

# **KREA LEADERSHIP MASTERY PROGRAM**



An exclusive, limited participation open workshop  
for mid-senior leaders poised for growth!



# About YOU:

This is a unique program tailored for YOU, the mid-senior executive with 12-15 years' experience.

## **Your Motivations:**

- Aspire to move into a higher leadership role, within the next 3-5 years
- Motivated to lead larger teams and have a significant impact on the organization's strategic direction
- Seek to enhance leadership skills to better navigate complex organizational challenges and drive change

## **Your Challenges:**

- Constantly balance day-to-day demands with the need for strategic thinking
- Pressured to deliver consistent results while also fostering innovation and continuous improvement
- Occasionally experience difficulties in influencing senior management and aligning team objectives with broader organizational goals

## **Your Learning Preferences:**

- Prefer practical, hands-on learning experiences that can be directly applied to the workplace
- Value feedback and coaching that provide clear, actionable insights for improvement
- Appreciates structured programs that combine theory with real-world application

You are now ready to immerse into the Krea Leadership Mastery program!



# What can you expect from the program

Gain **deeper self-awareness** through 360-degree feedback and Thomas Profiling

Learn how to **adapt leadership styles** to different team members and situations

Develop a more **strategic and visionary approach** to leadership

Leave the program with a **concrete action plan** for personal and professional development



# Post program Goals for being Coached:

To implement new leadership techniques to improve team engagement and productivity.

To foster a culture of innovation and continuous improvement within the department.

To develop a strong network with other mid-senior leaders across the organization/s for knowledge sharing and collaboration.

To achieve measurable improvements in key performance areas, leading to career advancement opportunities.



# Learning Journey

## Pre-Program Activities:

### 1. 360-Degree Assessment

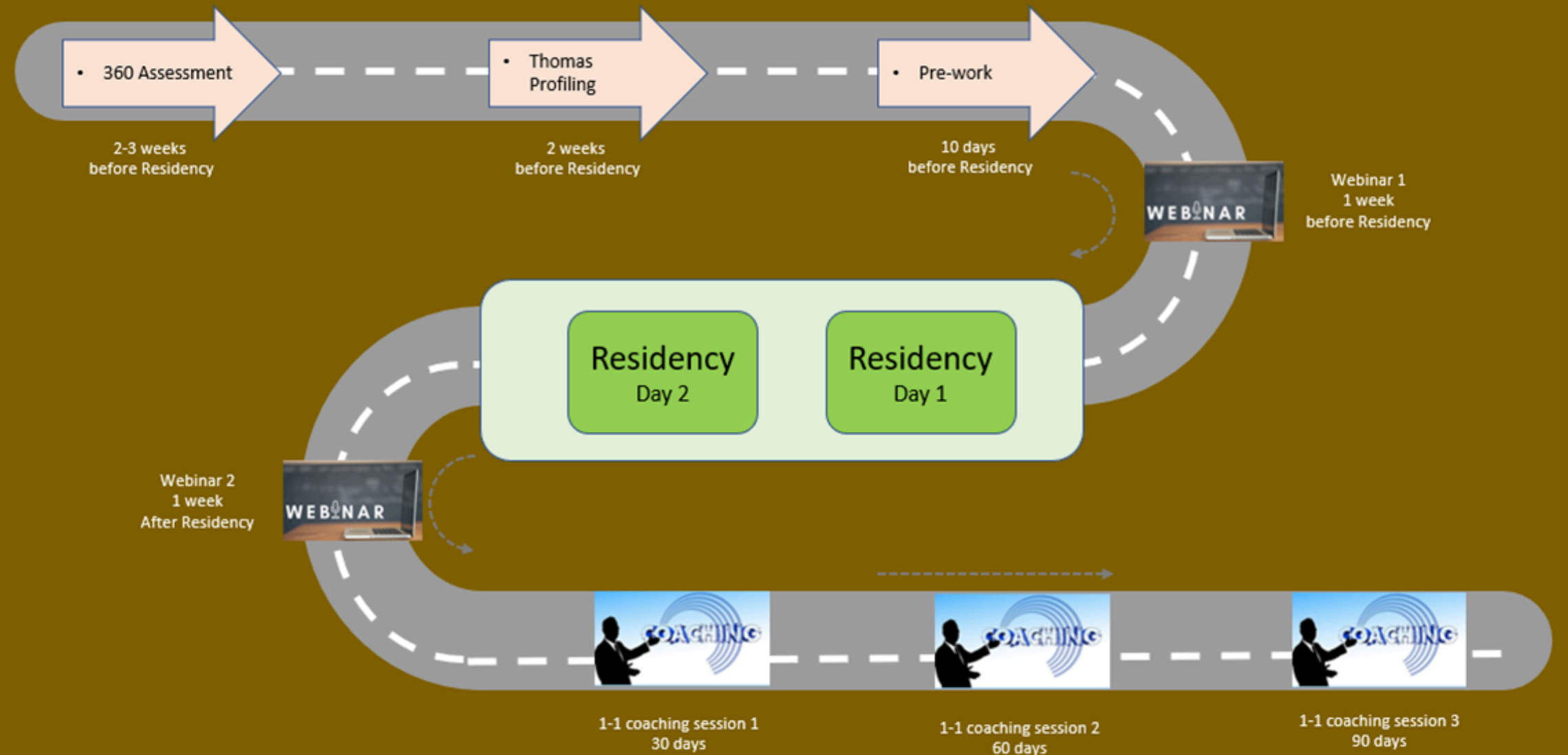
o Objective: Provide participants with a comprehensive view of their leadership style, strengths, and areas for development based on feedback from peers, subordinates, and supervisors

