

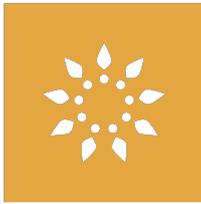
**MINDJUICE ACADEMY**

Your actions change the world



**MINDJUICE**  
**Leadership Curriculum**

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## **The Mindjuice Leadership Curriculum**

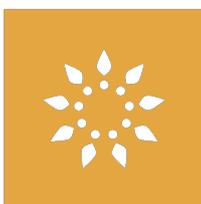
The Mindjuice Leadership Education arose from many years of experience in coaching combined with a growing commitment to create exceptional coaches. By exceptional, we mean something beyond the ordinary.

Too many people who participate in coach training do not actually get the coaching skills under their skin.

Our mission is that when you complete this program with us, you are not just a trained coach. You have become a coach through extensive theories, training, transformation and personal development.

**” When you change the way you look at things,  
The things you look at change.**

*- Wayne W. Dyer*



## **Dates 2017 / 2018**

### **Mindjuice Leadership Curriculum – Autumn 2017**

Module 1	September 12th and 13th	Open for registration
Module 2	October 11th and 12th	Open for registration
Module 3	November 14th and 15th	Open for registration
Module 4	December 19th and 20th	Open for registration
Module 5	January 23th and 24th	Open for registration

### **Mindjuice Leadership Curriculum - Spring 2018**

Module 1	February 20th and 21th	Open for registration
Module 2	March 20th and 21th	Open for registration
Module 3	April 17th and 18th	Open for registration
Module 4	May 22th and 23th	Open for registration
Module 5	June 26th and 27th	Open for registration

*"My whole life I've worked as an entrepreneur and leader. I used to focus on helping people around me by telling them what I thought they should do. In Mindjuice I learned how to stay on my side of the court, engaging in a line of questioning that stimulates those around me to fulfil their potential rather than dictating their course of action."*

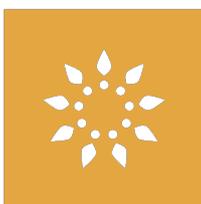
*"The Mindjuice Leadership Curriculum is a treasure trove of insights and tools to create change in my professional and personal life. I've discovered resources I didn't know I possessed."*

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**Torben Galst**

Partner, CTI Consultancy



## **Practical information**

### **What's included in the price?**

Course fee for the Leadership Education is DKK 49,995,00.

The price includes five 2-day modules (9:00 to 05:00), 10 teleconference trainings (18:00 - 20.00), 8 personal coaching sessions, course material, oral and written examination and certification.

### **Educators**

Founding partner in Mindjuice and ICF PCC-certified coach Pernille W. Lauritsen and Mindjuice partner Nina Frank are the main educators. We also use a handful of exceptional teachers, all of whom have undergone Mindjuice's extensive teaching program.

### **The Program**

The attached program shows the contents of the Mindjuice Leadership Curriculum 2017. However, since every class is different, we reserve the right to make changes in the sequence of the content to fit the class' development the best way possible.

### **Location**

All modules take place in Mindjuice's premises in Nansensgade 41A, 1366 Copenhagen K or at a nearby conference facility.

### **Meals**

Lunch, coffee, tea and fruit during the course are included.

### **Criteria for participation**

You must attend all days of the modules and be willing to develop yourself and train coaching between modules.

Teleconference trainings are not mandatory, but we highly recommend them because they will give you extra training in your development as a leader.

### **Payment and conditions for cancellations**

To book your slot in the program contact Mindjuice by mail or telephone +45 3313 3301 and pay minimum half of the course fee.

The remainder of the amount must be paid no later than 6 weeks before the start of module one.

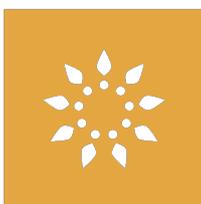
### **Cancellations in writing to:**

Mindjuice, Nansensgade 41 A, 1366 Copenhagen K.

In cases of cancelation there is a charge of 15% of the course fee.

Cancelation less than 6 weeks before the start of the education, a 50% fee will be charged to your reimbursement.

Cancelation within 30 days or less will not be reimbursed.



## **Program**

# **Mindjuice Leadership Education**

### **Goals**

Mindjuice's coaching model will enable you to create long-lasting solutions. Our coaching model is specifically designed to create changes in your employees that last through sustainable objectives. We have created a common language and a common way of thinking that are easily embedded in the culture of your enterprise, thus creating the basis for all kinds of processes for change.

