

THE PRAXIS CENTRE

PERSONAL TRANSFORMATION FOR LEADERS

TRANSFORMATIONAL THINKING



PERSONAL TRANSFORMATION FOR LEADERS

www.cranfield.ac.uk/som/ptl

For senior executives who wish to develop their leadership potential through in-depth self-examination.

Our longest running Praxis programme Personal Transformation for Leaders provides a transformational experience, which will allow you to find your authentic style of Leadership. It takes you on an intensive journey of personal development and self-awareness to create an experience that will have a lasting impact on the ways in which you lead.

Past participants have consistently reported feeling more confident as a leader, being more clear of what drives them and being more comfortable with ambiguity.

By the end of the programme you will have expanded your emotional comfort zone and have a wider choice of responses in difficult leadership situations.

Here at the Praxis Centre we are committed to the belief that increased self-awareness will improve your performance and that of your organisation. We lead the field as an innovative centre of excellence in management development and have been responsible for pioneering many new approaches in the development of managers. We aim to focus our attentions on the personal development of you are, and who you could be.

“ MY CRANFIELD EXPERIENCE

"The course is truly transformational. Ido and Linda help you to find, understand and unlock the barriers in your life that stop you from reaching and exceeding your true potential. You emerge energised, clear and full of confidence".

CATHERINE BUTTON
MARKETING AND
COMMUNICATIONS DIRECTOR
MACE



PERSONAL TRANSFORMATION FOR LEADERS

WHAT IS IT ABOUT?

Personal Transformation for Leaders will teach you how to use your own unique story and life experience to inspire your leadership. Exploration of deep-seated attitudes and beliefs will give you the insights to build on your strengths, shift unhelpful attitudes and create more choice in how you behave.

It covers depth psychology, group participation, feedback and individual development time. This programme has proven over many years to have a lasting impact in and outside work.

Because of the intensive group experience and the extensive feedback about how you come across, this programme is often used as a powerful addition to one-to-one coaching.

ORGANISATIONS THAT HAVE ATTENDED THIS PROGRAMME:

PricewaterhouseCoopers
Nissan Motor Manufacturing
Procter & Gamble
Visa Europe
Bayer
Mace
AstraZeneca

WHAT WILL I GET OUT OF IT?

- A more genuine, open, and sensitive style of leadership.
- An improved understanding of how your behaviour impacts others.
- Increased emotional intelligence and a better ability to empathise and understand why others behave as they do.
- An understanding of how to manage yourself and others under pressure.
- A refreshed sense of purpose, focus and direction.

WHAT WILL MY ORGANISATION GET OUT OF IT?

An executive who :

- Is more self-aware and is aware of the impact they have on those around them.
- Understands how to build a team and work in fellowship.
- Is more inspired and committed to the organisation.
- Is able to take on more responsibility.
- Is better at handling interpersonal conflicts and organisational politics.

OUR APPROACH

The programme leaders have an extensive understanding and experience in a wide spectrum of psychological and personal development theories and techniques.

This allows them to best serve the individual development needs of each participant.

We create a safe non judgemental group setting in which participants can be more open than they usually are.

We encourage participants to expand their emotional comfort zone.

The learning will come from the course leaders as well as from feedback and input from fellow course participants.

LEARNING STYLES

Experiential learning is central to our approach.

We work with real work and life situations of the participants and each participant receives intensive and focussed development time.

There are general introductions into developmental psychology, neuroscience, existential philosophy and understanding of the human condition.

Especially later in the week the group begins to operate as a true fellowship with a high level of mutual trust and respect. This benefits both individual development through honest and helpful feedback to one another as well as forms a blueprint for how to develop a high performing team back at work.

PROGRAMME STRUCTURE

After the first module, you have eight to ten weeks to apply the new learning in the workplace before returning to Cranfield for a two-day follow-up. Because of the intense nature of this programme, the course has a maximum of 12 delegates which allows for ample personal attention in an intimate and safe environment.

