



EUROPEAN LEADERSHIP & MANAGEMENT ACADEMY

European Leadership & Management Academy™

Vienna * Amsterdam * Copenhagen * Vilnius

(April-June-September-December 2018)

The European Leadership and Management Academy (**ELMA™**) is the initiative of the European Training and Management Association, (**ETMA**).

ELMA™ has been created by a European Consortia of Business Consultants who have a proven track record of assisting leaders that run successful organisations.

We have a clear business imperative to galvanise our collective business experience and build a highly impactful, resonant and effective Leadership Programme designed to help the seasoned business leader to receive new insights and inspiration. The four courses are formulating the „European Leadership style“ as we progress.

Furthermore, **ELMA™** creates an **international Top Class** - formulated of the participants, **all senior executives** - that will provide you with the **extreme valuable insights** of your **fellow peers** coming from various businesses and countries.

How confident are you that:

1. You are doing the best steps to galvanise your organisation to stay ahead in the ever-changing world?
2. Your employees buy-in to your Leadership?
3. They understand how their effort aligns to your business strategy?
4. They demonstrate a responsibility, momentum and readiness to change?

ELMA™ represents an unmissable opportunity for you to unleash the potential of your business assets.

Overview

- A one year **"Blended Learning"** targeted Leadership and Management Development Academy created to deliver Sustainable Business Success.
- 4X2 day residential programme every quarter, delivered in **Vienna, Amsterdam, Copenhagen** and **Vilnius**.
- Exclusively designed for **"seasoned managers"** looking to break through to their next level of success.

The four courses are **master classes** that will galvanize you into the topics given.

We do not claim to cover all important aspects of leadership but we trust we have picked four important ones.

- Beyond the content presented by the trainers and their guest speakers, ELMA offers Action Learning which is "issue" and not "content/theory" driven.
- Each ELMA™ cohort will comprise a unique blend of **10-16 participants** selected from a range of industry sectors

The ELMA™ programme at a glance: 2018



Module 1: 12-13 April 2018: Leadership is Inspiration (Vienna)

Module 2: 28-29 June 2018: Leadership is Leading Innovation (Amsterdam)

Module 3: 20-21 September 2018: Leadership is Strategic Motivation (Copenhagen)

Module 4: 13-14 December 2018: Leadership is People Development (Vilnius)

Your Investment:

The fee is **EUR 9.000 + VAT per participant**. This includes all material, venue/accommodation and subsistence costs but excludes flights and ground transportation costs.

Apply now! Download the application form from: www.etmaorg.eu

Talk to your local partner for more information or contact ELMA™ class master Ákos Zala at akos.zala@htconsulting.hu .

Curriculum and Facilitators



Module 1

Leadership is Inspiration

By Akos Zala

(Consultant, Managing Director of Human Telex Consulting)

„Ákos is definitely the trainer to get inspiration from“
(János Koós, LUX AQUA Hungária)

More on the facilitator: <https://www.linkedin.com/in/%C3%A1kos-zala-5a344a8/>

5 take-aways of the module

- Increase awareness within you to be fully aligned with your mission
- Learn practices to exercise positive leadership from other inspirational leaders
- Lead through personal power and role modelling
- Lead the change process by discovering and the speaking the art of possibility
- Develop useful habits to remind yourself to be the one you want to be



Guest speaker: Alexandra Sock

(Partner von kaiblinger+partner)

More on the speaker:

https://www.linkedin.com/in/alexandrasock/?locale=de_DE



Module 2

Leadership is Leading Innovation

By Gijs van Wulfen

(Global Speaker, Trainer and Author on Innovation)

„Gijs creates an innovative mindset at the audience“
(Anne-Laure Pardijon, AIRBUS GROUP)

More on the facilitator: <https://www.linkedin.com/in/gijsvanwulfen/>

5 take-aways of the module

- Learn how to structure the chaotic start of innovation
- Develop ways to get internal support for innovation
- Combine innovation with your daily business reality
- Develop yourself to be an inspiring innovation leader
- Create your own personal innovation assignment

Curriculum and Facilitators



Module 3

Leadership is Strategic Motivation

By Michael Meinhardt
(Strategic Motivational Practitioner, Partner movingYou)

„Michael is a playful and serious supplier of job satisfaction, engagement, motivation and joy“
(Michael Drage, CFO, Prohana Business School)

More on the facilitator: <https://www.linkedin.com/in/michael-meinhardt/>

5 take-aways of the module

- Learn what motivation really is and how to motivate.
- Learn what employee engagement really is.
- Learn the 7 step model of Strategic Motivation.
- Design a company strategy for motivation.
- Keep track of level of engagement and act upon it.



Module 4

Leadership is People Development

By Tomas Misiukonis
(Lecturer, coach, author, Partner OVC Consulting)

„Tomas helps participants feel strongly involved while helping them work as makers of the session.“
(Eglė Tamošauskienė, Head of SWEDBANK Academy)

More on the facilitator: <https://www.linkedin.com/in/tomasmisiukonis/>

5 take-aways of the module

- Increase productivity of teams through empowerment
- Retain leaders helping them to reach their potential within the company
- Nurture future leaders and high potentials through coaching and mentoring
- Increase engagement through developmental talks with other leaders and teams
- Develop authentic and “people-oriented” leadership style

The classes will also welcome guest speakers to provide additional insights to the above topics.

