



SUBJECT	REACHING FOR EXCELLENCE: CYCLES AND LEVELS OF LEADERSHIP		
FACULTY	MR. MANFRED VAN DOORN		
LOCATION	NH Grand Hotel Krasnapolsky Dam 9, 1012 JS Amsterdam +31 20 554 9111	DATE	Thursday, July 1, 2010
		REGISTRATION	9:00 h
		SESSION	9:30 h - 16:30 h

TIME TOPICS

15%	What are the differences between 'good' and 'great'? <ul style="list-style-type: none"> • What do you want from your life and your organization? • Why does the world need you to become great?
25%	How to go from merely good to truly great leadership. <ul style="list-style-type: none"> • Step by step overview of the principles of great leadership how to apply them
35%	Examining concrete examples from real life and cinema <ul style="list-style-type: none"> • What makes Howard Schulz so great? • What can we learn from Johnny Cash, Elizabeth I, Ray Charles, Sting? • Sharpening your senses: do you perceive all you can?
20%	Learning from your group <ul style="list-style-type: none"> • What is already great about you and your organization? • What is typically American and how can Europeans benefit from this wisdom? • How to take it further?
5%	What next? <ul style="list-style-type: none"> • Defining your own hedgehog principle • Getting the flywheel going

SEMINAR DESCRIPTION

In this very experiential seminar, top executive coach and inspirational speaker Manfred van Doorn will examine what distinguishes great leaders from merely good ones and what kinds of principles are essential to truly great leadership. Participants will also explore what concrete changes they need to make in their own leadership styles if they are to mature and develop as leaders, and along the way they will be treated to a lively set of examples from documentaries and movies.

FOR RESERVATIONS

Drs. Giep Franzen
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FACULTY



MR. MANFRED VAN DOORN enjoys life and all its paradoxes. He specializes in being a generalist - creating clarity through paradox. He helps people to have serious fun and coaches leaders to serve their workforce. He pushes them to become effortless, teaching them how to use their reason in an intuitive way and how to be cruel in a caring way. Mr. van Doorn is a certified psychologist and psychotherapist now training and coaching top executives and other leaders of governments and multinationals in integrating their personal development with their leadership skills. He has combined his gifts as a lecturer with his love of film to develop a multimedia training program which connects life cycle developments and higher leadership competencies. He uses movies, video clips and documentaries to illustrate specific behaviors and archetypal steps in personality, leadership and organizational development. Currently, Mr. van Doorn is applying his approach, called "The Double Healix", in the very successful two-year training program for the future leaders of the Dutch and European government. He has also been training Chinese top officials and leaders of several Fortune 500 companies.

GUIDE TO PARTICIPANT SELECTION

SENIOR EXECUTIVE
(Pres, Exec & Sr. VP)

EXECUTIVE
(VP & General Mgr)

SENIOR MANAGER
(Div. & Reg. Mgrs)

MIDDLE MANAGER
& SUPERINTENDENTS

3	3	3	3	3	3	3	3	3	3	3	3	3	3
2	2	2	2	2	3	2	2	2	2	2	2	2	2
1	1	1	2	2	2	1	1	1	2	2	1	1	1
1	1	1	1	1	2	1	1	1	1	1	1	1	1
Admin	Distrib	Engr	Finc	H.R.	Legal	Mktng	IT	Ops	Ping	Pchsg	R&D	Sales	

APPLICABILITY

"1" indicates primary target audience

"2" indicates a good fit if the level of material is appropriate

"3" indicates (in the opinion of the Institute and faculty) limited applicability.

FOCUS

PRIMARY

LEADERSHIP DEVELOPMENT:

Adaptability, Communication, Developmental Perspective, Performance Standards

SECONDARY

PLANNING/ORGANIZING:

Evaluating Alternative Solutions, Developing Specific Plans, Problem Identification

TERTIARY

EXECUTING/CONTROLLING/EVALUATING:

Direction, Coordination, Use of Authority, Guidance

LEVEL

Introductory Intermediate Advanced