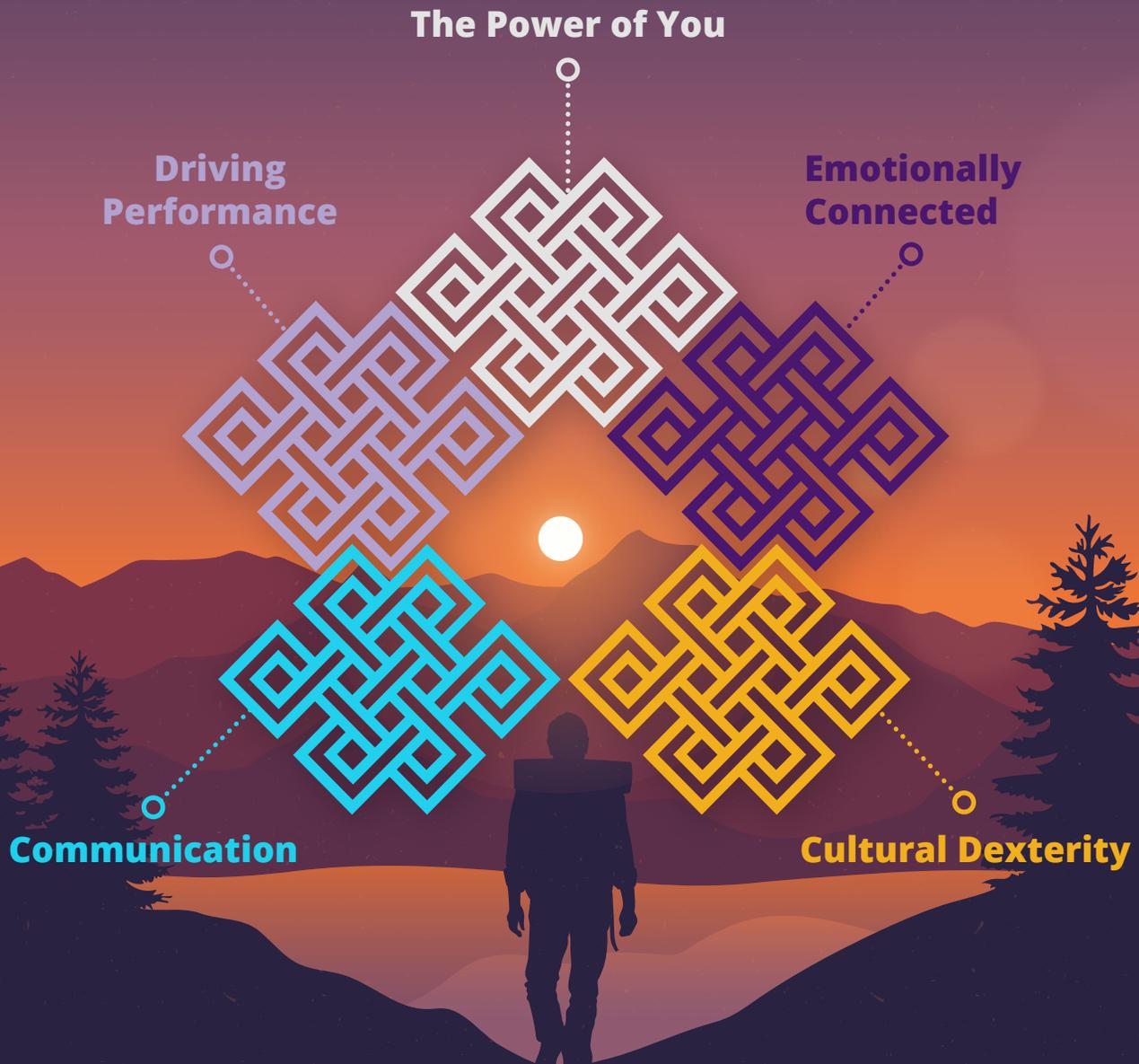


COURAGEOUS  LEADERSHIP

with

Linda Cruse

PROGRAMME MODULES



Click on the module name above for more information, or view the programme summary [here](#)

"Courageous Leadership was the most powerful leadership programme I have ever taken!"

