

DREAMS

— AND —

DETAILS

ACADEMY

Leadership in a world of opportunity

The world is under radical change, which creates great challenges for leadership of the future. New competitors arrive in markets that are in constant movement. The leadership challenge is significant but gives space for fascinating possibilities. The leader of the future needs to manoeuvre in a new reality, where the existent success needs optimizing while preparing for new seasons, to ensure lasting relevance in future markets.

This demands a new approach to organizational strategy and leadership. A leadership which can reinvent a company from a position of strength.

The purpose is to inspire and engage every individual employee in the organization for unleashing of their potential.



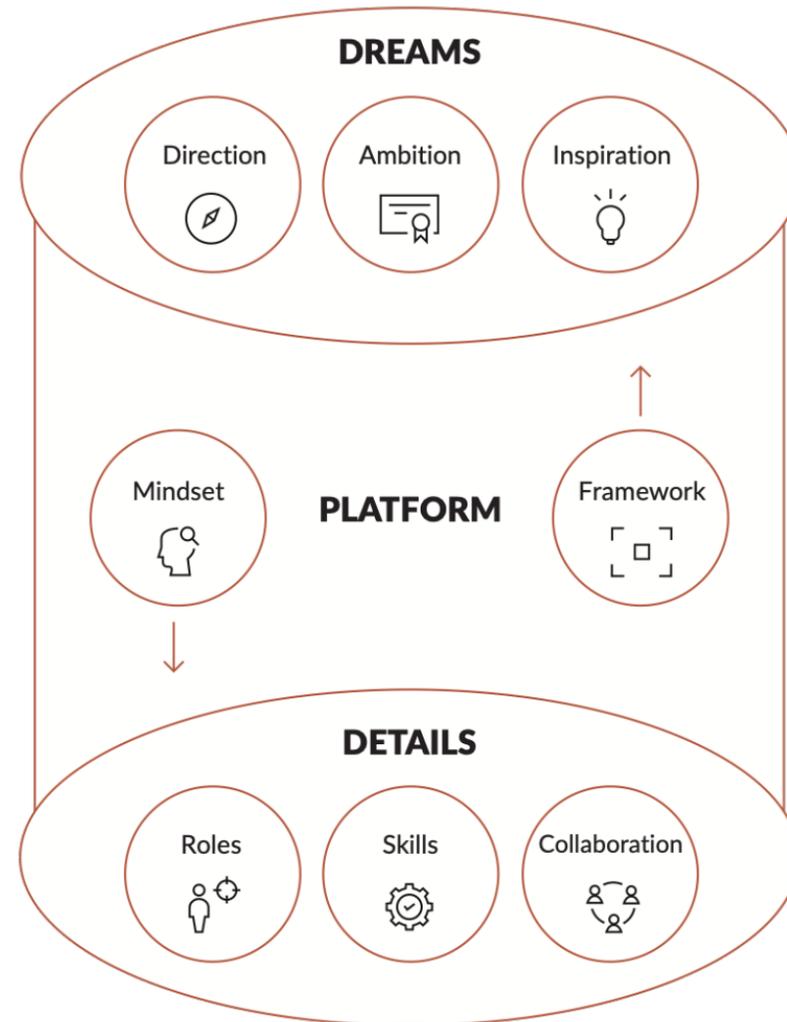
Dreams and Details Academy – Flagship Education



At Dreams and Details Academy, it is our ambition to educate future leaders to navigate this new reality. Leaders who join the education will be able to use the Dreams and Details Leadership Model in connection to their organizations future strategy.

The goal is to describe the company's inspiring dream for the future, including a clear direction and ambition. The dream translates into a clear mindset, so that the crucial details for the company's current success and need for reinvention is identified. This leads to a recognizing of future roles, skills and collaboration. At the optimal framework for execution, the human potential is unleashed through new levels of motivation and engagement.

The Dreams and Details Leadership Model



The Dream sets out the Direction for achieving a relevant, meaningful and inspiring Ambition

The Platform connects the Dreams and Details so that everyone understands the Mindset and is given the optimal Framework for releasing the potential

The Details include Roles, Skills and the interaction that must be picked out and practised to create the necessary potential that it takes in order to fulfil the ambition

The Dreams and Details Philosophy

The Dreams and Details Leadership Model is our recommended method for optimizing the existing success while continuously reinventing the organization. In brief, this is based on unleashing of human performance.

The Dreams and Details Model speaks for the importance of removing focus from result-KPI's, and instead focus on essential performance KPI's.

It is about getting better at the details crucial to reach ambition and dream. Humans need inspiration to join the organization's ambitious journey, and the individuals needs to feel like valuable and appreciated travelling companions. The goal is to create dynamic shifts of seasons within the organization, where balance and timing are essential for an engagement driven by meaning on all levels.





The content on the course is anchored around the Dreams and Details Leadership Model. The lecturing will be centred around the need of new leadership in today's world of radical change. Participants will, through theory and practise, be educated *and certified* in the Dreams and Details Leadership Model. The education is divided into four main areas; D&D Mapping, Verification, Execution and Assessment.

The participants yield is an end-to-end education in use of our leadership model. Lectures are run by international specialists and the academy's internal experts. Between every module, the participant will be expected to work on their own Dreams and Details Map and further test their content on colleagues within their own organization. By the end of course the participant will present their own D&D strategy Map, which will be the basis for certification. The course will entail education in D&D leadership, new motivational tools, case-stories and organizational visits that works through a Dreams and Details strategy mindset.

