



Ideas To Lead

WOBI Series



*A unique series of courses bringing together
management's great voices and minds to provide
diverse perspectives and evolving ideas*



About Ideas To Lead



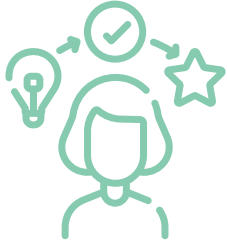
Engaging employees in learning and development courses is more difficult than ever: distractions, hybrid and remote work environments, multitasking, lack of time... you name it!

But what if your organization could have the world's top leaders' best management content **DESIGNED TO TEACH, ENGAGE AND INSPIRE** at their fingertips, anytime and anywhere?

Now they can. With IDEAS TO LEAD.



Benefits



Relevancy of topics: The topics that are at the top of the agenda for business leaders today. Powerful ideas, insights and experiences from some of the world's most renowned business thought leaders and practitioners.



Variety and diversity of world class perspectives: Powerful ideas, insights and experiences from some of the world's most renowned business thought leaders and practitioners. In each course, they will hear from more than 15 of the world's greatest minds in management.



Engaging format: An exciting new on demand digital learning format that will spark debate, stimulate reflection and provoke action. Designed to engage, customers will gain actionable insights and knowledge for their organization through engaging content that keeps them coming back for more.



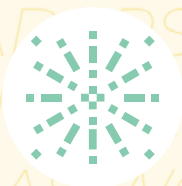
Actionable takeaways: Actionable ideas and provocative insights from world's most influential business thought leaders. Each chapter will leave you with concrete takeaways to help you and your organization get an edge on the competition.



What you'll get:



5 Bite-sized chapters: 15-18 minutes each



A fresh and engaging format



15+ different experts per course

In each chapter you'll find:



5 Questions for reflection

5 Key takeaways

5 Questions quiz



Get your attendance certificate!



You can watch them in WOBI's learning management system or embed them into your organization's platform



Testimonials

Bryan Jago - Executive Manager - Service Canon Medical Systems

"I enjoyed the format. It was helpful to see various points of view on the one topic."

Ney Díaz - President Intras

"I was hooked. In fact, I plan to finish it tonight because of how much I loved it."

Rodrigo Ruiz - Training, Talent Development and Culture Manager H-E-B

"The topics seem to me to be very well defined, very well carried out, and above all very grounded in the action of a person who has the responsibility to lead, make decisions and act in order to guide the organization."

Steve Sosland - Vice Chancellor, Leader & Culture Development Texas Tech University System

"For me, it is not as much about learning something new, as thinking about things I had learned previously in a new way or with a new perspective."

Alfonso Romero - Head of Legal Professionals Aranzadi

"I think it's great. The didactic mix of the host plus the security that gives the experience of the leaders who participate, have ensured that I was attentive for all 18 minutes."

Sarah Craig - Learning & Development CPA Australia

"Engaging host, good contextualization, and nice editing. Keeps you interested and addresses several concepts in the same video. Reflection questions and Key takeaways are useful"

Marco Vigil - CEO Dare

"The credentials of the speakers are known to all. The format is spectacular and very useful. It is easy to consume, in adequate time and with good quality."



About Course: Leadership & Uncertainty



You will learn from thought leaders and practitioners from a variety of different arenas who will provide multiple perspectives of the topic of leading in uncertain times.

They will guide you to rethink your inner path as a leader, and encourage you to spark a debate around the strategy and vision of your organization.


Get ready to explore the key factors affecting the new paradigm of leadership and business as a whole.



This first module will be divided into 5 chapters:


- Chapter

1




Leading with purpose, meaning, & impact.
Business has never been more personal: We look at new definitions of happiness, success and purpose and how new generations are redefining their relationship to work.
- Chapter

2




Navigating paradox.
Contradictions, hidden or in plain sight, are a given in today's context. The challenge is how we tackle them.
- Chapter

3




A smarter framework for leadership.
The traditional idea of leadership is not broken or outdated. But what's expected from leaders is different.
- Chapter

4



Rethinking the notion of work.
There is a revolution taking place in how individuals organize their work, create value and measure success. The same goes for organizations. How do leaders respond?
- Chapter

5



Dealing with Uncertain times.
We will look at how paradox, ambiguity, volatility and fragility rule our decision-making.



This is just a preview of the experts who will be featured in course 1:

Lloyd Blankfein - Chairman and CEO at The Goldman Sachs Group, Inc (2006-2018)

José Manuel Durão Barroso - Former Prime Minister of Portugal and President of the European Commission

Tal Ben-Shahar - Expert on Positive Psychology and Leadership

Nathan Furr - INSEAD Professor and expert on Disruptive Innovation

Dave Ulrich - Professor at the Ross School of Business

Kevin Roberts - Former Global CEO at Saatchi & Saatchi

Carly Fiorina - The first ever female CEO of a Fortune 50 company

Magnus Scheving - Entrepreneur and Creator of LazyTown

Muhammad Yunus - Nobel Peace Prize winner and Founder of Grameen Bank

Chris Gardner - Author of critically acclaimed *"The Pursuit of Happyness"*

And more!