Nobohito, GSK, Japan

MODULE 1 | THE POWER OF YOU

What drives you? Discover what drives, motivates and inspires you and reveal your true purpose and passion in life. Learn how to align your behavior and life choices with those things that truly matter. **Build Trust:** The most valuable commodity in business is trust. Linda shares practical ways to build and retain a strong culture of trust and accountability that will empower teams to make courageous decisions, face unpredictable challenges and pursue ambitious goals. **Resilience and Self-Reflection:** When many of us are under pressure to deliver more with less, to work longer hours and be connected 24/7, resilience is non-negotiable. Through the power of self-reflection, Linda shows you how to boost resilience, deal with obstacles, recover from setbacks, manage stress, learn to thrive on challenge and become happier and well balanced. [Read more.](#)

MODULE 2 | EMOTIONALLY CONNECTED

Emotion Drives Outcome: People will forget what you say and do, but they will never forget how you make them feel. Learn how to improve business results by creating that critical emotional connection—helping your employees feel informed, emotionally invested, accountable, trusted, respected and connected to the vision. **Multi-Sensory Awareness:** Discover how to develop heightened observation, learn to trust your gut instinct, spot verbal and non-verbal clues and obtain greater insights into the complex world around you. **How Vulnerability Becomes a Strength:** Learn how sharing a vulnerability can build and accelerate trust, empower individuals, create deep emotional connections and improve the overall quality of leadership. [Read more.](#)

MODULE 3 | CULTURAL DEXTERITY

Filter Awareness: Discover how to recognize barriers to communication and understanding and how to achieve greater success in every conversation. **Cultural Intelligence:** Leaders with intercultural management skills are in demand. Linda's unique CQ Model teaches you how to embrace change, explore the power of observation, develop deep cultural respect, adapt your behavior, lead diverse teams, manage conflict and operate across cultures. **How to Influence:** Learn how to fine-tune your influencing approach, draw on the right technique for any scenario, adapt to different cultures and situations, and recognize when it's time to get out of the way and entrust others to deliver. [Read more.](#)

MODULE 4 | COMMUNICATION

The Power of Positive Communication: It is estimated that we have over 400 touchpoints with people in any one day. Learn to lead with intention and care, achieve unbounded success and harness the power of your mind. **Courageous Conversations:** The most dangerous place to be is in your comfort zone. Learn how to speak up, question ideas, challenge behavior and be the voice. Discover how to take small steps to confront your fears, showcase your talents and become a contributor to excellence. **Compassionate Directness:** Words have the power to accomplish nearly anything and the ability to destroy nearly anything. Linda teaches Compassionate Directness—a method of communication which blends honesty and transparency with extreme empathy, compassion, care and support. Discover how to create an environment in which it is possible to manage difficult conversations in a kind, constructive and effective manner whilst retaining trust and loyalty within the team. [Read more.](#)

MODULE 5 | DRIVING PERFORMANCE

The Art of Storytelling: The ability to create a shared vision and bring it to life is a key business skill. Linda demonstrates how storytelling can be used to underpin brand, inspire and motivate others, change perceptions and behaviors, capture passion and purpose and bring business strategy to life. Learn how to become a compelling storyteller and make your message the one that is remembered! **Race4Good:** When we give of ourselves, our time, our talents and innovation, it fuels the human spirit, energizes us and boosts productivity. Through Linda's signature leadership programme, accelerated change takes place as passionate, inspiring and courageous leaders race against each other for the chance to implement a business plan which will uplift a vulnerable community. **Be The Change:** Join Linda on an unforgettable 'boots on the ground' frontline leadership experience. Led by Linda, learn how to immerse yourself in a remote and vulnerable community where you discover how to use your innovation, intelligence and compassion to solve critical issues facing the villagers. Within a matter of days, you'll be able to see your team's sustainable economic uplift plan brought to life in the form of a life-changing legacy. [Read more.](#)

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MODULE 1 | **THE POWER OF YOU**



What Drives You?

Discover what drives, motivates and inspires you and reveal your true purpose and passion in life. Learn how to align your behavior and life choices with those things that really matter. Your 'why' is the constant that will guide you toward fulfillment; the happiest and most successful people are those who have discovered what drives them and learn how to incorporate this into their lives. Don't be ordinary - be extraordinary!



Building Trust

The most valuable commodity in business is trust but once broken it can be hard to repair. Linda shares practical ways to build and retain a strong culture of trust and accountability that will empower teams to make courageous decisions, face unpredictable challenges and pursue ambitious goals.



Resilience and Self-Reflection

Today's business leaders are required to be reflective, caring and courageous whilst grappling with significant challenges in a complex and uncertain world. When many of us are under pressure to deliver more with less, to work longer hours and be connected 24/7, resilience is non-negotiable. Through the power of self-reflection, Linda shows participants how to boost resilience, deal with obstacles, recover from setbacks, manage stress, learn to thrive on challenge and to become happier and more balanced individuals.

