

THE WORLD-CLASS LEADER™

THE MOST IMPLEMENTABLE LEADERSHIP
DEVELOPMENT PROGRAMME AVAILABLE



IMPLEMENTABLE

“Leadership is defined by results.” – Peter Drucker

90%

of skills are
lost within
one year
of training.

“How can I develop myself and my leadership team so we can move our organisation to the next level?”

Many CEOs have either thought or asked this question. At which point most organisations will then resort to some sort of leadership training. But while a lot of programmes lead to a temporary improvement, in the long run, what they lack is real transformation.

So, training alone doesn't seem to meet this vital need. There appears to be a big, unbridgeable gap between input and output, i.e. training and results.

Why? Because most training, however inspiring, is not easily implementable.

The World-Class Leader™ is the most easily implementable Leadership Development Programme available. It covers nine core leadership competencies in nine days, over a period of nine months, and provides leaders with a system that is easy to use when addressing each of these core competencies.



COMPREHENSIVE

Amazon sells 123,824 leadership books! So where do you start? And what really makes the difference?

First, we read hundreds of books. After much testing and weighing, we classified what we learnt into three broad categories– Personal, Team & Organisational. Having done this, we then identified and developed nine core skill areas that must be developed to bring about real transformational change in the leadership process, thereby creating powerful and impacted leaders.

PERSONAL LEADERSHIP

1. Foundations (How leaders act)

- The four drivers of legacy
- The three temptations of a leader
- Leveraging your strengths
- Identifying your core values

2. Mindsets for Success (How leaders think)

- Overcoming mental models
- How top performers respond to challenges differently
- Expanding your influence

3. Life Management (How leaders implement)

- Balancing work and life
- Managing priorities
- Creating a comprehensive self-management system

TEAM LEADERSHIP

4. Connecting with People (How leaders build rapport)

- Building win-win relationships
- Three steps to exceptional listening
- Thriving across cultures
- Four steps to resolving conflict

5. Influencing People (How leaders influence without authority)

- Win-win negotiation
- How to persuade
- How the greats inspire
- Multiply your influence through mentoring

6. Building Great Teams (How leaders influence with authority)

- The four stages of management
- Building trust and ownership
- Empowering through autonomy, mastery, and purpose

ORGANISATIONAL LEADERSHIP

7. Strategic Planning (Seeing the vision)

- Four reasons strategic plans fail
- How to analyse systems
- How to write a strategic plan
- Four reasons we make bad decisions

8. Vision Casting (Speaking the vision)

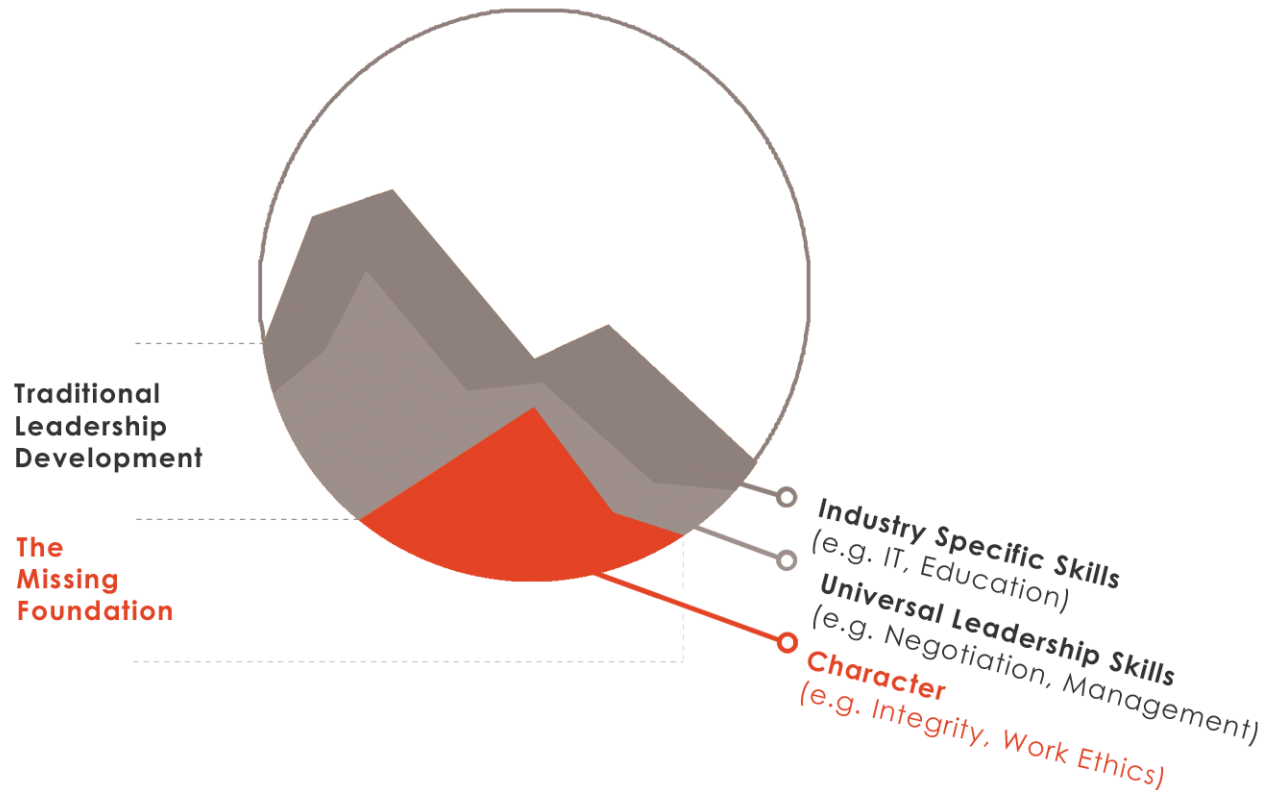
- How to study your audience
- Communicating more with less
- Moving people emotionally
- Upgrading your visuals