About Course:

Business Transformation in the Age of AI



In this course, you will explore the very essence of human progress with influential researchers, business leaders, experts, and practitioners from diverse fields.

Learn how to integrate Artificial Intelligence into your company's culture, enhancing organizational capabilities, and cultivating strong relationships with your customers.

Gain deep insights into AI's impact on business, society, and your own future, and get tools and actionable ideas to stay ahead in a rapidly changing world.



This second course will be divided into 5 chapters:

Chapter

1



AI & Business Strategy.

Navigating the AI Revolution Embark on a journey to harness the unexplored power of AI: Discover its industry-transforming potential, chart your strategic course, and unlock the secrets to driving growth and innovation.

Chapter

2



AI & Teams: Reimagining Work in the Age of AI.

A new revolution needs a new workforce. Go into the heart of AI's role in HR management: Unearth the skills vital for an AI-driven future, discover the secrets to nurturing and retaining AI talent, and ignite a cultural transformation within your organization.

Chapter

3



AI & Customers: Creating new personalized experiences.

Transform your business to meet your customer's needs by diving into the world of AI to supercharge customer experiences, boost brand strategy, and empower your sales teams with cutting-edge technology.

Chapter

4



AI & Leadership: Making decisions in an uncertain scenario.

Explore the dynamic intersection of artificial intelligence and leadership, equipping yourself with the tools and insights needed to make informed decisions in an ever-changing and uncertain business landscape.

Chapter

5



AI & Society: Is this just the beginning?

Gain insight into the evolving AI-driven landscape beyond business, where ethical concerns arise, and boundless opportunities for the future are encountered with an urgent need for responsible deployment.



This is just a preview of the experts who will be featured in course 2:

Peter Diamandis - Founder and Executive Chairman of the XPRIZE Foundation

Erik Brynjolfsson - Director, Stanford Digital Economy Lab

Tom Davenport - Professor at Babson College, Fellow of the MIT Initiative on the Digital Economy, and Senior Advisor to Deloitte's AI Practice

Hila Lifshitz-Assaf - Professor of Management and Head of the Artificial Intelligence Innovation Network Research Center at Warwick Business School

Carly Fiorina - Former Chairman and CEO, Hewlett-Packard Company

Peter Weill - Senior Research Scientist at the MIT Sloan School of Management

Andrew McAfee - Principal research scientist at MIT and co-founder of MIT's Initiative on the Digital Economy

Atif Rafiq - The First Chief Digital Officer in the History of the Fortune 500; Bestselling Author of Decision Sprint and Management at Harvard Business School

Steve Wozniak - Co-founder of Apple and Silicon Valley icon

Ginni Rometty - Former Chairman, President, and CEO of IBM

And more!



FAQ

Q: What is Ideas To Lead?

A: A unique series of courses bringing together management's great voices and minds to provide diverse perspectives and evolving ideas.

Q: What makes Ideas To Lead unique?

A: A new and engaging format that gathers powerful ideas, insights and experiences from multiple of the world's most renowned business thought leaders and practitioners. Each course is broken down into engaging bite-sized chapters, each with their own actionable takeaways. You'll gain knowledge for your organization through engaging content that keeps you coming back for more.

Q: What is included in one course?

A: One course includes five chapters of 15-18 minutes each. You'll have access to one 5-question test, 5 questions for reflection and 5 key takeaways per chapter. Also, you'll receive your attendance certificate.

Q: How can my organization watch the course?

A: You can watch them in WOBI's learning management system or embed them into your organization's platform. Contact us and we'll make this available for your company.

Q: Who is Ideas To Lead for? Who might be a good audience in my organization?

A: As Steve Sosland, Vice Chancellor, Leader & Culture Development from Texas Tech University System says: "It is difficult for me to think of a group who would not benefit from this."

Q: How much does a course cost?

A: The pricing is USD 99 per course per employee (5 chapters of 15-18 minutes each). After reaching 250 employees, you will benefit of a flat pricing USD 24.750 for unlimited employees.

Q: How many courses will there be?

A: We'll launch an average of 5 courses per year. Yes, that is 25 chapters per season! (5 courses with 5 chapters each).





FAQ

Q: Can I unsubscribe?

A: Your organization will have access to the content for 30 days and you will only pay for the number of licences (one licence per employee) you've purchased.

Q: Do I need to watch the chapters in a specific order?

A: Not really! The course has been thought to be consumed with a certain flow but of course you can jump in into the topics of the chapters in the way that best fits your needs.

Q: In what language is it available?

A: The course is in English. Subtitles are available in both English and Spanish.

Q: How do I register my organization members?

A: Contact us and we'll make this available for your company.

Q: Can I unsubscribe?

A: Your organization will have access to the content for 30 days and you will only pay for the number of licences (one licence per employee) you've purchased.

Do you have any more questions?

We are happy to answer them.

Contact us ideastolead@wobi.com

Powered by
WOBI
Inspiring Ideas