



**INTAO**  
PEOPLE MATTER

# THE LEADERSHIP JOURNEY

**INSPIRED LEADERS.  
STRONG COMPANIES.  
SHAPING THE FUTURE.**



“The ability to shift from reacting against the past to leaning into and presencing an emerging future is probably the single most important leadership capacity today.”

Otto Scharmer



# IN A NUTSHELL.

With the Leadership Journey, we've stepped out of the old paradigm of 'Let's run a program' and started afresh considering everything we know about human development, personal growth and the requirements of an increasingly dynamic, fast-changing and complex world.

The Leadership Journey is a development environment. The subscription allows leaders and future-shapers to go on their personal impact journey:

They find clarity on their goals and development needs, keep the focus on their priorities and develop themselves into the leaders they want to be.

In order to build strong, resilient teams, departments and ultimately organisations.

“This is like no other educational programme I've ever done. It really does affect our utmost inner parts. This isn't just about dreaming of how everyone should be treated and could feel. This is a way that can do that and work. It is comprehensive. It is efficient. For real. It was very intriguing, simplistic and well structured. I thought, 'This is not possible – this is what I've been looking for for so long!' On The Leadership Journey I found new ideas, theories on how to get the best from my brain and ways people can better work together.”

Lucia Mathee,  
Investor Relations Specialist



SELF-DIRECTED  
CONTINUOUS  
INDIVIDUAL  
HOLISTIC  
DRIVEN BY PEOPLE –  
SUPPORTED BY TECHNOLOGY



# INTAO. WHO WE ARE.

When you engage a company to develop your leaders, you trust that company with the minds and hearts of your future-shapers. It's important that you can be sure of the quality of our work and that our values align with yours. So, here. This is us:

## **WE KNOW PEOPLE**

Even though we bring a fresh, digital approach to Leadership Development, we have been working in the field for almost two decades. The Intao team and our partner network are made up of seasoned executive coaches, experienced trainers, organisational psychologists and leadership experts. Everything we develop comes from years of experience 'in the field'.

## **WE'RE HERE TO CO-CREATE THE FUTURE WE ARE ALL LONGING FOR**

We live in challenging and amazing times. Digitalisation shakes everything loose. We are excited about the opportunity to influence what the future looks like. We are supporting human-centric organisations who want to empower their leaders and future-shapers to step into the process of co-creating that successful future.

## **WE'RE HERE TO HAVE AN IMPACT**

What unites all of us – Intao team and partners alike – is the drive for impact. We're making a real difference. The Leadership Journey is the result of decades of research, trial and error on the hunt for how we can have the biggest impact. We even learned how to build software because it helps us to create much more powerful results.

“We were socialised in the old world to understand and empathise but are rebellious and creative enough to shape the transition into the future. We work best with organisations who strive to be a great place to work. Those who share our belief that it's their people who make them successful. For these organisations we can take the role of a partner who opens up new pathways.”



Kathrin Kroenig  
Organisational Psychologist, CEO & CoFounder



# THE THREE ACCELERATORS. HOW PEOPLE SHOW UP AND TAKE OWNERSHIP.

Building a strong, resilient company sounds great and we have yet to meet an organisation that does not have an interest in doing so. The ‘How do we do that in an intentional, sustainable way?’ is probably the most pressing question in that context. And it’s not an easy one to answer; Something with people; instilling ownership; building a learning culture; engaging employees...

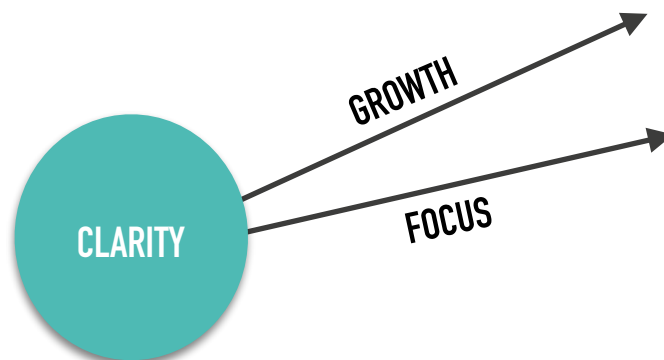
One thing is certain, the process is co-creative. You can’t do it without the help of the leaders and key people of influence in your organisation.