Module 1

Date: April 19th & 20th 2021

The Dreams and Details Leadership Model



Day 1:

- Jim Hagemann Snabe and Mikael Trolle: "Leadership in the digital age"
- The Dreams and Details leadership model
- Opening dinner

Day 2:

- The Dream: Direction, Ambition & Inspiration
- Training centred on the use of Dreams
- Presentation of Dreams and Details Strategy Case

Module 2

Date: May 31st & June 1st 2021

The Details: Role, Skills & Collaboration



Day 1:

- Peter Brüchmann: D&D in mediano podcast
- Training centred on the use of Crucial Details, Roles, Skills and Collaboration
- Dinner

Day 2:

- Günther Tolkmit: "How we Measured Crucial Details at Lawson".
- Julie Strange: Assessment of Dreams and Details Implementation (Pulse).

Module 3

Date: June 21st & 22nd 2021

Platform: Mindset and Framework



Day 1:

- The Dynamic Change of Season
- Lars Korby: "Observations on Reinventing noma from a Position of Strength"
- Dinner

Day 2:

- Herbert Illgner: Dreams and Details methods of execution (Eg. Agile or Lean)
- Workshop; Implementing Dreams and Details

Module 4

Date: August 30th & 31st 2021

Dreams and Details Leadership



Day 1:

- New motivational theories of unleashing human potential in a Dreams and Details model.
- Jens Dahlgaard: D&D at team level
- Kasper Hjulmand: D&D in sports

Day 2:

- Dreams and Details Leadership
- Participants presentation of Dreams and Details map and certification ceremony.
- Closing Gala Dinner.



Jim Hagemann Snabe

Chairman of the board at Siemens AG and A.P. Møller Mærsk. Member of the board of trustees at World Economic Forum, and chairman of the Dreams and Details Academy.



Mikael Trolle

CEO at the Dreams and Details Academy. Former men's national team coach in volleyball.

Additional teachers



Julie Kristine Strange

CEO of Master Danmark. HR Analytics company and developer of the Dreams and Details Assessment tool.



Peter Brüchmann

CEO and founder of Mediano. Former Chief Digital Officer at TV2 and currently owner of the biggest sportspodcast in Denmark.



Søren Dupont Kristensen

CEO of Energinet Elsystemansvar. Has implemented the Dreams and Details methodology on site at Energinet.



Kasper Hjulmand

Headcoach of the Danish men's national team of football. Formerly coach of FC. Nordsjælland and Mainz 05.



Jens Dahlgaard

CEO of TACK / TMI in Denmark, with vast experience in leadership and employee education.



Günther Tolkmit

Former CMO at SAP, and hereafter CDO for ERP-company Lawson. Founder of the analytics company Trufa Inc. Sold to Deloitte.



Herbert Illgner

Former topleader (CIO, COO) in SAP, Expertise in execution of strategy and IT transformations.



Lars Korby

Senior Consultant at Dreams and Details Academy. Former Sommelier at restaurant noma



MIELCKE & HURTIGKARL
FREDERIKSBERG HAVE

Situated in the beautiful Frederiksberg Gardens, acclaimed restaurant Mielcke & Hurtigkarl hosts our education. Case-company visits may occur.

All meals on the days are included in the price and is served by the chefs and waiters of the restaurant. Some dinners will be arranged for elsewhere in the centre of Copenhagen.



Join the Dreams and Details Network - We can't wait to see you!





"I believe it creates great value to listen to how others have done. I take elements from this with me and put it together to what makes sense for me."

- Ole Mathiassen (SVP – Danica Pension)



"I'm deeply inspired by the presenters' authenticity and ability to excite through narratives. They have all lived out the Dreams and Details philosophy and managed to reinvent themselves within their respective industries. As a course-participant I get a lot of inspiration about the leadership of the future."

- Birgitte Hvilsom (Leadership Consultant)



The fact of getting some tangible words and experiences connected to the theory is what I have been very happy about with this first module.

- Klaus Aarestrup (CSO – Inficon)

Target group:

The education is for leaders or, near-future leading employees of both private and public sector institutions and organizations. It is expected that participants have some leadership experience, either formal or informal, or will enter a leadership position within near future. The Academy admits a limited number of participants per year. Every attendee will be offered an active part of the Dreams and Details Network.

D&D Network

The participants of the network are founded on former clients or partners of the Dreams and Details Academy. You will, by such be a valuable partner for anyone intending to implement the Dreams and Details methodology. The network ensures a continuous brush-up on competencies and brings in experts from all around the world on an every six months basis.

Place:

The next class is run in 2021, starting march 1st. It consists of 4 modules of two days each, eight days total. The program takes place at the “Mielcke & Hurtigkarl” premises, situated in Frederiksberg, central Copenhagen. Furthermore, the course will consist of visits to former Dreams and Details implementations.

Price:

The price of the education is 59.500 DKK, ex. VAT. This includes materials, company visits, and all meals during education, including the gala dinner at restaurant Mielcke & Hurtigkarl. Transportation and overnight stays are not included in the price.

Interested?

Call us directly on +45 2096 3380 or apply for admission through sending CV and brief motivational letter to Dreams and Details Academy at: contact@dreamsanddetails.com