

theleadershiphub
for corporates



Your own Leadership Lounge

A number of large global organizations have created an online **Leadership Lounge** or **Leadership Club** to bring leaders together from across the organization 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™ give you a ready-made, proven version of this kind of platform that you can customize to your own needs, rather than going the unproven route of building your own.



Award Winning!

We designed, built and run an in-house leadership development platform for the world's largest hotels company by number of rooms, and it has won them (and us) a string of awards from around the world, including these ones:



2012

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



2010

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



2011

Finalist in People Management Magazine's Technology Excellence Award



2009

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



Phil Dourado (our founder) was voted the 17th most influential leadership 'guru' in the world by the website leadershipgurus.net, largely for our work in online leadership development



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

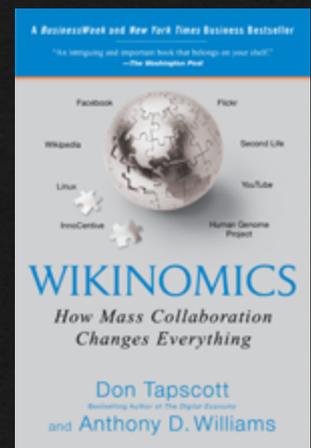


Award Winning

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-organizing approach...”

**Wikinomics, Don Tapscott
& Anthony Williams**



For the first time, the collaborative tools exist to allow an organization 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 organization, wherever in the world they are.

How It Works

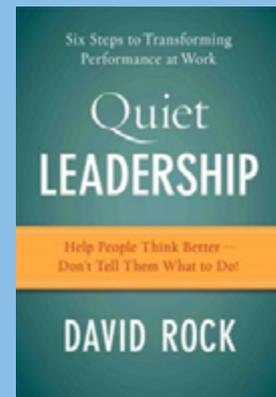
We take a brief, build and brand your Hub for you, train your HR and/or IT people in how to use it and hand it over to you or host and run it for you, depending on which package you require.

-  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 organization
-  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

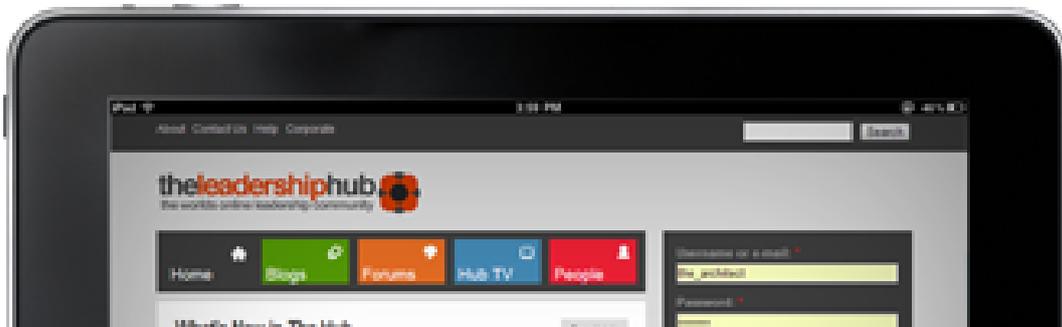
The Leadership Hub for Corporates™

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 organizations. It is a private collaboration and development platform, particularly useful for global organizations with a dispersed community of leaders, who need those leaders to share experiences and good practice, build relationships and get better at leadership as they do so.

What can I do with it?

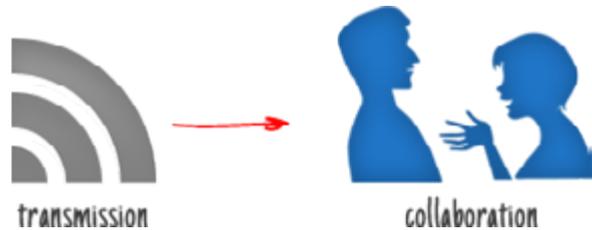
For the first time, the collaborative tools exist to allow an organization to build a global community of leaders who learn from each other and help develop each other; sharing experiences, ideas, practices and insights peer-to-peer, allowing inspiring practice to spread, and a collective leadership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

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.

How should I use it?

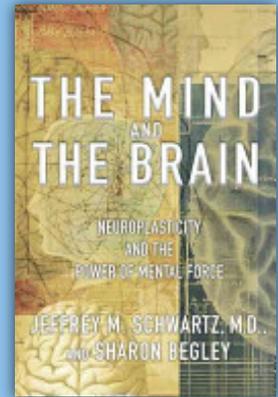


This new form of collaborative development can be used as a follow-up to traditional leadership programmes – as a support mechanism to maintain the momentum and group cohesion forged in course or conference-based learning. And it can be used as an ongoing learning and development platform for organizations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

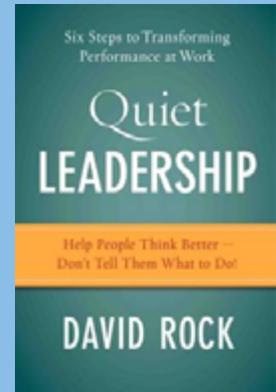
Insight

(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... even on the first day.”



David Rock

Who's Behind The Leadership Hub?

Phil Dourado



Phil Dourado is a 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, an online community of practice. 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 organizations. He holds an MA in History from Cambridge University, is married with two sons. Phil was named the 14th most influential leadership 'guru' in the world in the 2012 Leadership Gurus' Global Top 30, up three places from 2011: www.leadershipgurus.net. He thinks he's not very good at leadership himself but is good at recognizing it, and his clients say he is good at helping develop leadership in others.

Brom Sulaiman



Brom Sulaiman has worked in IT for over ten years, in roles ranging from IT troubleshooting and support to testing video games for Sega ("not as much fun as it sounds," he insists), from corporate website design to building a corporate intranet. He is the architect of The Leadership Hub™. Brom has a BSc in Media Technology and Digital Media Production and lives in Melbourne with his wife and daughter Lily. He has worked in the UK and Australia. Brom loves all things design and technology and can often be found with his iPad in one hand and a pencil and paper in the other.

"Phil Dourado is the author of The 60 Second Leader, Everything You Need to Know About Leadership, in 60 Second Bites, published 2007 by Capstone, and the lead author of Seven Secrets of Inspired Leaders, published 2005 by Capstone. He is also the author of the free ebook The Little Book of Leadership, which you can download by clicking on the cover."

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