In the last two decades of working with organisations, teams and leaders, we’ve explored the question of the crucial success factors to design a process that

- invites leaders to take co-ownership of the process,
- to commit to actively shaping their area of influence and
- to take the time and effort to direct their own development process.

The result of our research; three design factors we call Co-creation Accelerators: Clarity. Focus. Growth.

The Leadership Journey is an environment designed to cover all three.



For more information on the Accelerators, take part in one of our Leadership Roundtables: <https://intao.io/en/leadership-collaboration-session/>



# THE THREE ACCELERATORS FOR RESULTS

## CLARITY

Clarity is required at the forefront of every process where success relies on intrinsic motivation. Seeing clearly what my goal is and what I want to learn, or change to achieve it, is the crucial success factor to support ownership and self-directed learning.

The first step in any such process requires the time and methods to allow participants to achieve clarity on their goals and development needs

Read more about the **Discovery** as the format we've developed to create clarity on page 7.

## FOCUS

Once there is clarity on goals, all we have to make sure of is to not lose focus along the way.

Keeping priorities in sight and in mind (the important ones, not the urgent ones), and sticking to the plan.

Read more about **Monthly Calls** as our way to implement accelerator no. 2 on page 9.

## GROWTH

Every challenge incorporates an aspect of, and opportunity for, growth.

Offering learning topics and formats that fit individual needs, precisely when they occur, makes stepping into the learning process natural.

Read more about how we support growth with our **Sprints and Labs** on page 10 and 11.

“You’d be surprised by what’s possible when you set things up right: Don’t underestimate what a coaching approach and the patience to give people the time to find their own answers can do. When you trust in people, they won’t disappoint you!”

Alain van Gils  
Executive Coach & Co-Founder





# UNDERSTAND THE JOURNEY. AN OVERVIEW.



## **DISCOVERY:** **WITH CLARITY COMES OWNERSHIP.**

The biggest predictor for leaders to engage in self-directed learning is the beginning.

The crucial factor: Establishing the ‘Why’. What makes it worth spending my time here? Over the last few years we’ve fine-tuned the kick-off to maximise engagement and ownership:

In the Discovery Lab participants not only clarify their personal and professional goals, they also understand their own development needs in order to reach them. At the end of the Discovery, they set out on THEIR journey. More on page 7.

## **MONTHLY CALLS:** **RHYTHM MAKES FOCUS**

When you ask people to set goals that matter for their personal and professional life, they don’t choose urgency, they choose importance. Being balanced, building more trust in the team, creating a feedback culture... In today’s daily craziness, staying focused on these goals, is highly challenging. That is why we offer a range of monthly calls that support our participants with their focus. Read more on page 9.

## **SPRINTS AND LABS** **TO FACILITATE GROWTH**

With ‘The Leadership Compass’ participants (self-) assess their individual development needs in the Discovery Lab. They then have access to a wide range of topics matching those needs in two different formats and/or via the app.

Read more about the Leadership Compass on page 8 or about the formats and topics we offer on page 10 and 11.



# THE DISCOVERY. WITH CLARITY COMES OWNERSHIP.

Building engagement and instilling ownership is where traditional programs lack most. Adults are not like children: We don't learn all the time, we don't absorb new thoughts like sponges. For us adults, it's all about relevance.

Over the past five years, in numerous iterations, we have fine-tuned the Leadership Journey kick-off to generate strong forward momentum for the participants.

The Discovery Lab makes it THEIR journey:

