

wobi.com/school-of-management

WOBI
School
of Management



ON DEMAND

**WOBI PRESENTS
THE EXCLUSIVE
MASTERCLASS ON**

WORKFORCE
TRANSFORMATION with

**TAMARA
ERICKSON**

LEADING AUTHORITY ON
LEADERSHIP AND THE
CONSTRUCTION OF SMART
ORGANIZATIONS



**IN THIS MASTERCLASS
YOU WILL LEARN:**

- How the interplay between what new technologies allow and what teams prefer is dramatically re-shaping organizations
- A deep dive into systems thinking and organizational learning that drive success
- The forces that allow organizations to become more collaborative and innovative

WOBI



ABOUT TAMARA ERICKSON

Leading authority on leadership and the construction of smart organizations

Tamara J. Erickson is a McKinsey Award-winning author and a widely-respected authority on leadership, the changing workforce, collaboration and innovation, and the nature of work in intelligent organizations. **Erickson** is an Executive Fellow, Organisational Behaviour, at London Business School, where she has designed and directed the school's premier leadership programme for senior-most executives, Leading Businesses into the Future.

An experienced executive and global advisor, **Erickson** has also served on the Board of Directors of two Fortune 500 corporations. She holds a BA degree from the University of Chicago and an MBA from the Harvard Graduate School of Business Administration.



Productivity and efficiency are challenges of the 20th century. Iconic companies of the future move on to the next challenge now: Mobilizing intelligence. Basically: Thinking!

Tamara Erickson



MASTERCLASS SESSIONS

SESSION 1

2 hours

UNDERSTANDING THE CHANGING WORKFORCE

WHAT ARE “THOSE GUYS” THINKING?!

- A straightforward approach to understand employees with very different views
- The ten biggest misunderstandings between younger and older workers today
- Communicating effectively across the generations

ESSENTIAL WAYS TO CATCH UP WITH TODAY'S WORKFORCE REALITY

- How much of your work is like silk-weaving? The power of “task, not time” today
- The three most important characteristics of organisation design today: Options – Choices – Trust
- How technology allows new options, value is created through connections, and “Simple Rules” build trust

2 **4** **DIGITAL**
SESSIONS HOURS TOTAL MASTERCLASS



MASTERCLASS SESSIONS

SESSION 2

2 hours

LEADING TODAY'S WORKFORCE

GETTING THE BEST TALENT TO CHOOSE YOU

- Work will be interesting
- Career opportunities will be varied and multi-directional
- Talent will be attracted and retained by a promise of Human Asset Appreciation made tangible

THE D-I-C-E MODEL OF LEADERSHIP FOR TODAY'S WORKFORCE

- A leader's job is to create a great environment: Disrupt – Intrigue – Connect – Engage
- Businesses will have robust processes for embracing diverse thinking and “sense-making”
- Questions will replace instructions; experimentation will replace “group think”
- Ideas will flow easily and quickly in all directions
- Meaning is the new money: how to create lasting engagement



BENEFITS

- **Full Access:** Access to the On Demand content for 30 days
- **Executive Summary:** Written overview of key learnings from each session
- **Multi-Language:** All sessions available in English, Spanish, Italian and Portuguese
- **Content:** 4 hours of content

PRICES

INDIVIDUAL	GROUPS
249 ^{USD}	3 tickets 639 ^{USD}
	5 tickets 1,039 ^{USD}
	10 tickets 1,999 ^{USD}



wobidigital.en@wobi.com



wobi.com/school-of-management