

PROGRAM

CBL Conscious Business Leadership

ADVANCED
LEADERSHIP PROGRAM,
EXCLUSIVE FOR **COMPANIES**

Aimed at **CEOs,**
directors, managers,
and middle managers.

The 20-week program to put
into practice the principles
of conscious leadership.

CBL CONSCIOUS
BUSINESS
LEADERSHIP
By Fred Kofman

CBC CONSCIOUS
BUSINESS
CENTER



Duration



TOTAL: **20 WEEKS**

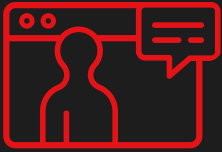
- > **10 weeks** facilitated by a **CB Coach**.
- > **1 virtual sessions** with **Fred Kofman** with the groups of leaders.
- > **1 individual session** between the leader and the coach.
- > **6 cascading sessions** (90 minutes each) of the leader with the team.
- > **1 'Best Practice'** sessions.
- > **1 group session** to close the process.



Groups (consisting of 6 participants) can start the program at a convenient date.



Fred Kofman, President and Founder of CBC, and Reid Hoffman, Co-Founder of LinkedIn.



The 20-week program includes.



PHASE 1

PHASE 2

PHASE 3



FACILITATION PHASE:

- > 10 facilitated weeks.

CASCADING PHASE:

- > 1 individual interview.
- > 6 cascading sessions.
- > 1 'Best Practice' sessions.

PROGRAM WRAP-UP PHASE:

- > 1 group session to close the process.

Session with **Fred Kofman** and the group of leaders will be scheduled according to the availability of both parties during any phase of the process.

Program Structure

ONLINE WORK
ONLINE LEARNING PLATFORM

12 modules,
12-month access to the
online learning platform

PHASE 1

Online learning with the guidance of a coach

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> Modules:

- | | | |
|--------------------------|-------------------|----------------------|
| 1. Introduction. | 5. Communication. | 9. Emotions. |
| 2. Leadership - Cultura. | 6. Collaboration. | 10. Team - Coaching. |
| 3. Responsibility. | 7. Coordination. | |
| 4. Humility. | 8. Co-Evaluation. | |

Program Structure

PHASE 2

Cascading Phase

With the support of a coach facilitator, a leader with his/her team will put into practice what a leader learned during the first phase of the CBL program in order to solve specific challenges and to achieve greater effectiveness.

➤ Individual interview session of the leader with a coach facilitator:

- The coach meets with each of the leaders.
- The participant, together with the coach, will define how he/she wishes to approach the second phase, what are the specific challenges he/she has with his/her team and which of the distinctions will be applied in the following meetings under the guidance of the coach.

➤ Cascading stage: The leader, together with the coach, will choose one of three alternatives.

- 6 accompanied sessions of 90 minutes with the team to work on challenges. During these sessions the objective is to generate conversations and to develop collaboration and coordination to obtain better results.
- Individual sessions with the coach.
- A combination of individual and team sessions.



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Program Structure

PHASE 3

Program Wrap-up

- > 1 group closing session with the coach.

In this session participants will analyze:

What worked?

What did the leader learn?

How will the leader follow up with his/her team?

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Optional to the Program



LEADERSHIP
CIRCLE PROFILE™

Start your journey of CBL experience with one of the most powerful profile assessment tools on the market and get an accurate, in-depth map of the beliefs and behaviors that hold you back or empower your leadership.

Most 360° profiles focus on management style and personality, or competencies, or underlying tendencies. The Leadership Circle Profile combines these three areas into one comprehensive and accessible tool.



Once a good model gets inside you, it can inform and guide you throughout a lifetime.

Bob Anderson



OPTIONAL INVESTMENT WITH LCP



CBL program + LCP tool (Leadership Circle Profile™) + 2-hour session at the beginning of the program with an expert coach to interpret the results.

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BUSINESS
LEADERSHIP



**If you would like more information about this
and other programs, please contact our Head
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