

EXECUTIVE RESET SENIOR LEADERSHIP DEVELOPMENT WORKSHOPS

THE PROGRAMME

Designed for board-level executives. If you are a senior leader at a large or medium-sized business, a government agency or a major non-profit and are interested in taking your leadership capability a step forward in a community of peers, you will benefit from this programme. You will be able to stay in touch with your peers after the programme to help build a community of informal leadership advisors.

THE FORMAT

A small group of up to 14 executives, which provides a meaningful learning and interaction process as well as an individual approach. You will attend 3 modules of two days each (9 AM to 5 PM) and participate in global and local business case discussions (including about your own business), coaching, creativity exercises, and a bonding programme of informal dinners.

MODULE 1: LEADERS & THE WORLD



November 1, 2018: Perspectives on the macro environment

Have you ever thought about how urbanization or the rise of China could affect your organization? Are there any pitfalls in managing workforce effectiveness in the digital workspace? The economy and the global environment often force you to make changes within your company. The way you respond to the global economy affects your company's chance to succeed. In this workshop, you will map different trends that will affect your company over the next 5 years and discover threats and opportunities driven by these trends.

Main topics

- 5 tendencies in economic challenges and future trends
- Globalization
- Challenges of the millennial workforce in the modern workspace
- Technological challenges in the digital era

Faculty

Andris Strazds — part-time faculty member at the Stockholm School of Economics in Riga, Adviser to the International Relations and Communication Department of the Bank of Latvia and member of the European Council on Foreign Relations.

Yuri Romanenkov — Executive Vice President of SSE Riga and Chair of Executive Education. Expert on globalisation, consumer practice and innovation. Formerly a management consultant with The Boston Consulting Group in London, New York and Moscow.

Zane Čulkstēna — founder of the employer branding consultancy ERDA and Contemporary Art Centre Kim?. Zane worked for years with the leading advertising companies in the Baltic states, DDB and TBWA, as a strategic director.

Krists Avots — Head of the new bets business division and the group's digital transformation at Lattelecom, Board Member at Overkill Ventures, an early-stage investment fund focusing on CEE start-ups, and part-time faculty member at SSE Riga and the University of Tartu (entrepreneurship & product development).



November 2, 2018: Perspectives on marketing in the digital era and the evolving consumer

As a top manager, you need to understand digitalization and change in media behaviour in order to lead a company and make it more KPI-driven and agile. The goal of the workshop is to equip top managers and executives with the knowledge and capability to lead a commercially oriented business while keeping employees motivated and effective.

Main topics

- Marketing in the digital era
- Analysing KPI structure and customer behaviour
- Synergies between marketing automation and brand building
- Organising an agile marketing function
- Necessity of hard decisions that will take your company to the next step

Faculty

Erik Modig — Assistant Professor in the Department of Marketing and Strategy at the Stockholm School of Economics. His research focuses on communication and how our knowledge of consumer psychology can increase the effectiveness of marketing communication and the value delivered to the customer. During the last three years Erik has conducted over 150 workshops with leading Swedish, Nordic and global brands on marketing and marketing communication.

MODULE 2: LEADERS & THEIR SELF-DEVELOPMENT



December 10–11, 2018: Perspectives on managing personal effectiveness and discovering inner balance

Most probably, your busy life is packed with urgent ‘to-do’ lists, and you face high expectations from your environment. At the same time, you have the sincere intention to perform as well as you possibly can. It’s no surprise that sometimes you feel exactly like your phone when the battery has run out. To keep yourself on track – recharged and high-performing – you will need to be smart about your life and work choices. In this workshop you will learn how to design a healthy, balanced and resourced lifestyle for yourself.

Main topics

- Recognizing your own working style/personal operating systems: what makes you tick, and what is stopping you
- Stressful and stress-free communication, effective communication
- Assertiveness techniques
- Human need for validation, structure and growth

Faculty

Linda Hoeben — an experienced trainer who specializes in facilitating personal development in organizations. She is founder and owner of the training institute “For People on the Move”, Belgium, which focuses on the application of Transactional Analysis (Eric Berne) and Body Work in personal development. Her clients are major Belgian and European commercial companies and institutions.

MODULE 3: LEADERS & THEIR TEAMS



February 5-6, 2019: Perspectives on creative leadership

Leading high-performing teams

Teams are increasingly employed to manage complex problems, create change efforts and accomplish organisational output. Your daily challenge is to manage and develop teams effectively to optimize various teams’ outputs. As a leader, you should maintain a deep understanding of processes in the team: development, cohesion, building trust and others. Exploring different techniques in this workshop, you will learn to apply the basic concepts of teams and teamwork in practice.

Main topics

- Understanding how to optimize the team
- Building and growing the team through experiential activities
- Techniques and tools to use for strengthening the team environment
- Techniques to facilitate communication
- Developing an enabling culture

Faculty

Prof Hendrik Sebastiaan (Drikus) Kriek — Vice Dean for Pedagogy and Executive Director of the PhD Programme at IEDC-Bled School of Management. He is an expert on leadership development, human resource management and organisational behaviour, acting as a director of programmes in these fields at various universities across the globe. He holds an MA degree in Clinical Psychology from Rand Afrikaans University and an MBA from the University of Stellenbosch.

Creative leadership: how to have a positive impact through design and lead the next evolution of your business

As a high-level executive, you are responsible for creating meaningful and sustainable solutions which should move your company towards a desirable future. The key to creation is to explore what is meaningful to people, prototyping the way forward together and being inclusive of a variety of perspectives. This task dictates that you leverage a creative mindset and apply design culture in the company, which can unlock creative potential. You will learn to set up the right conditions for creativity to thrive and how to evolve through human-centred design.

Main topics

- Reframing problems: asking the right questions from the start
- Empathy: uncovering deeper human values
- Creating options: generating new solutions
- Building to think: methods and tools for prototyping ideas
- Intriguing, inspiring and explaining: communication and storytelling methods used within organizations and for the customers

Faculty

Amid Moradganjeh — multidisciplinary designer, Associate Professor of Interaction Design at the Estonian Academy of Art. Previously he was part of the world-leading innovation firm IDEO, where he helped global organisations innovate. Amid has also worked as a designer at Google and Microsoft.

**Participation Fee:
4900 EUR + VAT**

Split payment
available
upon request

For more details, please contact Ingrida Loža, Senior Advisor, Executive Education
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