## 1 ADOPT A FUTURE-SHAPER MINDSET

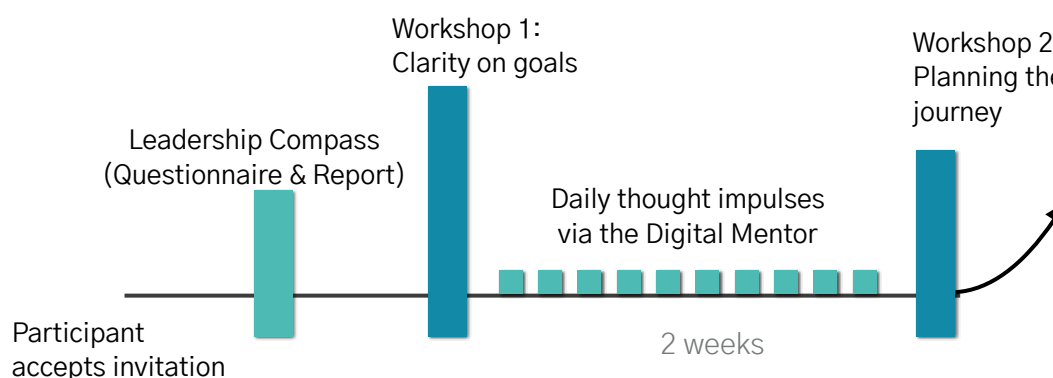
Most of us are driven by the demands of daily operations. More often than not, we just react to what's thrown at us. Before anything else, we create space in the minds of our participants to allow them to step into their roles as future-shapers.

## 2 CLARIFY IMPACT & DEVELOPMENT GOALS

Once participants feel empowered to co-create what the future might look like, we assist them in clarifying their impact (what do I want to accomplish as a leader, co-worker, family member, human being) and their development goals (where am I strong, what do I want to improve)

## 3 COMMIT TO A PLAN

The more specific the next steps are, the easier it is to commit. Participants leave the Discovery Lab with just that: A detailed plan they have created and therefore want to follow.



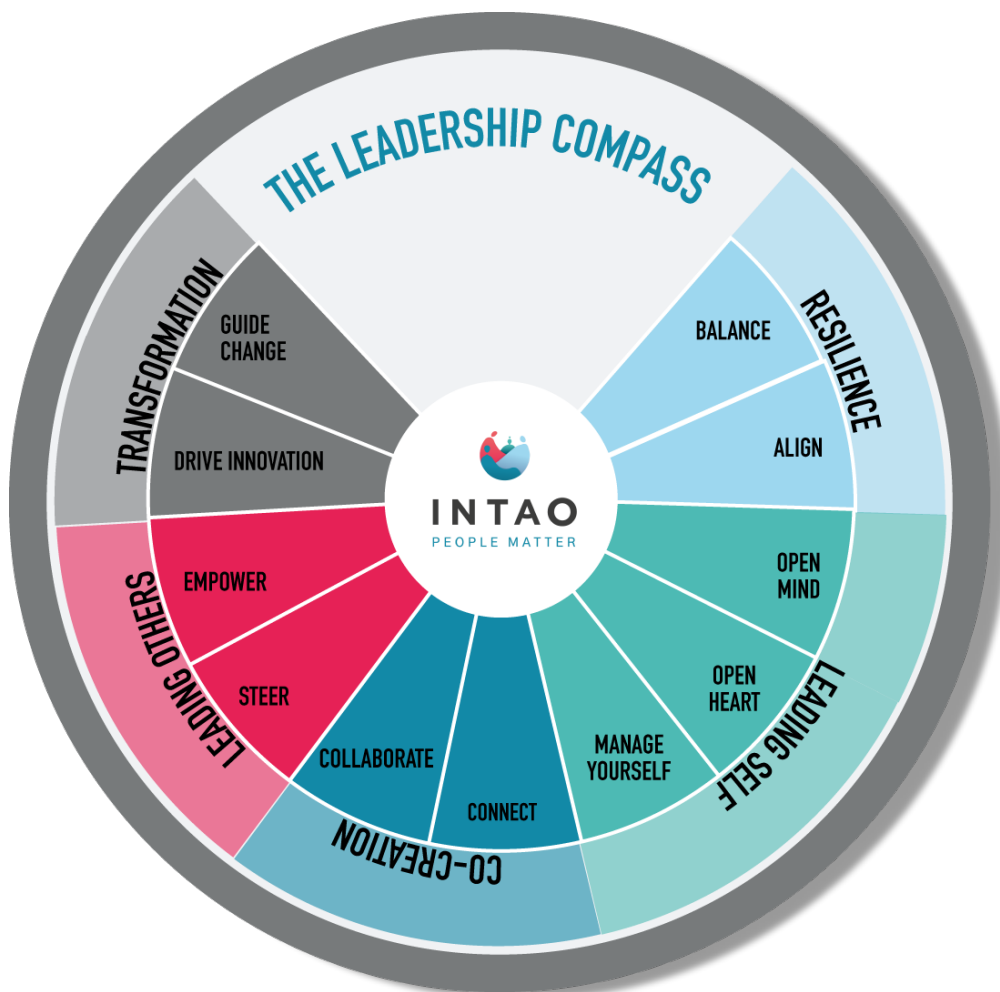


# THE LEADERSHIP COMPASS. UNDERSTAND YOURSELF.

Often, we are asked: Is your tool valid? And we answer: If you are asking us if you can use it to evaluate and judge the competencies of your leaders to make sure everyone is 'on track', then no, it is not.