### **Individual coaching**

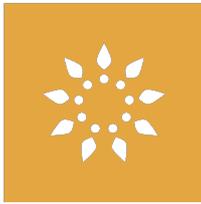
Throughout the education you will have your personal coach to support you in the developmental process. You will experience first hand the efficiency of the coaching model. Furthermore, you will be able to train each specific module in your own organization under competent guidance from your coach.

### **Handle stress with mindfulness**

Each module will include exercises and practices for mindfulness. The purpose is to enable participants to conduct small exercises in mindfulness in their everyday life. Mindfulness is one of the most applied methods for stress prevention. After a brief introduction anyone can apply mindfulness, which, like diet and physical exercise, can be easily integrated in a busy schedule.

### **Personal leadership**

You will receive on going training in leading a team collectively rather than as single individuals. Your role as a leader for a group will become deeply rooted in a common foundation and fundamental policies. You will receive the tools to create this environment. At the same time you will be able to handle conflicts between key employees in a constructive fashion, developing your personal style of leadership and inspiring employees to cooperate on a whole new level of personal accountability.



## **MODULE 1: GOAL SETTING AND TYPOLOGY**

In order to create lasting changes and development in an organization, it is a requisite that a strategy including specific goals has been in place from the start. Often the manager will work out the strategy without involving employees. A typical consequence is the lack of strategic implementation in the organization where employees do not assume responsibility for reaching the objectives of the organization, which then lacks a common goal and direction.

This module will teach you how to use coaching to create a clear strategic plan, including specific goals, with your employees who will then assume ownership of your common objective. You will experience how a clear goal increases responsibility for obtaining it in the person you are coaching. This is directly transferable to the interaction with your employees or business partners.

You will be introduced to Mindjuice's coaching model based on theories from developmental psychology, pragmatism, philosophy, typology, leadership models as well as cognitive and transformational coaching. The model is comprised of 5 basic steps, each of them having a particular significance in the creation of lasting change. This module will focus on step one called goal setting.

You will also be introduced to a particular typology, which will provide guidance on coaching and leading different personality types in the most inspiring and effective fashion.

- **What is coaching?** You learn right from the start how coaching differs from therapy, supervision, guidance, motivation and advice.
- **The five classic basic steps:** Goals, barriers, pattern breaking, new possibilities, and commitment. You will be introduced to the classic basic steps in coaching, and have a sense of what you can accomplish when you have completed the training.
- **Step 1: Goal setting:** Simple things look simple, but it requires training to be spot on at setting goals. Many leaders know too little about creating a detailed target, and training in this area can create major shifts in any organization within a short time.
- **Typology:** You will be presented with the nine types in today's hottest typology tool The Enneagram. You will gain insight into the unique strengths and challenges of each type and learn how to use the typology to support and motivate different types. Furthermore you will learn to use the typology to underpin processes of change by assembling teams with personality types who support one another.



## **MODULE 2: COMMUNICATION**

Communicating is absolutely critical in leadership at every level, such as staff meetings, conversations about development or sickness absence, conflict management, problems with working relationships, organizational change etc.

The Mindjuice Leadership Education will sharpen your attention to active listening. A seemingly simple undertaking that is a major challenge to practice.

You will also focus on appreciative as opposed to limiting communication. You will gain insight into changing limiting forms of communication to appreciative ones based on Mindjuice's communication models, which are comprised of assertion training, modern leadership theory and understanding of the personality types.

You will also learn how to turn obstacles and barriers into inspiring challenges.

- **Active listening:** A seemingly simple undertaking that is a major challenge to practice. We often begin to interpret and evaluate shortly after the start of a conversation and that affects our attention. Then we may miss important information and we may come across as not present to the conversation. Should you as a leader wish for your employees to be able to discuss areas of their lives that might be difficult to talk about, such as stress, anxiety, bullying, harassment, problems with abuse or others, it requires of you to be able to actively listen.
- **Appreciative (as opposed to limiting) communication:** More often than not, we are unaware of our use of limiting communication. But we all do it. Our thoughts have created an action, which in time has become an ingrained habit. But if we increase our attention to our ways of communicating we may change them. You will gain insights into how you can change your limiting forms of communication into new appreciative ways of speaking. You will train different forms of communication and see which results they respectively create. You will learn the difference between trumping a decision as opposed to creating lasting inspiration and support for new initiatives and change.
- **Step 2: Barriers:** The biggest obstacles are typically within us. We have a notion that we won't be able to fulfil our goals. This conception is often just a narrative that has nothing to do with facts. During this module you will be trained in distinguishing and examining obstacles.



