



Leadership U & Culture U Programs

Experience the powerful ideas from the award-winning book *Energize: Ignite Passion and Performance with User Friendly Brain Tools*. These programs transform leaders and cultures. All students get a signed copy of “Energize” and open access to the Energize U Library of videos, articles and blog posts to deepen their learning.

Leadership Universities are six to twelve month programs. A cohort of leaders attends a series of five to twelve classes to enable them to energize their people for greater productivity, morale and profitability. They work together on real work challenges (“homework”), in class and at work, to ensure that they actually are able to use the skills they are learning. They are coached by our faculty on how to “move toward mastery” in the skills most important to them. The cohort becomes a cohesive interdepartmental team that relies on each other long after the program is over.

Culture Universities are three to twelve month programs. Large groups of employees, leaders and individual contributors together go through a series of four to twelve “classes”. They learn simple and powerful tools and attitudes to energize your culture. Each individual is invited to practice a tool between each class to start energizing the culture immediately. This helps improve teamwork, unity, attitudes, morale and productivity.

We use Unified Learning which is radically different than regular, stand-alone trainings. Part of the transformation occurs applying these energize competencies at work. This “homework” between classes provides an opportunity for students to apply skills learned in the classroom to real-world organizational problems and opportunities. In Leadership U’s the professor provides coaching to each student to ensure they have it right; then in the next class students share best practices. This is so powerful that every during each Leadership U the homework has produced sufficient savings to pay for the entire cost of the program!

Each class is filled with active discussions, powerful learning games, and high-energy interaction. Because of the homework, combined with these design elements, Leadership U’s tend to have a significant impact on the organizations that use them. The participants actually learn the content, often teach it to others, apply it on the job, and enhance the culture of every team and department they work within.

For a [video-led self-assessment](http://matchboxgroup.com/leadership-u/) on designing a Leadership U to fit your strategic goals visit <http://matchboxgroup.com/leadership-u/>.

On the pages that follow are some questions to get you thinking about how you would design a Leadership University within your own organization, and a list of many of the modules we have delivered in Leadership Universities we have run for past clients. Within the modules we list competencies developed.

We hope you find these pages helpful.



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Assessment Questions to aid in designing your University

1. Where do you want your organization to be in 5-10 years?
2. What skills & attitudes will build the capacity you need?
3. How deeply do you want these skills internalized?
4. When you reach your desired destination how valuable will that be for you?
5. What is the cost of the status quo – of doing nothing?
6. What professional development process will best suit your goals, timeframe and financial needs?
7. How much will you support this investment to ensure its success?

University Classes

1. Language of Influence – energizing communication

Competencies Developed

- Understanding of the responsibilities and challenges of leadership
- Beginning to understand how our words and tone of voice effect others and how to craft our language for greater effectiveness
- Gaining skill in using calm focus to manage stressful situations
- Learning to energize oneself and others by priming “inner movies”

2. Art of Improvement– capitalizing on strengths

Competencies Developed

- Using the powerful Positive Change Questions for energizing change
- Compelling communication through Power Reframes
- Collecting useful feedback and *feedforward*
- Building strong habits, strong teams and strong employees



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3. Change Readiness – finding success in changing environments

Competencies Developed

- Increased resilience to bounce back after the unexpected
- Adapt more quickly to new environments
- Sees opportunities in change instead of fighting, fleeing or freezing
- Optimism rather than the blame game
- Better health than when resisting change

4. Best DNA Coaching – enhancing others by building on the best of who they are

Competencies Developed

- How to gain valuable developmental insight from colleagues
- Discovering one's Best DNA (Core Purpose & Principles, Passionate Strengths, and Value Added to others).
- Learning to build on one's Best DNA to increase passion and performance.
- Coaching others through their Best DNA to increase their passion and performance
- Translating insight and awareness into improved performance

5. Improvisational Leadership – maximizing productivity and morale on the fly

Competencies Developed

- Increased ability to respond positively in fast moving situations
- Develop impromptu creativity
- Enhanced presentation Skills
- Improved listening and communication skills
- Creating environments in which others can thrive and take healthy risks

6. Presentation Skills – influencing through presence

Competencies Developed

- The art and science of compelling communication
- Strengthening *feedforward* and feedback skills
- Confident and powerful verbal presentations
- Greater motivating and influencing skills



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7. Creative Conflict – decreasing the costs and increasing creativity

Competencies Developed

- Using Energize Brainstorming (creative conflict) for innovation and team building
- Employee engagement
- Creating common ground
- Using common goals to refocus disputes back to team work
- Using language to calm, soothe and focus self and others
- Understanding the effect of good conflict management on the bottom line

