

# Conscious Leadership Academy



## Conscious Leadership – Fit For Future

To be fit for a disruptive future, many organisations are investing a lot in transformation programs. Unfortunately 60-80% of these programs are failing. Why?

We regard a transformation as successful, when it produces the expected different outcome. To achieve a different outcome, we need to take different actions. For different actions, we need to take different decisions. For different decisions, we need a different mindset. For a different mindset, we need different thoughts.

According to neuroscience, an average person has around 60,000 thoughts a day. The shocking factor is, that 95% of them are repetitive.

First we could not believe it, but then we started to observe ourselves. We get up in the morning, pretty much at the same time. We use the same tooth paste. We drink the same coffee. We drive the same way to the office. We lead our projects the same way. We play the same political games every day. We share the same frustration with our colleagues. We drive the same way back home. We spend the evening in the usual way with family and friends.

We realised, we are very much driven by our habits. A habit is nothing but an unconsciously made decision. It looks like we are really flying on autopilot most of the time. To take more conscious decisions, we first need to become aware of the fact, that we are not even conscious about our repetitive behaviour.

Let us now explore about the quality of our thoughts.

Imagine we have one of the fancy new innovation labs, with nice furniture and all sorts of tools to be creative. Two people are using it, to come up with an urgent innovative solution. One person is afraid of not meeting the deadline tonight. The other person is proud of having been asked to contribute with vast expertise. Guess who of them will come up with the better idea? The one who is afraid or the one who is happy?

Pretty obvious, isn't it?

Here is a scientific explanation for it.



Our body has been designed several thousand years ago, where we were facing life threatening events every day. Nature created a smart mechanism for us to survive. When a tiger was attacking, our body cells transferred all energy into our muscle cells, to either fight or flight. The same happened to our brain cells. The energy moved from the neocortex, our rational thinking area, to the “reptile brain”. This area controls our reflexes, so we could react in the fastest way. Biologists say we are then in protection mode, compared to our natural growth mode.

Nowadays, we do not face so many life threats in the office anymore. But we experience psychological threats, like a market crash or not meeting our targets. Guess what this threat does to our brain? Exactly the same. When we would need it most, we do not have access to our full intelligence. We cannot respond in a smart way to challenges, we can only react on autopilot.

If we look at the most successful leaders, they are highly conscious about the inner state, from which they operate. They have learned to move from protection into growth mode, where they have access to their full intelligence, even under pressure. Conscious Leaders operate on 4 layers:

# Conscious Leaders Operate on 4 Layers



Layer 4 is the source of our ideas. Our consciousness state drives the quality of our thoughts and is the enabler for smart decisions. Conscious leaders know which consciousness state they operate from. They learnt how to switch from protection into growth mode, to access new levels of intelligence and creativity.

Most transformation programs are failing, because they focus on layer 1 and 2 only. As long as we only introduce new tools and methods, we just change the way we implement the same old thoughts! A new IT solution can only be a reflection of the current consciousness. As long as we are not aware about layer 4, at the time when we decide and act, we deal with symptoms and do not address the root cause.

Conscious Leaders do not try to solve challenges of the future with solutions of the past. The more they are aware of their motivations, values, thoughts and behaviour patterns, the better they can tap into more intelligent layers of creativity, communication and collaboration. New, unimagined integral solutions can emerge and better decisions can be made. Therefore, being conscious is the best catalyst for transformation.

Are you ready for an upgrade to a conscious mindset?

## Challenges of the Future and THE Key to Success

In the near future, we will be completely automatized, digitized and globally inter-connected. Artificial Intelligence will manage most rational processes. The knowledge of mankind will double every 12 hours. Markets will change overnight, driven by new creative business models and innovative technology.

The big question is: How can leaders still be successful in a complex and unpredictable business world?

One important thing will never change. Business has and will always be driven by people for people.

Therefore, the most important skill of successful leadership is understanding people inside out. How can we adapt to an ever changing world, or even better, how can we anticipate the future to lead the change? How can we unleash the full potential of our experts, boost creativity and improve co-operation? How do we find futureproof solutions for complex challenges? How can we make great decisions under pressure, without knowing all facts?

Most leaders have been well trained in rational problem solving, but not so much in understanding people. How can we successfully lead others, without understanding ourselves first? To master ourselves, we have to become conscious about our needs, values, beliefs and behavior patterns. Only when we know ourselves inside out, discovered our personal purpose and our core motivation, we can grow beyond our current limits.