The Leadership Compass is a development tool. It is used to create meaning and relevance. It serves as a mental framework that helps participants understand all the important areas to be an effective leader and future-shaper, and it then guides them to reflect on each of them.

The tool is a reflective questionnaire with a report creating a self-assessment upon which participants can start discussing their development needs with others and to begin planning their development steps.







# IMPACT CALLS. RHYTHM MAKES FOCUS.

Following the Discovery, participants are motivated, engaged and committed to making a difference. As we all know, now is the crucial moment:

How do you translate momentum into sustainable change?

The answer: Through consistent awareness and continuous focus.

Our monthly calls offer the space for participants to make sure they stay on their path. The calls are not trainings but facilitated reflections and dialogues.

## MONTHLY FOCUS CALL

At the end of the month, we take one hour

- to reflect on the past month: How focused was I and do I have to adjust the way I work on my priorities?
- and to specify the important/not urgent priorities for the next months.

The underlying framework for this call is drawn from Stephen Covey's methodology.

## PEER-COACHING

The Peer-Coaching connects the personal leadership goals with the learning process: We match participants in breakout rooms to discuss their individual challenges with a sparring partner. To ensure that the dialogue is helpful, we provide the coaching framework they follow. Over time, people learn to adopt a coaching mindset, and practice, to empower others.

## FEMALE LEADERS COMMUNITY

The Female Leaders Community focuses on impact. When participants join the community, they are asked to share their impact project in the digital community group so that the network can lend support. Every month, one female leader takes the stage with her impact dreams and goals. The group provides inspiration, offers suggestions, shares their experiences.



And just as a side note: Participants are not necessarily supposed to take us up on every development offer we provide. Even when they sign up for a monthly call, that doesn't mean they have to show up every time. The point is this: If we manage to create more awareness for their priorities just by them seeing the call in their calendar, we are already having the desired effect.



# SPRINTS & LABS. FACILITATING GROWTH.

Once participants have assessed their development needs, they are free to enrol in any of the topics we offer.

The two training formats we offer are the result of thorough experimentation how to best translate different kinds of topics into sustainable online learning experiences.

## ■ SPRINTS

Four live workshops over four weeks. Accompanied by 20 impulses through the Intao app. Made even more engaging through the digital community.

With a maximum group size of 20 people.

A sprint is the equivalent of approximately two training days.

## ■ LABS

One 3-hour interactive workshop as one big learning push. With a teaching video upfront so that the time in the workshop is not spent listening to a lecture. Followed up by 10 sparks via the Intao app to practice and reflect, wrapped up by an optional Q&A session two weeks hence.

A Lab is the equivalent of around one training day.

All Sprints or Labs are developed in collaboration with our partners. Each partner is a seasoned expert in their area and is as committed as we are to creating an extraordinary learning experience.



Read more about our partners online: <https://intao.io/en/leadership-experts>



# THE CALENDAR. OUR TOPICS IN 2022.

We offer topics in German and English. The topics below are scheduled through to October 2022. We are constantly adding new topics and are open to suggestions. The current calendar is available here: <https://intao.io/en/calendar>

## RESILIENCE

- Inner Leadership (Sprint)
- In Balance (Sprint)
- Mindfulness (Lab)

## LEADING SELF

- “Yes, And.” The mindset to succeed in an ever changing environment (Lab)
- Change Made Easy. Removing the obstacles to learning (Lab)
- The Emotion Compass. Understanding and working with, not against, your emotions (Sprint)
- Focus, Focus, Focus (Lab)

## CO-CREATION

- Connect. Relationships as the basis of all collaboration (Sprint)
- Crucial Conversations (Lab)
- High-Performance Teams (Sprint)
- From Feedback to Feedforward (Lab)
- Effective Meetings (Lab)
- Making Better Decisions (Lab)

