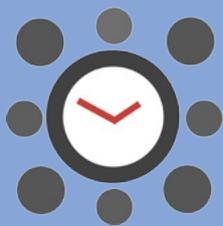


The Leadership Hub's 2017 Brochure for organisations wanting their own online leadership development community of practice. Contact us: phildourado@theleadershiphub.com



leadershiphub

Award-winning leadership development since 2009

Your own Leadership Lounge

A number of large global organisations have created an online **Leadership Lounge** or **Leadership Club** to bring leaders together from across the organisation in a **global leadership community** that focuses everyone on the core purpose, aligns resources and effort, and acts as a lever for turning strategy into action.

The Leadership Hub for Corporates™ gives you a **ready-made, proven version of this kind of platform** that you can customise to your own needs, rather than going the unproven route of building your own.



Award Winning!

We designed, built and ran an in-house **leadership development community** for one of the world's largest hotel companies. The global digital community won our client (and us) a string of awards from around the world, including these ones:



Our founder, Phil Dourado, moved up the 'global leadership guru' rankings to '14th most influential in the world' in 2012, thanks largely to our pioneering work in online leadership development



Finalist in People Management Magazine's Technology Excellence Award



Best Practice Award from Training Magazine in the US, plus further award from the ASTD for Excellence in Learning Practice and Development



BEST award from the American Society for Training & Development (ASTD)



Chartered Institute of Personnel Development and People Management Magazine's annual award for HR Excellence Through Technology

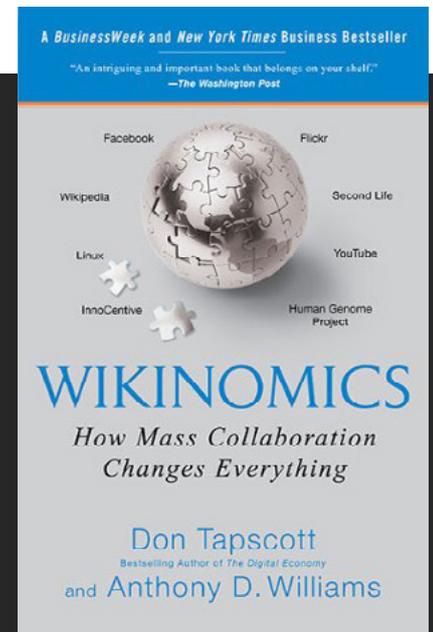


In 2011, Phil Dourado was voted the 17th most influential leadership 'guru' in the world, largely for our work in online leadership development.

Award Winning Leadership Development Platform

“Leaders and their HR departments need to wake up to today’s new forms of mass collaboration, and explore a more self-organising approach...”

- **Wikinomics, Don Tapscott & Anthony Williams**



For the first time, the collaborative tools exist to allow an organisation to build a global community of leaders who learn from each other, sharing experiences, ideas and insights peer-to-peer online, allowing inspiring practice to spread, and a collective leadership culture to emerge.

This brochure explains how The Leadership Hub for Corporates™ works.

Click on the Open Source Leadership Research Paper to read more about the research that underpins the Leadership Hub.

You need to be online for the interactive features in this brochure to work



Corporate Hub

Your own private, in-house, collaboration and development community. Brings together leaders from across your organisation, wherever in the world they are.

How It Works

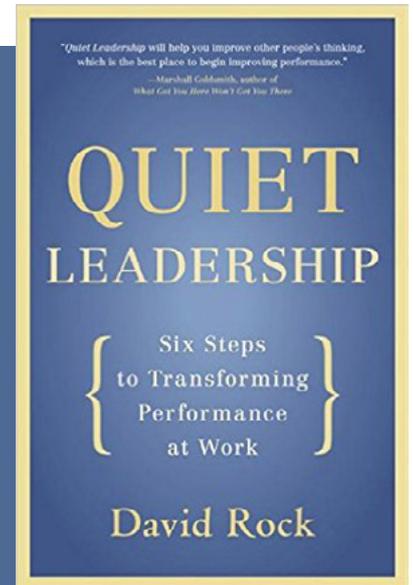
We take a brief, build and brand your Hub for you, train your HR and/or IT people in how to use it and hand it over to you or host and run it for you, depending on which package you require.