Typical topics participants address are:

- Developing and sustaining effective work relationships
- Managing organisational change and transition
- Building empathy and greater sensitivity towards others
- Managing conflict and stress
- Balancing work and home life.
- Finding a new career direction.

WHO IS IT FOR?

- Senior executives and directors who wish to become better at using themselves as an instrument to communicate and inspire
- Those who have recognised blind spots that may hold them back
- Those who need to become better at taking people with them
- Executives who feel at a crossroads within their career
- High flyers who need to achieve a healthier work-life balance.



PROGRAMME DIRECTOR



Dr Ido van der Heijden has an

established reputation for over 30 years, as an expert in developing Emotional Intelligence in organisations. He pioneered the in-depth

personal development work at Cranfield since 1980 and later co-founded The Praxis Centre.

Ido graduated as a clinical psychologist in 1976 and since then received extensive postgraduate training in different forms of psychotherapy. His knowledge and experience covers a wide spectrum of approaches to human development ranging from Freudian psychology to NLP and Meditation. He has a wide experience as a consultant to many leading multinational companies and has worked with several hundred Leaders and Executive Teams worldwide. Ido combines an ability to gain rapid insight into a person's issues with the skill and sensitivity required to address those issues in a direct and supportive way. His penetrating, humorous style helps people to be more open than they usually are.

His work over the years has proven to create major and sustainable improvements in the quality of people's work and personal lives.

“ MY CRANFIELD EXPERIENCE

“The most thought provoking and powerful programme I have ever attended. An opportunity to understand more deeply what makes you who you are and how to use that to foster future potential and leadership.”

DAVID OAK
DIRECTOR
PRICEWATERHOUSECOOPERS

PROGRAMME DETAILS

Visit: www.cranfield.ac.uk/som/ptl

Contact: Mary Mills
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T: +44 (0)1234 754506

Faculty: Drs Ido van der Heijden, Programme Director

Duration: 5 + 2 days, residential

CRANFIELD MANAGEMENT DEVELOPMENT CENTRE

The Personal Transformation for Leaders programme is held three times a year at the Cranfield Management Development Centre (CMDC). Full board accommodation (if required) and all sessions are usually held in this conference centre which has an established reputation for being one of the best centres in the country.

Located in a rural setting on the Bedfordshire/Buckinghamshire border, CMDC is conveniently situated to the M1 motorway, railway stations and major airports. We even have an airport on site!

TAKING CARE OF YOUR EVERY NEED

We understand that development doesn't only happen in the lecture room. That is why the CMDC provides inviting lounge areas where you can network with your colleagues, restaurants that allow conversation to flow easily as you enjoy the excellent cuisine, and fitness facilities including a swimming pool, sauna and exercise room, to relax and invigorate you at the end of the day.

A HOME FROM HOME

After a hard day's learning, lie back and relax in one of the 186 modern en-suite bedrooms, all of which are designed to make you feel at home. The amenities include free broadband access, freeview television, a great working area with appropriate light and desk space and a music centre to help you unwind.



Our residential Open Programme fees include

tuition, course materials, full board accommodation and lifelong access to The Cranfield School of Management Alumni Network.



“IT HAS BEEN AN EXTREMELY POWERFUL AND MOTIVATING WEEK IN WHICH I HAVE LEARNT AND EXPERIENCED MORE THAN I EVER IMAGINED POSSIBLE AT THE START OF THE WEEK. I HAVE A CLEAR VISION ON MY LEADERSHIP STYLE NOW AND ALSO WHAT I WANT IT TO BE GOING FORWARD. BUT MOST IMPORTANTLY THE MOTIVATION TO MAKE THE CHANGE HAPPEN.

PAUL GRAHAM
CUSTOMER MANAGEMENT DIRECTOR
Britvic Plc

**YOUR CRANFIELD
EXPERIENCE STARTS HERE**



THE PRAXIS CENTRE

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