## LEADING OTHERS

- Leadership Basics – for those new in a leadership role (Sprint)
- Co-Creative Leadership – Leading beyond hierarchies (Sprint)
- Coaching – the basics (Sprint)

## TRANSFORMATION

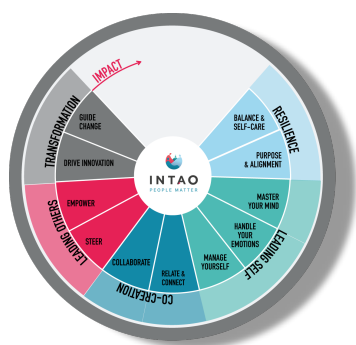
- Understanding Agility (Lab)
- Thinking in Systems (Lab)
- Change 101 – how people and organisations change (Sprint)



# OUR LANDSCAPE. THE MIX OF METHODS FOR SUSTAINABLE CHANGE.

The Leadership Journey as a whole, as well as each format, is carefully designed for sustainable online learning. We employ a well-thought-out and beautifully integrated mix of methods and channels.

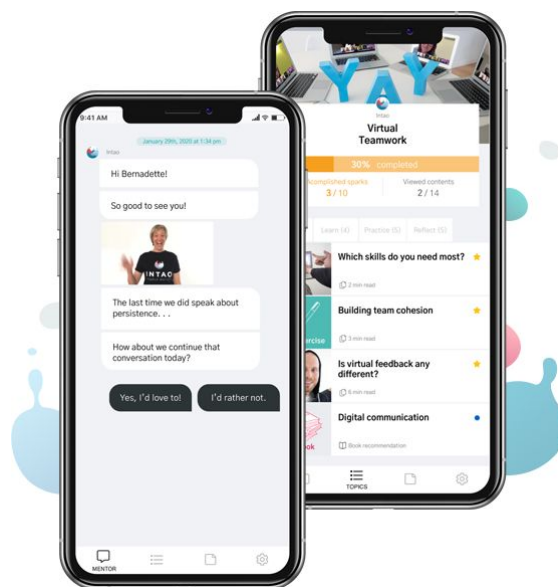
## LEADERSHIP COMPASS



You've already read about it throughout this document: The Leadership Compass provides a strong base to start exploring personal learning needs. We generally offer it as an automated self-assessment upfront, and have also used it as a reflection tool in workshops.

## THE INTAO APP

Our Digital Mentor was explicitly designed to support personal learning. In other words, all those development processes which go beyond rational understanding. At the heart of the app: Daily sparks. Short conversations that spark curiosity, offer new perspectives and encourage experiences. It functions as 'the glue' between all the other formats.



"Intao fosters learning through simple daily nudges. We're being nudged every day by our environment, why not be nudged with something positive and meaningful that can expand your mind and improve your day?"

Dr. Nicole Boehringer  
Organisational Psychologist & Lecturer





## LIVE WORKSHOPS

Technology cannot replace human conversation, therefore the Leadership Journey offers interactive workshops that offer access to the experts and the opportunity to reflect in dialogue with others.

## DIGITAL COMMUNITY

Another all important component required for a coherent learning process, because learning is inherently social. The community gives participants the opportunity to network with each other and to use the Leadership Journey tribe for ongoing support.

In addition of being open to all participants, private groups accompany the Sprint format to make the learning even more sustainable.

## NEWSLETTER

Every month we send out a newsletter to (re-)engage our participants. It's challenging to take time for learning in the middle of our busy schedules. The newsletter is a gentle reminder to do just that. It's then just one click to sign up for the topic of choice. Participants respond to opportunity!

## COACHING

One important predictor for participants to fully engage in the leadership journey is the commitment to priorities and a plan at the end of the Discovery Sprint. For those who aren't well-versed in self-reflection, a learning-objectives coaching session is a great support for them to make sense of what they have discovered. Some organisations choose to purchase on-demand coaching from us, which allows participants to access our coaching pool.

## COHORT-BASED LEARNING

Combining the individual journey with dialogue within the organisation takes commitment and relevance to a whole new level. This is how individual and organisational development merge into one effective process.





**INTAO**  
PEOPLE MATTER

**WE'RE LOOKING FORWARD TO SPEAKING WITH YOU!**

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