Beyond understanding people, we need to be able to deal with increasing uncertainty, complexity and speed. To create futureproof solutions in a complex and interconnected world, we need to change our mindset. As Einstein wisely said: “We cannot solve our problems with the same thinking we used when we created them”.

What is the source of all our thoughts and ideas? Our consciousness.

The best key for sustainable success in the future is growing in consciousness, first as an individual and then collectively as a team or organization.

To facilitate your consciousness evolution, we have combined the best experiences and insights, we discovered over the past decades on our personal consciousness journey. Our game-changing Conscious Leadership Program will support you to improve innovation and engagement. It mainly empowers you to

- Access higher creative intelligence
- Consciously make wise, holistic decisions
- Become aware of your core motivations and blockers
- Master yourself, discover your purpose and go beyond your current limits
- Sense the future
- Lead the change
- Build high performance teams
- Feel more fulfilled

Among others, our work is inspired by the following thought leaders: Richard Barrett, Otto Scharmer, Edgar Schein, Frederic Laloux, Robert Kegan, Jean Houston, Raj Sisodia, the guides at O&O Academy and the professors at INSEAD Business School.

## Our Conscious Leadership Development Program

### Module 1: **The Conscious Mindset** – The Master Key to Success



In the recent years, neuroscientists revealed that 95% of our decisions are made unconsciously. To become more innovative, we first have to get conscious of how much we are acting on autopilot. Only then we have a choice to change our mindset and operate with greater intelligence on all 4 layers of conscious leadership.

We are successful, when we deliver expected results. Our results are dependent on our actions. Our actions are driven by our decisions. How we decide, depends on our mindset, which is based on our thoughts and emotions. The quality of our thoughts is

dependent on which consciousness state we operate from, either protection or growth mode.

Understand the impact of your thoughts on yourself and how you influence the people around you. Consciously change your mindset and learn how to use this master key to sustainable success. The conscious leadership approach facilitates this shift by using actual scientific insights and ancient wisdom, like special meditations.

#### Objectives:

- Improve Creativity & Innovation
- Handle Uncertainty & Complexity
- Consciously change the Mindset
- Take sustainable decisions

#### Content:

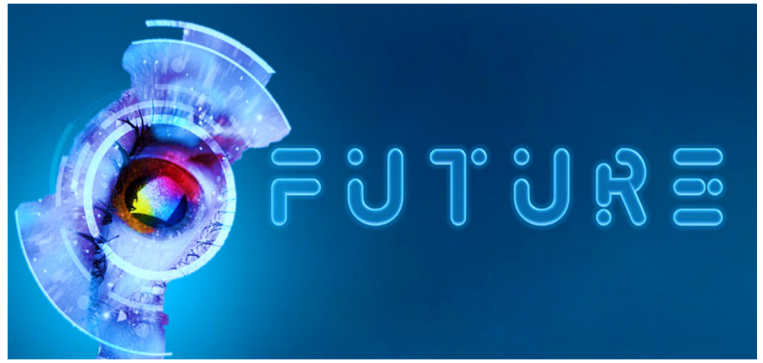
- Discover the science & power of consciousness
- Increase self-awareness
- Access higher creative intelligence
- Consciously take wise, integral decisions

This course has the potential to change your life and how you interact with customers, employees, investors, suppliers, family and friends.



## Modules 2 & 3: **Conscious Self-Leadership** – Sensing the Future

Before you can successfully lead other people, you should be able to lead yourself. Only when you are conscious of your behavior patterns and blind spots, you can start to master yourself. You will be able to re-charge your energy quickly. You will activate your full potential and go beyond your current limits. You will discover the most inspiring and powerful tool – YOU – and how to sense the emerging future. Finally you will be the best version of who you really are.



### Objectives:

- Improve Authenticity & Integrity
- Know your core motivation
- Overcome blind spots & blockers
- Manage your energy & prevent stress
- Increase your resiliency
- Find your purpose & activate passion
- Improve your happiness
- Anticipate the future

### Content:

#### **M2: Know Yourself**

- Who are you?
- What drives you?
- What is holding you back?
- What is your potential?

#### **M3: Master Yourself**

- How to master the unknown?
- How to release your unique potential?
- How to feel more fulfilled?
- How to sense the future?