- ✓ Create a global leadership development community
- ✓ Sits in your intranet or in a password protected area of the Net
- ✓ Share leadership best practice & experiences across the organisation
- ✓ Break down silos – departmental and geographical
- ✓ Meet demand for ongoing leadership development
- ✓ Self-directed peer learning: members learn from each other
- ✓ Action learning: members share experiences to solve real problems
- ✓ Reinforce formal leadership training courses
- ✓ Regular 360 leadership progress checks

The Leadership Hub for Corporates™

From 'transmission' to collaboration

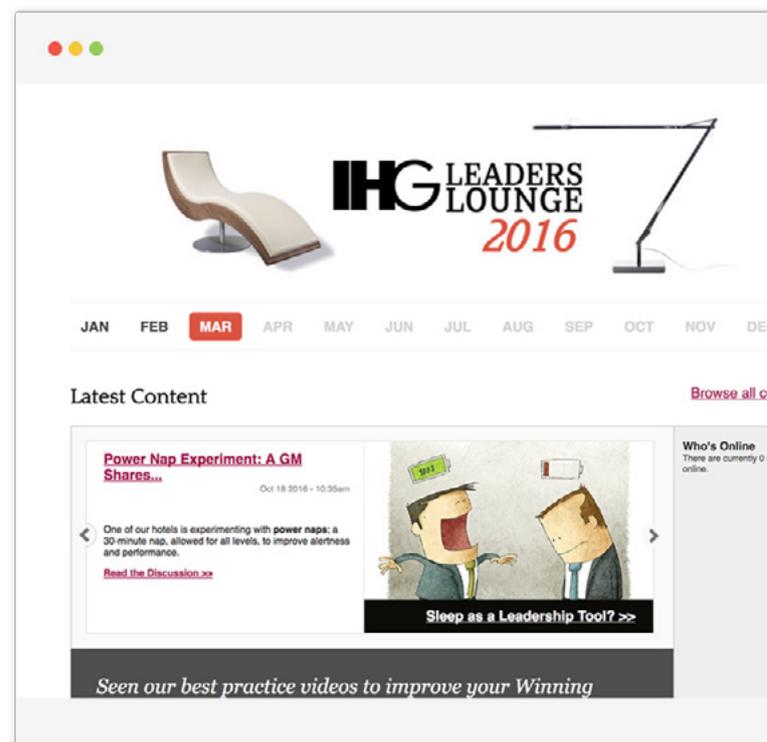
"Our management models are based on the premise that knowledge is power. This transmission approach to exchanging information (exemplified by lectures and textbooks, where knowledge is transmitted to a passive receiver) has always been the prevailing teaching method in academia, including the business schools that many managers attend."



David Rock, author of Quiet Leadership

What is it?

The Leadership Hub for Corporates™ is a tool for HR departments to help fix the leadership deficit that is currently being experienced by all large organisations. It is a private community of practice, particularly - but not exclusively - useful for global organisations with a dispersed community of leaders that need to develop a common leadership culture and share practice together more often and more cheaply than geography would normally allow.

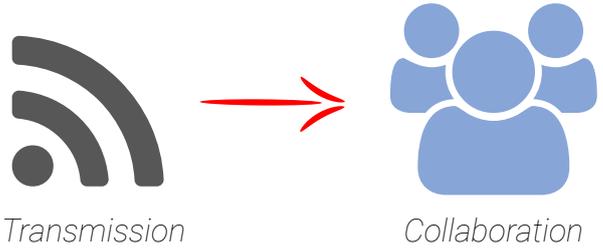


How does it work?

The Hub™ brings together the **collaborative tools** that allow social networking sites such as Facebook and others to thrive, and applies these tools – known collectively as ‘Web 2.0’ - to the development of **a community that learns from each other.**

Having your own, in-house Hub™ supplements the ‘**transmission**’ model of learning and leadership development – teaching, training, courses – with an ‘**always on**’ **learning model** that meshes with work and brings the combined experience and knowledge of your leaders together so they can learn from each other.

What can I do with it?

