

## About the Program

Sports leadership has long been an inspiration to business. And rightfully so, we'd argue. Elite sport's focus on peak performance, talent development, and not least human psyche and motivation offer an abundance of valuable lessons for the business world.

**But what are these valuable lessons? What are false myths? And how do you apply all of this most effectively in a business context?**

To get to the bottom of these questions, we get help from some of the brightest and most prominent minds in Sports from Denmark, including: **Kasper Hjulmand** (National Coach), **Thomas Frank** (Head Coach, Brentford), **Johan Lange** (Sports Director, Aston Villa), and **Katja Moesgaard** (Former CEO, DBU A/S). Dive into their worlds and learn what they do day-to-day to succeed on the highest level.



Kasper Hjulmand



Thomas Frank



Katja Moesgaard



Johan Lange



Mikael Trolle

Days 1 and 2 in **Copenhagen, Denmark**

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### Leadership in Sports & Business: Today and in the Future

- What future leadership looks like – and why businesses should take inspiration from sports
- Sports & Business: Most valuable lessons vs. false myths
- Building a winning culture
- Clearing roadblocks
  - Handling politics, bureaucracy, hierarchy, gaming, etc.

Days 3 and 4 in **London, England**

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### Behind the Scenes – Learning from the Best

- Challenging assumptions to identify opportunities
- Knowing and conducting your leadership position
- Understanding motivation & commitment
  - Get the most out of your team
- Building high-performance environments
- Talent identification and development

## Information

### Your Key Takeaways

- Understand the **human aspect of leadership** – Motivation, engagement & commitment – and use it to get the most out of your team and **build a high-performance culture**.
- Adopt communication skills **to inspire your employees and other stakeholders** with your strategy.
- **Detect and develop talent** to build winning teams.
- Adopt a **future-oriented leadership mindset**: Identify and drop outdated leadership practices and replace them with methods fit for today and tomorrow.

### Practical Details

- **Location:** Days 1 & 2 (module 1) in Copenhagen. Days 3 & 4 in London (module 2). (Specifics TBD)
- **Price: 40.000 DKK plus VAT.** (Excluding accommodation in module 1 as well as travel, accommodation, and meals in module 2)
- **Dates:** TBD