As part of these modules, you will be introduced to the *FreshBiz* game to become aware of the limits of your mind and how you play life and business. This way you can playfully improve your entrepreneurial & leadership mindset.

## Modules 4 & 5 **Conscious Team Leadership** – Be the Transformer



This is a conscious journey from ME to WE. You will be able to move from a reactive to a creative leadership style and lift your leadership and coaching skills to the next level. You will empower your team members to grow personally and professionally by creating the conditions for excellence and fun. You will be able to successfully lead your team through times of disruptive changes. You will discover how to use the collective intelligence of your team. You will build an innovative, high performing team to manifest a common vision and make a difference for the whole organization and beyond.

### Objectives:

- Connect & communicate effectively
- Build reliable relationships
- Successfully lead the change
- Improve team engagement
- Implement the innovation mindset
- Access collective intelligence

### Content:

#### **M4: Master Relationships & Communication**

- The art of conscious listening
- The art of conscious talking & feedback
- Build trust & connection
- Your leadership consciousness

#### **M5: Build Your High Performing Team**

- The high performance ingredients
- Coach for personal & professional growth
- Access system and social intelligence
- Stakeholder co-creation
- Leading Change

The daily pressure is often a challenge while applying the freshly gained insights and methods. Our goal is to guide you closely during your first steps, until you gained more confidence. Some questions will only come up, when you seriously apply the teachings. As a fresh transformer, you will choose a live project to practice Conscious Leadership on the job. We will facilitate this project step by step and provide individual coaching. At the end of the module you will meet other transformers in a vivid exchange. You will share experiences and key learnings and provide peer coaching.



## Evolution in Consciousness – A 12 Months Journey

Every second month, we learn face to face, following the modules above. The months in between, we will have video conferences to exchange experiences, deepen topics and gain more clarity on emerging questions. This way you will definitely grow in consciousness, find personal fulfillment and naturally become an inspiring leader.

**The Conscious Mindset**

**Conscious Self-Leadership**  
—  
**Sensing the Future**

**Conscious Team Leadership**  
—  
**Be the Transformer**

**The Master Key to Success**

**Know Yourself**

**Master Yourself**

**Master Relationships & Communication**

**Build Your High Performing Team**

**Explore the Territory Beyond the Edge**

Modules happen every 2<sup>nd</sup> month face to face.  
In between Exchange Meetings take place on video.

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# Consciousness Evolution Facilitator Profiles



**Dr. Jan Bellermaann, Founder of Conscious Leadership Academy** is an international Key Note Speaker, Trainer and Coach for conscious leadership. He is an inspiring Facilitator to establish values-driven organisational cultures. Jan was many years part of the senior leadership team of an international ICT company. As a visionary Leader, Mentor and Coach in an ever changing multicultural environment, he inspired his people to develop several award winning innovations.

During the past 10 years he acquired a vast knowledge of psychology, quantum physics and neuroscience. The question, what these insights mean in our everyday life, was driving his passion into self-development and the growth of consciousness. He is delighted about having found a way to achieve great business results with a human leadership style. To share his fulfilling insights with as many people as possible, he developed together with Regina the Conscious Leadership approach. Jan is certified Cultural Transformation Consultant by the Barrett Values Centre and certified Advanced Trainer for consciousness growth by Oneness University. He holds an MIT certificate for Otto Scharmer's Theory U - "Leading from the emerging Future".

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**Regina Brand, Co-Founder of Conscious Leadership Academy**, is an "Executive Master in Consulting and Coaching for Change" from INSEAD Business School, a Facilitator of Multidimensional Entrepreneurial Mindsets and an inspiring Executive Coach. Regina spent most of her career as Leader and Project manager at large global enterprises. She successfully conducted organisational change projects from the perspective of human resources and the business units. She also developed an award-winning international training platform. She holds a master degree in business economics with a specialisation in human resources management.

During a retreat in India, she got in touch with meditation and the power of consciousness, leading to a certification as Consciousness Trainer from Oneness University. Regina sees herself as a sparring partner, coach and facilitator for organisations and leaders, who are looking for personal, professional and organisational transformation. She is passionate about creating a safe space to facilitate self-reflection and self-exploration. Regina helps leaders to find innovative answers to external challenges in their inner world. By making the invisible visible, she inspires her clients to consciously explore new ways of leading, collaborating and co-creating.

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