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MODULE 2 | **EMOTIONALLY CONNECTED**



Emotion Drives Outcome

It's simple—emotion drives all human behaviors. People will forget what you say, they will forget what you do, but they will never forget how you make them feel. The more an employee feels informed, emotionally invested, accountable, trusted, respected and connected to the vision, the better the business outcome. Participants learn how to create the compelling 'why' and to deliver exceptional results.



Multi-Sensory Awareness

Multi-sensory awareness is a vital leadership skill. We live in a data-driven world, but you cannot always have all the facts and figures before making a decision. Leaders must take risks. Participants are shown how to develop heightened observation, learn to trust their gut instinct, spot verbal and non-verbal clues and obtain greater insights into the complex world around them.



How Vulnerability Becomes a Strength

Great leaders recognize their strengths but know they do not always have all the answers. Participants learn how sharing a vulnerability can build and accelerate trust, empower individuals, create deep emotional connections and improve the overall quality of leadership.

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MODULE 3 | CULTURAL DEXTERITY



Filter Awareness

We do not see things as they are, we see things as we are. 'Filters' affect how we observe, interpret and react to situations and events and each of us sees the world through our own set of filters based on our experience and values. Participants are shown how to recognize barriers to communication and understanding and learn how to achieve greater success in every conversation.



Cultural Intelligence

Leaders with intercultural management skills are in demand. Linda's unique CQ Model opens up a new world for participants in which they learn how to embrace change, explore the power of observation, develop deep cultural respect, adapt their behavior, lead diverse teams, manage conflict and operate across cultures.



How to Influence

Are you an effective and compelling influencer? Effective influence requires today's leaders to be versatile—able to adapt their style to increasingly diverse situations. Participants learn how to fine-tune their influencing approach, draw on the right technique for any scenario, adapt to different cultures and situations, and recognize when it's time to get out of the way and entrust others to deliver.

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MODULE 4 | COMMUNICATION



The Power of Positive Communication

We become what we think. Every thought, word and action have an impact—whether positive or negative. It is estimated that we have over 400 touchpoints with people in any one day. Being conscious of those moments and how we make others feel represents a special type of leadership and takes a special type of leader. Learn to lead with intention and care, achieve unbounded success and harness the power of your mind.



Courageous Conversations

The most dangerous place to be is in your comfort zone. It is easy to play small and become a sheep in the middle of the herd—but if things are not changing, then we are not growing. The jewels in life lie outside your comfort zone—learn how to speak up, question ideas, challenge behavior and be the voice. Discover how to take small steps to confront your fears, showcase your talents and become a contributor to excellence.



Compassionate Directness

Words have the power to accomplish nearly anything and the ability to destroy nearly anything. Linda teaches Compassionate Directness—a method of communication which blends honesty and transparency with extreme empathy, compassion, care and support. Discover how to create an environment in which it is possible to manage difficult conversations in a kind, constructive and effective manner whilst retaining trust and loyalty within the team. Because nobody cares how much you know until they know how much you care.

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MODULE 5 | DRIVING PERFORMANCE



The Art of Storytelling

It's not what you say, it's how you say it. The ability to create a shared vision and bring it to life is a key business skill. Linda demonstrates how storytelling can be used to underpin brand, inspire and motivate others, change perceptions and behaviors, capture passion and purpose and bring business strategy to life. Learn how to become a compelling storyteller and make your message the one that is remembered!



Race4Good

Real People – Real Problems – Real Change. Contribution is the greatest human need. When we give of ourselves, our time, our talents and innovation, it fuels the human spirit, energizes us and boosts productivity. Through Linda's signature leadership programme accelerated change takes place as passionate, inspiring and courageous leaders race against each other for the chance to implement a business plan which will uplift a vulnerable community. Drawing on their leadership skills, participants benefit from high-impact learning and unique leadership challenges designed to drive outstanding performance and build trust. Races can last from three hours to several months.



Be The Change

There are opportunities for participants to join Linda on a 'boots on the ground' frontline leadership experience in numerous locations around the world. Led by Linda, participants learn how to immerse themselves in remote and vulnerable communities where they discover how to use their innovation, intelligence and compassion to solve critical issues facing the villagers. Within a matter of days, participants are able to see their sustainable economic uplift plans brought to life in the form of a life-changing legacy. Truly unforgettable!

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LEARN MORE: LindaCruse.com