

Executive Watch

## EXECUTIVE WATCH

Management consultancy firm aims to transform leaders through its results-driven programme

Almost any businessman will tell you the importance of sharpening skills to keep ahead in business.

While open enrolment programmes can meet the needs of many professionals, courses that go beyond these have the potential to expand further the knowledge of an executive and to expand his competencies.

Management consultancy firm CEO mindPower has devised a course called Leadership Transformation, which it describes as a results-driven programme that goes "beyond an EMBA", offering tailor-made personal assessment, coaching and training to address the needs of individual participants. The course is aimed at executives – anyone with more than eight years of management experience, a proven track record and the endorsement of his or her company.

CEO mindPower founder and chief executive Annie Leung said its research showed many executives believed that while MBAs provided a good academic base, they could be broad and general rather than practical. "We created our tailor-made programme for executives allowing it to be quite personal," Ms Leung said. "The programme is participant-driven, and our ultimate aim is for our participants to achieve their breakthrough goal within a short time."

The course puts the focus on developing leadership competencies, training the mindset, skills sets and business application of participants, and providing coaching, leadership assessments and training techniques. Chief executives from well-known companies will co-facilitate aspects of the course and provide critiques.

The programme is constructed around five stages: constructing business or career breakthrough goals; a three-step evaluation of training needs, mind transformation and personal coaching training; workshops on leadership skill transformation; the



Annie Leung: real-life scenarios

preparation and presentation of an action plan; and post-programme tracking and coaching to help participants achieve their goals.

"Participants will be able to learn the key leadership success factors and solution execution from various CEOs and apply them at work," Ms Leung said. "Transform one's most important internal driver – the mindset – and make immediate breakthroughs; and an in-depth review and empowerment of one's leadership strengths and weaknesses so as to achieve goals with measurable results."

Ms Leung said CEO co-facilitators, hand-picked because they were considered role models, would play an active role by sharing personal experience and providing real life scenarios for participants to explore.

The Leadership Transformation model was developed by Ms Leung and she has used it exclusively for the past two years to coach chief executives. "I see its power as a potential tool for public training," Ms Leung said. "Traditionally private coaching services have been mostly confined to the elite, so I have fine-tuned the model to incorporate the benefits so that the public can also benefit from it. It has only been used in Hong Kong."

The first programme open to the public began yesterday and is offered in conjunction with the Hong Kong Management Association.

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Elizabeth Turner