9. Change Leadership (Executing the vision)

- Why 70% of change programmes fail
- How to build consensus
- How to reinforce systemic change
- How to maximise performance

VALUES BASED

Most leadership failures are not due to a lack of skill, but a lack of character.



Fifty percent of the largest corporate bankruptcies have happened due to unethical business practices, at a cost of \$ 1.228 trillion (China Gorman 2014).

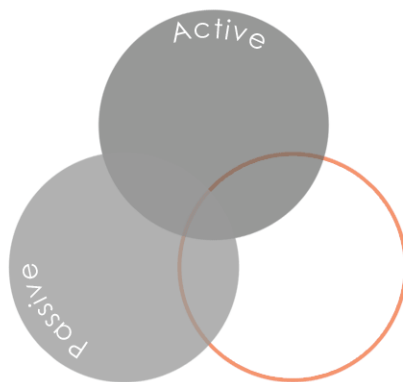
The number one reason employees look for new jobs is "lost trust" (Deloitte 2010).

EXPERIENTIAL

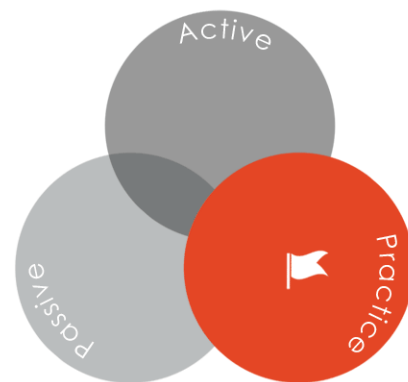


90%
of what we hear,
we forget within
three days.

If this statistic is true, it should change everything we do in leadership development. Unfortunately, we tend to fall into the "sage on the stage" trap – spending 2/3s of our time lecturing and showing videos rather than being the "guide on the side". The guide focuses 2/3s of the time on active learning and application so that the new skills can be easily executed.



CONTENT HEAVY
Focus is on the trainer's lecture



PRACTICE HEAVY
Focus is on the participant's execution

CLIENT TESTED

“MDN Fusion is more than simply outsourced Leadership Development support. They fully understand our mission, operation and office culture and desire the best for us as an organisation and individuals. The leadership development programme they designed for us has been incredibly productive. I recommend them highly.”

Mike O'Neill, CEO, Stewardship

“MDN Fusion has consistently delivered programmes for us which receive excellent feedback and meet the long term development needs of our people. Their facilitators are responsive to our context and bring a wealth of knowledge and practical experience, which has greatly benefited us. We would highly recommend them to other organisations.”

Luke V Chandekar,
Senior Manager – HR –
Org Dev & Learning, ST Microelectronics

“MDN Fusion has conducted workshops for our senior management team in a changing work environment. These programmes have been very helpful.”

Shalini Misra,
Head - Practices, Sopra



FIRST-CLASS FACULTY

Based in Europe and Asia, our consultants have a diverse range of experience and specialise in different aspects of Leadership Development. We are united by our passion to serve leaders, enabling them to develop to their full potential.



Mark Thomas

Founder and Global CEO of MDN Fusion and Founding Director of CHILD's Trust, an international Children's charity.



Simon Prince

Founder and Director of MDN Fusion in Asia, with years of experience in the crucible of organisational leadership.



Tim Brown

Thirty years of experience mentoring leaders across industries in Asia and Europe, with a passion to pass on this experience to others.



Aditi Malik

NLP Master Practitioner and Executive Coach with 19+ years in banking and financial services sector.



Jonathan Abraham

Public Speaker, Leadership Development Specialist, Comedian, Improvisational Artist.



David Peace

Coach and mentor to senior executives working in cross cultural contexts.



Kevin Brinkmann

Chief Architect of The World-class Leader™ and author of Leadership on a Page: The Fastest Way to Learn Leadership Skills™.



Julie Thomas

Assessment expert and Founding Director of CHILD's Trust, an international Children's charity. Makes people smile!



Suzana Brinkmann

Adult learning specialist, currently completing a doctorate on values-based transformative learning.



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