makes you the boss. Leadership makes those around you want to achieve higher goals, something considerably more effective than simply bossing people around. **To motivate your workers to higher levels of performance, there are things you must be, know and do. These leadership skills do not come naturally, but are acquired through continual work, study and feedback.**

Like most managers, though, you and your company could use those practical leadership skills now, rather than spending months, even years learning and perfecting them through the time consuming and sometimes painful trial- and-error method.

If you have the desire and willpower, you can become an effective leader.

Program Features

LIFE is three-day full immersion training. It is an intensive experiential, highly emotional course to experience the leadership skills and attributes.

LIFE is based on experiencing rather than learning, doing rather than watching. Many professionals and executives excel in their technical skills but are often quite uncertain in the area of interpersonal skills. This program will help you to understand the effect that you have on other people, and show how you can develop strategies to improve your people skills. It will deepen your understanding, show you how to make the best use of your unique attributes and give you new strategies for controlling your risk areas. This training is performance-based, meaning people get to practice the behaviors that result in sustainable change, and ultimately growth, in an organization. Participants feel, as opposed to being told, the essential qualities of leadership.

Training starts at 5.00 pm on Friday February the 20th and ends at 4.00 pm Sunday the 22nd.

Participants will be isolated from the outside world; they will be divided in groups of 20, they will have their meals, sessions and exercises together.

They will be continuously challenged from 6.00 am (Saturday and Sunday) until midnight (Friday and Saturday). Students will realize that giving 100% for themselves and for the group is the only key to pass the assigned tasks and exercises.

Individual Coaching Sessions and Assessments

Before and after LIFE, participants will take assessments to identify strengths, areas for improvements and their style in working with others. Furthermore, they will do individual coaching sessions to implement the change they want to introduce in themselves in their daily life, in terms of developing new mental and behavioral habits.

Target Audience

LIFE is a Program designed for **managers, entrepreneurs** and **team members** focusing on leadership development and self-management.

Moreover, it is a complementary training for those that have previously taken or are taking the CIMBA MBA or the Executive Certificate in International Management programs.

TESTIMONIALS

"I approached LIFE not knowing what to expect, but with the determination of overcoming my barriers and breaking down the walls that were keeping me from being successful under many aspects of my life. Upon completion the CIMBA Leadership development path, I exponentially improved the quality of my personal relationships as well as my professional performance and I consistently receive positive feedback on my leadership skills."

Diane Robazza – Brand Manager, Marcolin Spa

"The good news is that leaders are not only born, but you can also become a good leader. Leadership starts with a deep self-analysis and a deep self-understanding, absolutely necessary for the development of a secure and honest way of interacting with others. During the Leadership Program I was able touch sides of my personality I didn't even know before. Great people leading the course, introduced me to excellent "instruments" (also through some very important findings of the neuroscience) to start a continuous improvement process that changed deeply my way to see the persons around me and the way how to deal with them making it possible to improve my and their performance."

Paul Rindler, MBA - Branch Manager, Rehau SpA

"It's an exciting program that combines leadership practice and theory in a well balanced mix. It is suited for managers and entrepreneurs who want to learn how to get the best out of themselves and their team. Through direct leadership and teamwork experience, it provides practical tools, best practices and tips that can be easily applied in the working environment. This program has really had an impact on the way I manage and deal with people".

Andrea Dallan - Entrepreneur, Dalcos Spa

Program Benefits

Self and Performance Development

- Increase your emotional intelligence for managerial and life success
- Develop your communication skills
- Enhance your public speaking skills
- Speak with power and conviction
- Increase your ability to influence people
- Develop your ability to take action
- Increase your self confidence
- Develop your listening skills
- Increase your focus ability
- Develop a goal setting and action plan mindset
- Develop the ability to empower yourself and others

People Skills Development

- Enhance your ability to build effective relationships
- Develop the ability to transmit passion and enthusiasm
- Build more empathy toward people
- Use coaching as a tool to improve performance and job satisfaction
- Increase motivation for a high-performance workplace

As a manager, your success is measured not simply by your individual contribution, but by how well you get the work done with and through others.

Content and Major Outcome

1) LIFE

Personal mission statement & action plan to realize the mission.

Speaking to a large audience with conviction, enthusiasm and passion.

Understand the science behind the brain functioning, why we make decisions and how we do make them.

What we do, based on neuroscience, to recognize and avoid wrong decisions, how our brain helps us.

What to do, based on neuroscience, to make good decisions and how our brain helps us.

How to look for potential in others, identify soft skills and use them to lead and get the maximum out of people.

Acknowledge the difference between managers and leaders.

Learn how to give and receive feedback.

Step out of our comfort zone.

Work in teams and experience how individual performance will affect team performance.

Experience what it means to use your energy 100%.

Lead and manage changes in personal life and in the organization.

2) Tests and Assessments

Leadership and personality self assessments are undertaken to identify the depth and breadth of a participant's current leadership behavior key capabilities. Managers will receive feedback on their leadership competencies and their personal leadership styles.

3) Three Individual One-on-One Coaching Sessions

Coaching is used as a tool to implement changes in your daily life by developing new mental and behavioral habits.

Leadership is not about dictating, it's about empowering employees so that they recognize their ability to take action.

Calendar

20 February (from 5pm to 6pm) **2009**

Program Introduction: what you need to know before LIFE.