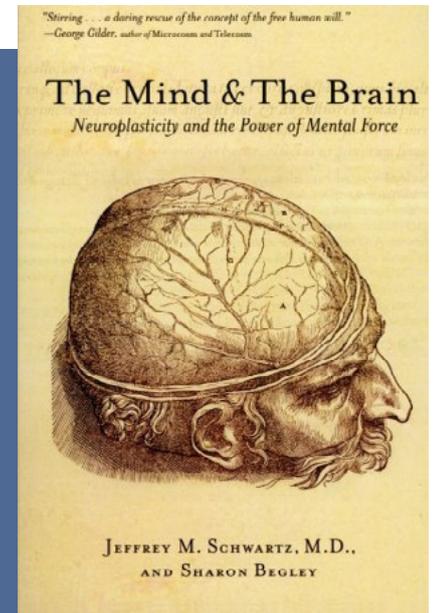


This new form of collaborative development can be **used as a follow-up to traditional leadership programmes** – as a support mechanism to maintain the momentum and group cohesion forged in course or conference-based learning. And it can be used as an **ongoing learning and development platform** for organisations looking to develop a community of leaders and a **strong leadership culture.**

The ARIA Model

Small bites of learning to prompt action

“Small doses is what it’s about... To facilitate change you have to get attention on the idea and push other ideas away for that short period of regular time. (ARIA – The Attention, Reflection, Insight, Action model). You have to create a space where people can quietly reflect then stop to take some action (think about it, talk about it, share it). Any change relies on small bites of intense learning followed up regularly by action over time.”



Jeffrey Schwartz, co-author of The Mind and The Brain

Leadership improvements in just a few minutes a day

Busy leaders need ‘action learning’ that only takes a few minutes, that doesn’t take them away from work, and that they can put into practice immediately. The Leadership Hub for Corporates™ uses the ARIA model and draws on the thinking of leadership experts Rock and Schwartz, whose recent findings are that a few minutes a day, or several times a week, is a powerful approach to developing yourself as a leader, and the people around you.



ARIA stands for

Attention

Grab their attention for a minute with compelling, practical content that is relevant to the actual leadership challenges they face

Reflection

Taking a minute to absorb the implications

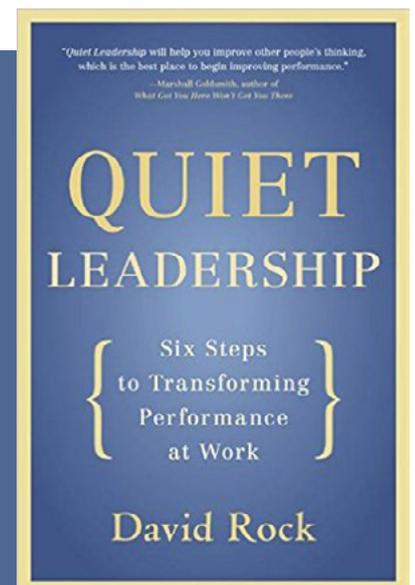
Insight

The 'Aha! I get it! And I can see how to use that leadership tip/tool/technique right now' moment

Action

Putting the insight into practice

"The one-day event is the training paradigm offered by HR departments. That's equivalent to trying to grow a garden by watering it for one day a year. Small amounts of attention more regularly is much more efficient than overwhelming the brain. The reason is working memory. We are all familiar with being at a conference and by lunchtime on the second day the brain is full..."



David Rock, author of Quiet Leadership

Case study:

