



# ILLUMINA

INTERNATIONAL

21st Century Leadership Academy  
by Kirsten Stendevad

## BECOME A LEADER OF THE NEW ERA

MASTER THE SEVEN DIMENSIONS OF 21ST CENTURY LEADERSHIP

### CUTTING EDGE LEADERSHIP TRAINING

#### WHY UPGRADE YOUR LEADERSHIP?

The rules of the game have changed.  
Have you? Has your organization?

Upgrading your leadership approach is a timely investment for the following five reasons:

1. The new leadership is more about who you are than about what you do. Today's employees don't follow random strategies or bosses just because they have a title. They are more likely to give their best to inspiring role models.
2. We are entering a new era where we need creativity, flexibility and holistic thinking just as much as analytical skills, drive and action. A well-developed intuition has become necessary in order to navigate with clarity in an information-overloaded society changing at an exponential pace.
3. We all need to make an effort to prevent stress before it disempowers our most valuable asset: talent.
4. We currently live in a world with so much emphasis on speed and action that it is about to tilt. Our future depends on the new leaders, and to what extent they are able to lead from wisdom so they can bring about sustainable success.
5. In the 4th industrial revolution, robots and artificial intelligence take over more and more rational – even creative jobs. Therefore we need to become masters of the only things robots cannot (yet) imitate: heart, soul and consciousness.

Employees and leaders can prepare themselves for leadership in the 21st century by discovering and practising the new rules of the game in a cutting edge leadership development program, 'Leader of the New Era'.

The programme is offered through Illumina International 21st Century Leadership Academy by Kirsten Stendevad in collaboration with a wide range of cutting edge leadership experts.

#### TARGET GROUP

The programme is relevant to all types of leaders and leadership talents, including ambitious company owners who want to lead their business in alignment with the new leadership principles.

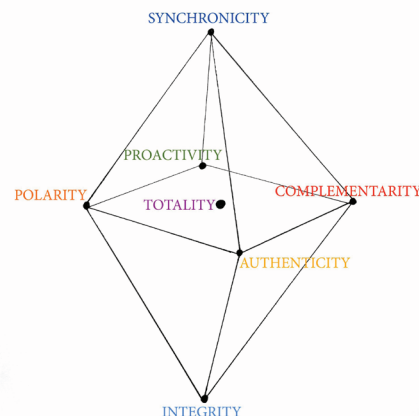
It is particularly relevant for HR managers and people who recruit or lead Millennials.

The programme offers the opportunity to solve gender equality issues at the root of the problem, and is therefore a must for those involved in how organizations can get to benefit from more innovation-promoting diversity in top management teams.

Finally, the training program is relevant for up-and-coming talents who want to be dressed for the job as a leader in the new reality.

#### GAINS FOR THE COMPANY

- ✓ One or more employees who carry the new leadership's DNA and can spread it to others
- ✓ More creative employees who can help renew the organization in alignment with 21st century mega trends
- ✓ Less stressed and more productive employees, acting as inspiring role models
- ✓ Reducing brain drain of top talent that typically leave businesses that are not up to speed



### 5 STAR SPEAKER

You got by far the highest evaluation: 5-figures from all participants on a scale of 1-5: Well done.

David Madie,  
CEO Growthwheel

### GREAT WORK THAT THE WORLD NEEDS

I think you have created a beautiful piece of work that the world needs! Great job !! Well done!!!

Soeren Poulsen,  
Leadership Development Specialist at Novo Nordisk.

### KIRSTEN CAN CHANGE YOUR LIFE

Kirsten Stendevad is an inspiring, personal and incredibly articulate speaker who is able to give her audience something to take home. If you listen closely, Kirsten can change your life.

Lise Leonhard Hjorth,  
CEO Inq.

### I LEARNED TO USE BOTH OF MY GEARS

Kirsten taught me to walk on two legs instead of just one. This resulted in better performance, increased work life balance and more positive feedback from my boss and my team.

Anja Westy Larsen  
Former HR leader Cph Airport

### THE FUTURE IS FEMININE - EVEN FOR MEN

"The future is feminine" is both exciting and highly relevant - not least for men. The same can be said about the talk and workshop based on the book.

Lars Jørgensen  
CEO Waves Communications

### SHOULD BE MANDATORY

We have just evaluated the day and everyone who attended your super workshop agreed that it was the best of the day and that it should be mandatory for everyone to hear what you said. Fantastic.

Morten Boel Sigurdsson  
CEO Omada

### I THINK BIGGER AND BETTER

I am grateful for my education in feminine leadership, taught by Kirsten. It has given me the courage to have bigger visions and a strong drive to create better results with more wholeness and balance.

Louise Koch  
Corporate Sustainability Director Dell.

## WHO IS TEACHING?

Kirsten Stendevad is the author of 7 trendsetting books about 21st Century paradigms. Her latest business book, "The future is Feminine - 7 Dimensions of 21st Century Leadership that take you and your Company from Great to Extraordinary" is on its way to be available in English. Kirsten, MA, has given workshops at among others Harvard Business School, MIT, McKinsey & co. She is known in Scandinavia as a visionary frontrunner. She works as a keynote speaker, transformational leader and mentor for ambitious entrepreneurs and has 15 years of experience in developing the new leadership in leaders & change makers. Participants will also benefit from Kirsten's global network of inspiring pioneers.



## CONTENT

Learn to master the 7 Dimensions of 21st Century Leadership

1. **COMPLEMENTARITY** - Dynamic Leadership
2. **POLARITY** - Synergy Leadership
3. **AUTHENTICITY** - Trustworthy Leadership
4. **PROACTIVITY** - Innovation Leadership
5. **INTEGRITY** - Responsible Leadership
6. **SYNCHRONICITY** - Visionary Leadership
7. **TOTALITY** - Holistic Leadership

## FORM

The program is delivered at three different levels. Foundation, Transformation and Certification. You can choose between participating in a mixed class or a woman only group. The program can also be tailored as a custom made in-house training for companies who want to provide all their employees with a science based 21st century toolbox in one go and implement the Illumina Leadership Navigator™. All materials are in English and delivered digitally so they can easily be incorporated into a busy schedule.

## CONTACT

Write to [adm@kirstenstendevad.com](mailto:adm@kirstenstendevad.com) for info on how to sign up. If you would like a complimentary inquiry session, please contact Kirsten Stendevad at [info@kirstenstendevad.com](mailto:info@kirstenstendevad.com) or phone +45 31 32 65 64. Learn more at: [www.21stcenturyleadershipacademy.com](http://www.21stcenturyleadershipacademy.com) and follow our free broadcast on 21st century leadership trends at [kirstenstendevad.com](http://kirstenstendevad.com)

## PRICE

12 months training including e-learning and individual sessions:

**FOUNDATION:** USD 6.200 ex VAT,  
**TRANSFORMATION:** USD 11.000 ex VAT,

**CERTIFICATION:** USD 20.000 ex VAT.

Discounts are available for enrollment in pairs.