20 (from 6pm), **21, 22 February**

LIFE – Leadership Initiative for Excellence

During this weekend all participants must stay at the Filippin Institute in Paderno del Grappa (CIMBA Undergraduate campus) – Via San Giacomo, 4.

24 February - 7:00pm - 10:00pm

LIFE Debrief, Coaching Overview and Self Tests.

By appointment

Three 60 minutes, one-on-one coaching sessions, in person.

Growth and development requires the full commitment of the participant throughout the journey. Are you ready?



Faculty

The leadership component is provided by trained and experienced coaching and leadership development professionals with academic backgrounds in business management and education sciences.

Investment

Euro 2.500 + Iva 20%.

Application deadline is January 31st, 2009. Since number of participants are limited, we strongly recommend to send your application as soon as possible.

Contact Information

For more information on the CIMBA L.I.F.E. Program, please send an e-mail to executive@cimba.it or call +39.0423.951090.

The CIMBA Advantage in Leadership Development

At CIMBA, becoming an effective manager and leader involves more than just acquiring the tools to generate ideas. **The CIMBA Advantage is about developing the skills to turn those ideas into practical innovations.** To wake up the leader in you, so you can be confident in your abilities to meet the most demanding challenges. We understand the importance of the tools and the ideas they generate, but the effective practice of management compels us to ask and address the following questions:

- What does a manager actually do with an idea those tools have generated?
- How does a manager persuade, motivate, inspire and assist others to accept the decision and implement a plan?
- How does a manager make such an idea actionable or operationally effective?

Neuroscience of Leadership

The neuroscience of leadership is at the frontier of investigation into the brain and the mind, providing significant insights into how best to teach leaders and managers to assist today's knowledge worker to improve thinking, fundamental for the effective practice management in today's economy. At CIMBA, closing the gap between what is taught as leadership in the traditional business school and how it must be developed for the effective practice of management provides strong motivation for innovation in the learning environment. In this ongoing effort, CIMBA begin looking into **neuroscience**, specifically neuroscience research as it relates to leadership development, several years ago. The neuroscience of leadership investigates how human experience and human biology influence each other. It's about putting "science" into those "soft" skills necessary for the effective practice of management.

Process and the Neuroscience of Leadership

Problem Solving and Decision Making Tools

Research in the neuroscience of leadership encouraged CIMBA to adopt express

rational thinking processes as an integral part of its learning environment. Specifically, CIMBA uses rational thinking processes developed by Drs. Ben Tregoe and Charles Kepner (KT), systematically observed and recorded the questions the most effective managers were asking subordinates and team members when making decisions and solving problems. In learning and using KT processes, students (or managers, subordinates and team members) create a hardwired, "shared mind map" in the form of KT's common language, common guidelines approach to rational managerial thinking. By significantly improving process communication, ambiguity and uncertainty are reduced and the manager benefits both from the subordinates' or team members' thinking and from the subordinate's "buy in" later -- fundamental to the effective practice of management.

Leadership development coaches

At CIMBA, you will develop effective leadership behavior skills with the assistance of certified leadership development coaches in a real world environment.

Research from the neuroscience of leadership has significantly enhanced the CIMBA learning environment by affecting instructional strategies, improving student managerial communication abilities through the use of express rational thinking processes and providing our leadership development coaches with more effective tools and techniques for assisting students in developing leadership skills. The use of leadership development coaches trained in the neuroscience of leadership as the primary drivers for leadership skills development is unique to CIMBA.

In large measure, and particularly over the past year, CIMBA has benefited from an active Leadership Development Board of Advisors led by David Rock, Dr. Jeffrey Schwartz, Dr. Barbara Kerr and Mr. John Case.

The CIMBA Advantage: Knowledge, Rational Process and Leadership Behavior for the Effective Practice of Management - All based on scientific discovery.

Next steps: how to bolster your growth after LIFE

Workshops after LIFE

6 March - 9:00am - 5:00pm, CIMBA Asolo Campus

The Neuroscience of Leadership and Brain-based Coaching

Learning how to help people think better in getting things done rather than telling them what to do. An innovative approach that explains scientifically how people learn, why they resist change and what it takes to get them to do their best job.

Investment: Euro 300 + Iva 20%

21 March - 9:00am - 5:00pm, CIMBA Asolo Campus

Self-Coaching and Mindfulness

Learn how to coach yourself in terms of developing a systematic goal setting and action plan attitude. You will also learn some powerful techniques that will help you to remain cool under pressure and so managing your energy and stress level in more effective ways.

Investment: Euro 250 + Iva 20%

3 – 4 April 9:00am - 5:00pm, CIMBA Asolo Campus

Problem Solving and Decision Making

Two-day workshop that will give you powerful tools to assess situations, analyze problems/opportunities and make decisions, using common language and common guidelines.

Investment: Euro 550 + Iva 20%

11 April - 9:00am - 5:00pm, CIMBA Asolo Campus

FAT Leadership System - Focus, Accountability and Team Work.

How to successfully lead change in organizations through the concept of

Focus, Accountability and Teamwork.

Investment: Euro 300 + Iva 20%

By taking the LIFE Program and all the above workshops, you will receive the CIMBA Certificate in Leadership Development.

Investment for the entire Certificate Program: Euro 3500 + Iva 20%

Contact Information

For more information on the CIMBA Certificate in Leadership Development, please send an e-mail to executive@cimba.it or call +39.0423.951090.