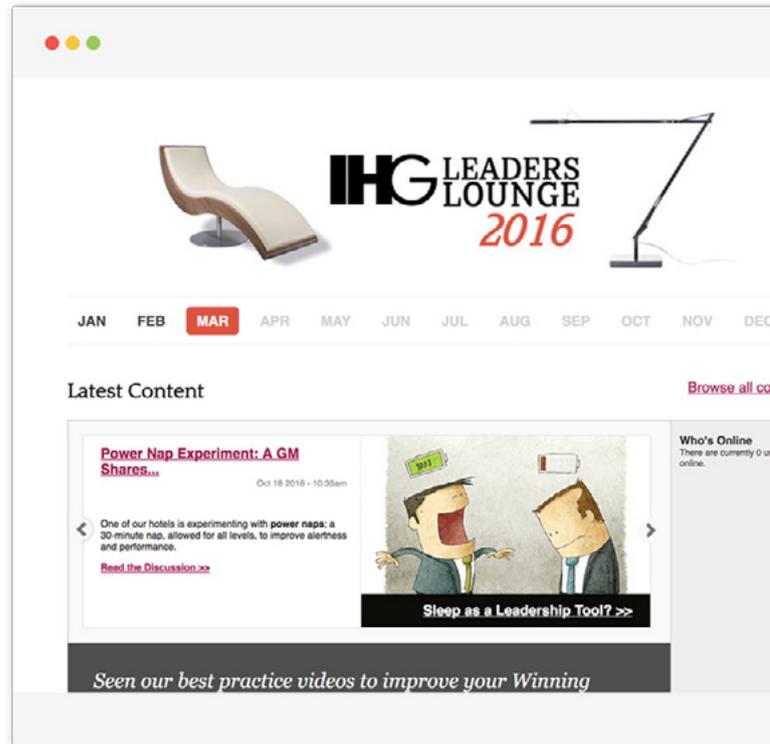
The IHG Leaders Lounge



We built and ran an 'always on' global Community of Practice of 1500 leaders for one of the largest companies in the world.

InterContinental Hotels Group or **IHG** is a British multinational hotels company headquartered in Denham, UK. IHG has over 742,000 rooms and 5,028 hotels across nearly 100 countries.

They learn how to lead from each other, and from our 'micro lessons', in just five minutes a day. **It's the new way to develop your leaders.** And we pioneered it.



IHG's Objectives, all achieved over three years. We ran the community for a further five years.

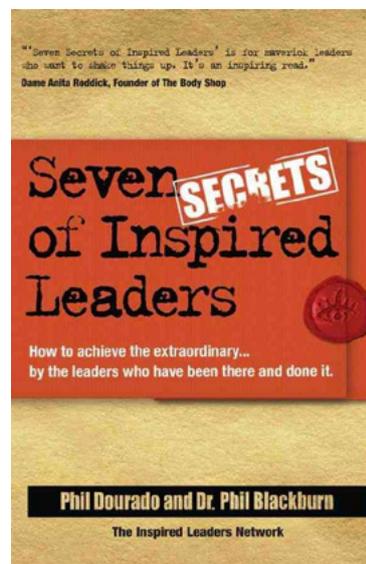
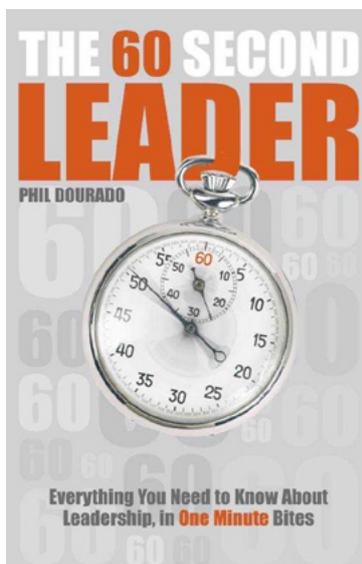
- ✓ Grow 60,000 rooms over 3 years
- ✓ Introduce new thinking and new values
- ✓ Help globally dispersed leaders share how to bring a new corporate vision, mission and strategy to life in their part of IHG
- ✓ Encourage role modelling of behaviours to embed new culture
- ✓ Increase visibility and accessibility of leadership team
- ✓ Encourage leadership team to engage with employees across the company
- ✓ Encourage feedback from general managers and leadership teams around the world
- ✓ Show top level commitment to helping IHG leaders develop themselves and their teams
- ✓ Platform for leadership team to take accountability for themselves and their teams
- ✓ Instant two way sharing of ideas and best practice - real-time value
- ✓ Cost benefit from not running courses
- ✓ All business targets achieved

Who's Behind The Leadership Hub?



Phil Dourado

Leadership author, consultant and community builder. He is the author of two books on leadership, published by John Wiley & Sons, and is **founder and curator of the Leadership Hub™**, which builds and runs online leadership communities of practice for large organisations. He was for five years Chief Learning Officer of The Inspired Leaders Network, where his job was to research and identify what makes inspiring leaders and how best to develop leadership capital in large organisations. He thinks he's not very good at leadership himself but is good at recognising it, and his clients say he is good at helping develop leadership in others.



**THE LITTLE
BOOK OF
LEADERSHIP**

**THE SECOND
LITTLE
BOOK OF
LEADERSHIP**

So, would this approach work for you?

Get in touch to see how we can help create a community of practice from your leaders.

phildourado@theleadershiphub.com

phildourado.com

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