### 2. Thomas Profiling (PPA - Personal Profile Analysis)

o Objective: Help participants understand their behavioral tendencies, work preferences, and how they interact with others

### 3. Pre-Program Webinar (2 Hours)

o Objective: Set the stage for the in-person program by introducing key leadership concepts and sharing insights from the 360-degree feedback and Thomas Profiling



## Post-Program Activities:

### 1. Follow-up Webinar (2 Hours)

o Objective: Reinforce learning and provide ongoing support as participants implement their action plans

### 2. Online 1-1 Coaching (3 Sessions of 1 Hour Each)

o Objective: Provide personalized support to help participants achieve leadership development goals.

o Structure:

Session 1: Reviewing the individual development plan and setting specific coaching goals

Session 2: Addressing challenges and refining leadership strategies

Session 3: Evaluating progress and planning for continued growth

# Program Outline

Day 1:

Self-  
Leadership  
and Personal  
Effectiveness

## LEADING SELF

**Objective:** Enhance self-awareness and explore personal leadership styles.

## EMOTIONAL INTELLIGENCE

**Objective:** Develop emotional intelligence for better decision-making and relationship management.

## LEADING WITH VISION & PURPOSE

**Objective:** Align personal and organizational vision to inspire and motivate teams.

## STRATEGIC THINKING

**Objective:** Enhance ability to analyze complex environments, anticipate trends, and make high-impact decisions

Day 2:

Leading  
Others and  
Driving Team  
Performance

## ADAPTIVE LEADERSHIP

**Objective:** Equip managers with the skills to adapt their leadership style to different situations and team needs.

## BUILDING HIGH PERFORMANCE TEAMS

**Objective:** Foster a collaborative and high-performing team environment.

## LEADING CHANGE & INNOVATION

**Objective:** Prepare leaders to effectively lead change initiatives and drive innovation.

## INFLUENCING & NEGOTIATION

**Objective:** Develop the ability to influence stakeholders and negotiate effectively.

The 2-day residency will be held at Krea University's Sri City Campus or at the Chennai premises

# Your next steps

## Reach out

Please feel free to reach us on any of the mobile numbers / email ids:

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## Apply

Please send your application by filling the form in the link below:

[https://docs.google.com/forms/d/1TGAc9r15-15V2Do-HxyVH2ud-H5HO\\_U6ffdgek3Nyy8/edit](https://docs.google.com/forms/d/1TGAc9r15-15V2Do-HxyVH2ud-H5HO_U6ffdgek3Nyy8/edit)

Please note that the small cohort of 15-20 participants is finalized after considering the fitment of the applicants to the desired deliverables of the program and the high-impact peer-group.

## Register

Once you receive the acceptance into the cohort through mail, you would register into the program by paying the course fee and confirm blocking of the seat.

Program fees: Rs. 20,000 + GST

You will receive your Welcome Kit and Program Information Booklet upon Registration. Welcome to Krea!

**Program dates: 7 - 8 December 2024**



# KREA UNIVERSITY

Krea University is a UGC approved Indian State University, with the campus located in Sri City, Andhra Pradesh. Krea houses two Institutions: School of Interwoven Arts and Sciences (SIAS) and the IFMR Graduate School of Business.

The sponsoring body, Institute for Financial Management and Research (IFMR) was established in 1970 for providing global executive education and research.

Krea University was founded in 2018, with a Governing Board consisting of eminent academicians and industrialists, DR Raghuram Rajan, DR John Etchimandy, Mr N Vaghul, Mr Seshasayee, Mr Sajan Jindal, Mr Anand Mahindra and other stalwarts.

SIAS offers undergraduate programs of BSc, BSc (Honours), BA, BA (Honours) and PhD under: Division of Humanities and Social Sciences, Division of Literature and Arts and Division of Sciences.

IFMR GSB offers two-year MBA program, three-year Executive MBA programs, five year Integrated MBA program PhD program as well as the Executive PhD program.

The Krea Executive Education offers multitude of functional and business leadership programs for corporate executives across levels and businesses. It has imparted business impact-driven executive and leadership learning to over 50,000 executives across the world in the past 50+ years.