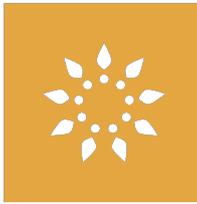
## **MODULE 3: FROM INSIGHT TO ACTION**

Motivation and pattern breaking are crucial in causing lasting change to take place. Motivation is derived from the value we impose on each objective. Once there is a particular desire to reach a goal, it becomes easy to envisage what it would mean to accomplish it. For this reason it is important that you learn to focus on what your organization would achieve in reaching that goal. When you and your employees know the reason for reaching wanting to reach an objective you will feel more inclined and energized as you go for it.

As you and your employees increase faith in yourselves and discover that you actually can attain the goals you have, your mental strength and willpower will grow as well.

On this module you will learn how to motivate, break patterns and create lasting change with yourself, your employees and your teams.

- **From the stands to the court:** Being responsible creates power. Being a victim creates fear. You will train yourself to see how we are the cause of our experience of our work life rather than being a victim to circumstances. You will learn how to inspiringly pass on this mindset to your employees.
- **Step 3: Motivation and pattern breaking.** To create lasting change we must break our old patterns and create new ones to underpin our objectives. This process is often grossly underestimated because we tend to get the urge to 'fix the problem.' Breaking a pattern requires a specific goal setting and accuracy in determine obstacles since these two steps form the basis of the pattern. We train several types of pattern breaking that can cause a breakthrough.
- **Your personal power.** You cannot have access to your full potential without also facing your fears in life. Our ambitions grow naturally once we no longer fear failure in our relations. You will learn to distinguish fact from interpretation to restore strength in working relations.
- **Leadership style:** There are numerous theories about different leadership styles and types. In Mindjuice we have devised our own model for leadership. We will look into which of these models you utilise most. What are the advantages and challenges of each leadership style? How can you integrate different leadership styles and create a brand new one to underpin your leadership?



## **MODULE 4: POSSIBILITIES AND COMMITMENT**

In this module we work on how to create new possibilities within yourself and others and how to ensure lasting change through commitment.

Your focus is to combine developing your *being* as a coaching leader and creating new courses for action.

- **Step 4: New possibilities.** What is now possible with all the breakthroughs you have created during your coaching session? Here you will get the tools to ensure that new behaviour is consistent with the individual's personal values as well as those of the organization, because that in turn will ensure lasting development on both fronts.
- **Step 5: Commitment.** When organizational changes are to be anchored in an enterprise it requires that the employees are committed. Changes disappear into thin air without commitment. Fortunately there are many ways to create commitment to support new initiatives. You will learn how to ensure that your employees commit themselves to reach your common goals.
- **Vision & Mission.** Very few leaders take the time to articulate a personal vision and a mission for their leadership. You will commit yourself to a truly inspiring personal leadership. When your mission as a leader is crystal clear it will inspire and motivate your employees to work towards your common goals.



## **MODULE 5: IMPLEMENTATION OF COACHING IN A LEADERSHIP POSITION**

As a leader, you need to master a variety of difficult conversations such as staff meetings, conversations about development, sickness absence or dismissing employees, conflict management and many other challenging interactions. You will benefit from using coaching as an effective leadership tool in all these areas.

On this module you will train how to use all (or parts of) the coaching model to manage conflicts, conduct meetings, have developmental conversations with employees and manage organizational changes.

- **How to use coaching as a leader:** There are a number of classic challenges that any coach or leader will face when they start to apply coaching as part of their leadership style. You will learn to assess when it is valuable to utilise coaching and when it is not.
- **The difficult conversation:** As a leader you need to master a variety of difficult conversations. Leadership based in coaching can be used within large parts of the leadership spectrum. We will go over relevant theory and train how to use coaching as an integrated leadership tool.
- **Written exam:** You will take a written exam in the curriculum with regards to your final certification as a Mindjuice Leadership Coach.
- **Oral exam and certification:** After module 5 you will take an oral exam, present your skills before receiving your Mindjuice Leader Coach certificate.