

Learning from World-Class Practitioners

Sports leadership – with its focus on talent development, human performance, and motivation – has for a long time been an inspiration business leaders. Yet, it has been challenging to translate best practices and lessons from sports to business in a meaningful and applicable way. We're here to change that.

We take you on a deep dive into the day-to-day of world-class leadership practitioners from the world of sports:

What are their most valuable lessons? What are best practices and what are just myths? How does that apply to business?

To get to the bottom of these questions, we get help from some of the brightest and most prominent sports leaders:

Kasper Hjulmand (Head Coach, Danish Men's National Team Football), **Thomas Frank** (Head Coach, Brentford F.C. - Premier League), **Katja Moesgaard** (CEO, VisitDenmark), **Johan Lange** (Technical Director, Tottenham Hotspur F.C. – Premier League), and **Khalida Popal** (Founder & Director, Girl Power) join **Mikael Trolle** (CEO, Idonea).



Kasper Hjulmand
Head Coach,
Men's National Team



Khalida Popal
Founder & CEO,
Girl Power



Thomas Frank
Head Coach,
Brentford F.C.



Katja Moesgaard
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Johan Lange
Technical Director,
Tottenham



Mikael Trolle
CEO,
Idonea

Module 1: February 28th – 29th, 2024 (in Copenhagen)

Leadership in Sports & Business - Today and in the Future

- Why future leadership looks like sports leadership.
- Dreams & Details: Methodology and use case from sports.
- Building high performance: Culture, mindset and behavior.
- Sports & Business: Assumptions, lessons, and false myths.
- Insights from coaching the men's national team in football.
- Insights from leading a world-wide sports NGO.

Module 2: April 11th – 13th, 2024 (in London)

Behind the Scenes - Learning from the Best

- Identifying, recruiting, and developing talent.
- Leading high-performance professionals.
- Understanding motivation & commitment.
- Insights from leading the Brentford F.C. team
- Insights from the Technical Director in Tottenham
- Translating sports leadership to business leadership.

Information

Your Key Takeaways

- Ability to build a **high-performance** culture.
- Insights on **talent recruitment and development**.
- **Understanding motivation**, engagement & commitment.
- **Translating sports leadership** to business leadership.
- **Leadership insights, tools and practices** used at the highest levels in sports.

Practical Details

- **Location:**
Module 1 in **Copenhagen**
Module 2 in **London** (Optional: Premier League Match)
- **Price: 37.500 DKK plus VAT.**
NB: Price does not include:
Module 1 (Copenhagen): Accommodation
Module 2 (London): Travel, accommodation, and meals
- **Dates:**
Module 1 (Copenhagen): **February 28th – 29th, 2024**
Module 2 (London): **April 11th – 13th, 2024**
(Optional: Premier League Match on **April 14th, 2024**)

Sign Up

Register on: <https://idonea.typeform.com/course>

Or reach out to us via: contact@idonea.dk