



# BRIDGEHOUSE

## LEADERSHIP SKILLS

A two day virtual training including a coaching session



»Being a leader requires one thing  
and one thing only: **Followers.**«

Simon Sinek

# Mindset

## People focus!

Great leaders are not responsible for the job. They are responsible for the people who are responsible for the job. People Focus!

Your success as a leader depends on your ability to inspire people; so they come together and take action where necessary. Whether you are meeting with your team, speaking with a client or presenting to your board, this online training is designed to teach you how to create an impactful and successful environment. In person and virtually.

Leadership is a skill. It's like a muscle. Something we can work on and make stronger in the process. This counts more so for a leader's social and mental competence. Skills that are rarely trained at school, university, or the introductory years of work outside school. We will focus on this »people-side« of leadership.

In our online training you shall strengthen some essential leadership skills. Like giving feedback in an acceptable way, or building up trust in your regular one-on-one conversations. You will be inspired by the ideas and thoughts of your fellow participants. You will also have the chance to concentrate on individual aspects after the training; in a private one-on-one coaching session.

# Topics of this Online-Training

## Leadership Skills

### **Mindset: People Focus!**

Why Leadership is not about being in charge, but about taking care of those in your charge.

### **First: Break all the Rules!**

Why each person needs her or his own personalized environment to achieve extraordinary results.

### **About Motivation:**

Why we won't motivate people, but instead, create a motivationally fueled environment.

### **Building up trust:**

About your role as a coach and the most important conversation a leader can have.

### **Deep Work**

Ideas for prioritization and getting things done

### **Talent in mind:**

Delegating tasks with respect to your team member's motivation and skills.

### **Being a role model:**

Why people look up to you and why even your little actions matter.

### **I want this to be different!**

Addressing tough topics without losing your counterpart's motivation.

### **Appreciation and Praise:**

About the psychological correlations between the feeling of self-worth und performance.

### **Practice, Experience, Doing**

Exercises, games, and activities that are fun and make you stay active in our online training.



Alexander Kerkow

# Your trainer and coach

This Online Training is run by Alexander Kerkow

»People leave managers, not companies.«

Marcus  
Buckingham

Alexander imagines a world in which people wake up happy and inspired about what they are about to do. And not just on the weekends!

He was – is – and always will be, a leader himself. He started in marketing and sponsoring of a professional soccer club in Germany. He then continued leading and inspiring teams at one of the most creative German advertising agencies. He was also a unit director for a software company. Though, today his professional experiences form the foundation of his trainings on leadership skills.

Alexander was born in Munich and currently resides just outside of Hamburg. He studied business in Freiberg, Germany and in San Diego, California. He is inspired by books, keynote speakers, and podcasts. E. g. Adam Grant's podcast »Work Life«. Currently he is getting the most important lesson on leadership training from his two young daughters. In his mind, parenting is very close to leadership. Both are infinite games. No real quick-wins. But long-time successes.

## Upcoming Virtual-Trainings

October, 19th and 20th 2020 in German

October, 21st and 22nd 2020 in English

## Times

Trainings will start on both days at 09:30 a.m. and end at 05:00 p.m.

There will be three blocks on both days:

- Block 1 starts at 09:30 a.m. and lasts until 11:30 a.m.
- Block 2 starts at 01:00 p.m. and lasts until 02:30 p.m.
- Block 3 starts at 03:30 p.m. and lasts until 05:00 p.m.

The classes will be hosted on Zoom and the link will be emailed to you after you register.

## Personal Coaching after the training

There is a personal coaching session (90 minutes) included. The coaching will take place after the online training. Concrete times will be scheduled after the online training.

## Participants

This online training is designed for experienced leaders as well as leaders-to-be. It's for everybody that wants to work on her or his »leadership muscles«. Usually participants come from all walks of life. In order to engage into deeper discussions, there is a maximum of eight participants for this online training.

## Price

**990,00 €** (net of tax) for the online training and the subsequent coaching session.

## Registration

In order to sign up, please send a message to Laura Derwenskus at [l.derwenskus@bridgehouse.de](mailto:l.derwenskus@bridgehouse.de) or call Laura at **+49 30 609 83 21 – 0**.



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