8. Time Management – doing more in less time

Competencies Developed

- Goal Setting and Prioritizing
- Learn 4 key components of Time Management
- Understand how to use Steven Covey's basic principles:
 1. Be proactive
 2. Start with the end in mind
 3. First things first
- Prioritizing using Covey's "Important and Urgent" table

9. Delegation – escaping the micromanager trap

Competencies Developed

- Delegation through clarification of goals, roles, interpersonal dynamics and procedures
- Delegating through solution-focused communication
- Empowering employees with "right fit" delegation
- Increasing productivity and morale through better role allocation

10. Leading Teams – driving team productivity

Competencies Developed

- Team guidance: G.R.I.P.: Clarification of goals, roles, interpersonal dynamics and process
- Engaging and motivating teams through Team Best DNA
- Creating synergy on team projects
- Staff development
- Understanding the effect of strong teams on the bottom line



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11. Innovation – generating process and product improvements

Competencies Developed

- Fundamentals of Innovation
- Using innovation techniques to cut waste, increase throughput, and streamline processes
- Problem solving and decision making
- Advanced brainstorming
- Use of the Solution-Generating Process (eight step process) for energizing innovation

12. Strategic Thinking – guiding complex systems

Competencies Developed

- Understanding the Value Chain from vendors to customers for your company
- Strategic leadership
- Ability to understand the “big picture” while decision making
- Discovering your organizations Best DNA (what it does best to add value)
- Aligning processes with corporate goals and Best DNA
- Stakeholder awareness and buy-in

13. Compelling Communication – changing hearts and minds

Competencies Developed

- The art and science of moving people emotionally and convincing them intellectually
- Creating powerful presentations
- Moving people with stories, facts, and multimedia
- Greater motivating and influencing skills

14. Organizing Work and Life for Stress-Free Productivity

Competencies Developed

- Managing workflow
- Setting up time, space and tools
- Setting up the right “buckets”
- Getting projects under control

15. Final Class: Synthesizing Learning, ROI Presentation and Graduation

Competencies Developed

- How to proactively develop your career
- Presentation skills polished
- Enhancing all leadership skills learned thus far
- Fine-tuning cost/benefit analysis skills for the value you bring to the company



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Advanced Leadership University Modules

16. Employee Productivity and Engagement

Competencies Developed

- Problem solving and decision making
- Brainstorming for innovation
- Basic team facilitation
- Understanding the effect of good leadership on the bottom line

17. Powerful Team Decisions - increasing speed and quality

Competencies Developed

- About complexity and simplicity
- Thinking in parallel (as opposed to arguing)
- The Six Hats methodology
- Use of each of the hats

18. Coaching – driving productivity & morale

Competencies Developed

- Developing employees
- Helping others set goals
- Understanding how to lead through support
- G.R.I.P. Team Effectiveness tool
- Discovering what drives your protégé and motivating him/her

19. Internal Circle Coaching – Inner Circle Model for 360° Insight

Competencies Developed

- How to gain valuable developmental insight from colleagues
- Collecting useful feedback and feedforward
- Translating insight and awareness into improved performance
- Accountability for self-development
- Measuring development



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20. Advanced Presentation Skills – influencing powerfully

Competencies Developed

- Verbal presentation to enable greater power in communication and confidence
- Influencing others through presence
- Creating Messages that Stick
- Positive *feedforward* skills

21. Guiding Change that Works – for leaders

Competencies Developed

- Creating system-wide changes
- Identifying and building upon the following key facets of successful change motivators:
 - Fundamentals of Identity (core purpose and core values)
 - Assets (strengths & resources)
 - Concerns (if change is not successful)
 - Energizing Vision (with successful change)
 - Starting Steps (towards vision)
- Guiding change within and across departments

22. Strategic Thinking – understanding complex systems

Competencies Developed

- Understanding the Value Chain from vendors to customers for your company
- Team leadership
- Ability to understand the “big picture” while decision making
- Environmental Assessment
- Aligning processes with corporate goals
- Stakeholder awareness and buy-in
- Discovering an organization’s Best DNA, and how to increase passion and performance

23. Strategic Planning – improving complex systems

Competencies Developed

- Strategic thinking
- Strategic planning
- Adapting strategic planning to fit the situation
- Engaging stakeholders
- Actual creation of a strategic plan (for your organization/team)



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24. Final Class: Synthesizing Learning, Return on Investment Presentation and Graduation

Competencies Developed

- How to proactively develop your career
- Presentation skills polished
- Enhancing all leadership skills learned thus far
- Fine-tuning cost/benefit analysis skills for the value you bring to the company