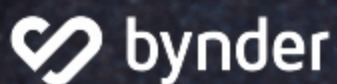


# Bynder Leadership Academy



Bravely



## Bynder Leadership Academy

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## 1) Introducing the Bynder Leadership Academy

In 2017, in times of rapid growth, Bynder was hiring many new employees on a monthly basis. Individual contributors were being promoted to lead positions without having proper training and guidance. All of the sudden, they were dealing with challenging situations and conversations that they were not ready for: from hiring new talents to potentially letting people go. A need emerged for a very practical leadership program, where people would gain leadership skills, guidelines for difficult conversations, and a sense of confidence and flexibility in guiding their own teams. The Bynder Leadership Academy (BLA) was born. In 2019, the BLA opened its doors to leaders from other companies. We immediately noticed the positive effect of having participants from multiple companies in one group. They relate to each other, since all leaders work in a similar fast-paced environment. This allows them to share best practices and feel less alone in the challenges they face. Since then, we have had a waiting list and monthly BLA training programs. After each program, we collect feedback to see what we can improve on.

### Authentic leadership style

The BLA is inspired by the authentic leadership style. Authentic leaders are aware and transparent about their strengths, weaknesses, and emotions. They foster an open culture, based on mutual trust. This is vital, as trust is ultimately the foundation of a good relationship between leaders and their team. When you break it down, trust is born in the small moments and interactions between people. This is why the BLA aims to help new leaders develop communication skills which can be applied in daily leadership situations and conversations.

### Training approach

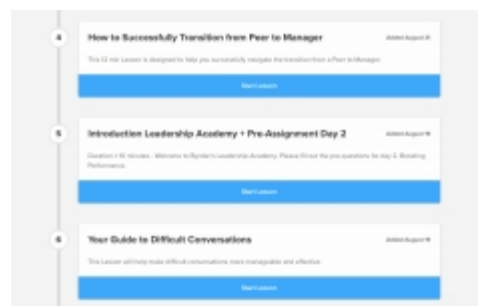
Forget long old fashioned PowerPoint slides and endless listening. During the BLA, we ensure there is a lot of (inter)action. Together we will first dive into relevant theoretical foundations of authentic leadership and communication. This way, you will gain insight into your behaviour and its effect on others. You will also have an opportunity to apply the theory and guidelines by practicing your personal challenging case with a training actor. This will be done in a lighthearted and playful environment, where people feel comfortable experimenting with new behaviour. Moreover, learn from fellow leaders working in all kinds of different (tech)companies. We believe there's a lot of experience and knowledge in every group, waiting to be shared with each other.

## 2) Training Schedule

### Preparation: E-learning Learning Path

Before joining the training days, you'll follow bite-size e-learning for preparation. This way, we can go more in-depth during the live sessions. Example content:

- **Interviewing skills:** You want to hire the best talent out there for your team. How can you assess these competencies in just one conversation? What questions do you ask and how do you deal with unconscious bias?
- **Introduction to communication:** Learn how to improve your listening skills and learn new strategies to deal with communication obstacles.
- **Leadership and coaching:** Find out what your personal leadership qualities are and what kind of leader you want to be for your team.



Before each live training day, you will fill in your learning and practice goals in your e-learning path in Lessonly. We will adjust the training according to your specific needs

### Day 1: Coaching & Boosting Performance

How do you boost the performance of your team members? What are your own leadership strengths and pitfalls? In the morning, you will reflect on your own leadership style, communication skills and current challenges in your team. Learn for example how to coach your team members effectively without having to solve all the problems yourself. We will explore these topics with the help of communication models, which will help you understand your own and your team members' behaviour.

In the afternoon, you can apply the theory and practice your development check-ins (slash performance talks, feedback conversations, one-on-ones) with a training actor and each other. Get real-time feedback and try out multiple interventions to see what the reaction will be. Challenge yourself and learn from each other - the floor is yours!

### Day 2: Everything you always wanted to know about a Bad News Conversation

The second live training day will be all about difficult conversations. How do you cope with strong emotions? The skills you will learn today come in handy in all facets of life. Just like day 1, the focus of the first part of the day will be theoretical and reflective, while the second part will focus on practicing with the training actor. Make sure to prepare a difficult conversation you wish to practice during this day. Buckle up, because your training actor can cry on command ;-)



### 3) Practical Information

- You can find information about the trainer and training actor at [meetbravely.co](https://meetbravely.co)
- Each session consists of 2 full days (09:00 - 17:00), all in a period of 3-5 weeks
- The training will take place in Amsterdam at the Bynder HQ (2nd floor)
- There will be a maximum of 9 participants per program, consisting of a variety of companies including Bynder
- If the situation appears that a manager and a direct report are joining the BLA, we would prefer that they join different sessions to ensure psychological safety during practicing
- All trainers, actors and participants must sign a confidentiality agreement so that all use cases discussed will stay confidential
- Lunch will be provided. Please let us know if you have any allergies or a diet.

### 4) Testimonials

*“Bynder's offer to participate in their Leadership Academy pilot programme came at the exact right time. We were orienting on training programs for our growing team of first-time managers, but the offerings didn't match Recrutee. We mainly found corporate courses, with a theoretical emphasis. There are now more than ten colleagues who have completed the Leadership Academy just like me, and we would recommend this for every scale-up. In a very short timeframe, all alumni have acquired applicable skills that contribute on a daily basis to an open culture where knowledge and feedback are shared in a healthy way. “*

Rebecca Clarke - Talent Manager at Recrutee

Companies who have joined the BLA include...



