



Transformational Leadership



"I was so inspired by the work, how it made me think about my colleagues, and how I felt about the world. I wanted to improve the communication, to break down walls and barriers in the hospital. I learned to be a better leader."

– Dr. Wolfgang Stehr, Chief of Pediatric Surgery UCSF Benioff Children's Hospital Oakland

"The coaches set an amazing example! Their openness and emotional intelligence was truly inspiring and set the tone for my own goal-setting."

– technology client

"I was reminded that everyone has a fascinating life story, but I need to listen and make myself vulnerable first to connect with the other person."

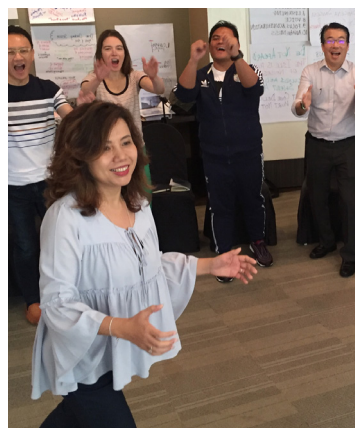
– technology client



Today's organizations are faced with various transformation and changes. The success of any transformational process depends on the contribution of its people at all levels. Employees bring their full gifts and talents to their jobs when they feel seen, heard, appreciated, and are empowered to make a contribution to the company's success. There is trust and open communication among team members and supervisors. People don't see obstacles, but rather opportunities and possibilities.

The Transformational Leadership program introduces leadership practices and skills that leaders need to motivate, inspire and develop their people during times of change. This workshop focuses on developing communication and storytelling skills, practicing awareness and introducing the fundamental coaching skills that leaders can apply to their day-to-day interactions with their teams, direct reports, as well as their peers. These skills may also be beneficial in managing up and effectively engaging with their supervisors.

Who should attend?



- Executives and leaders of organizations, departments, teams.
- Project leads or those involved in new initiatives at work.
- Individuals who are looking to make an impact and influence without necessarily being in the position of authority.
- Entrepreneurs or those looking to start a new business initiative and need to enroll others into their vision.

For more information and to customize a Transformational Leadership program for your organization, contact Mehmet Sevinç at +1-415-603-9448 or mehmet@berkeleyeci.com



Program Objectives

1. Discover your authentic leadership and explore different ways to be an impactful change agent
2. Develop leadership skills to motivate and empower others to transform themselves.
3. Enhance public speaking, presentation and communication skills to inspire and enroll others in to your vision.



Day 1: Leading Self

Authentic Leadership is about discovering who you are as a leader, your strengths/challenges, your leadership journey and stories, and telling your stories. Topics may include:

- 5 Powers of Authentic Leadership
- Leadership Presence
- Active Communicating Skills
- Storytelling for Leadership
- Building Self Awareness



Day 2: Leading Others

Inspirational Leadership focuses more on communication principles, building trust, introduction to coaching skills and power of dialog. It's about being able to motivate and empower others. Topics may include:

- Four Universal Communication Principles
- Building Trust
- Active Listening Skills
- The Art of a Meaningful Dialogue
- Building Awareness of Others
- Different Roles of a Leader
- Leader as Coach
- Fundamental Skills of a Coach



Day 3: Leading Change

Transformational Leadership is all about ability to inspire others and enroll them into your vision. This is where we'll do the passion speech, incorporating leadership presence, presentation skills and storytelling skills. It'll also be about your commitment as a leader and vision for the future. We'll also talk about the skill to adapt and think creatively on-your-feet (spontaneity skills). Topics may include:

- Persuasive Presentation Skills
- Best Practices of a High Performing Team
- Adaptability Mindset and Spontaneity Skills
- Leadership Commitments
- Creating a Change Culture
- Giving/receiving Feedback
- Creating a Transformative Vision

Post-Workshop Monthly Follow-on Sessions

Three months of distance learning and online group sessions will be moderated by Berkeley ECI faculty. Each session will have a theme and may include a check-in, Q&A, reflections and experiences of the participants.

Upon completion of the program, participants will receive a certificate of completion from Berkeley Executive Coaching Institute.

Optional Add-on Programs

These optional programs are suggested to further deepen the impact of the Transformational Leadership Workshop.

1-on-1 Executive Coaching

Participants of the program may opt to receive 1-on-1 Executive Coaching from a Berkeley ECI certified coach. The role of the coach is to help participants stay committed to specific goals they have articulated during the program. The 1-on-1 executive coaching can be beneficial as a follow-up to the training program to support the executives continued leadership development. Coaching may be customized by:

- Number of coaching sessions and frequency
- Coaching in-person or remotely (via teleconferencing or phone)

Leadership Assessment Study

The leadership assessment lays the foundation for the deep introspection and self-awareness work. There are 2 components of the Leadership Assessment:

1. Self-Assessment - Each participant completes a self-assessment to reflect upon their own leadership ability, strengths, and growth areas.
2. Peer Assessments - We will administer either interview-style or survey-style assessment to gather peer feedback from individuals nominated by each participant in order to gain insight from different stakeholders. Input will be combined into a summary report of what is working and needs work for each leader.

The Berkeley Executive Coaching Institute



The Berkeley Executive Coaching Institute (Berkeley ECI) provides executive coaching and training programs to executives and coaches around the world. Under the leadership and guidance of Founder Dr. Mark Rittenberg, our executive coaches and facilitators have transformed leaders in organizations and corporations in more than a dozen countries. Our Active Communicating® methodology is rooted in theater as heightened communication, and draws from the disciplines of the martial arts and from cross-cultural anthropology.

Inspired by our common humanity, our mission is to enable all people to develop their authentic selves, live their values and make a positive impact in their organizations and the world.

Who We Are

Mark Rittenberg, Ed.D., M.A.



Founder, Executive Coach
Distinguished Lecturer
UC Berkeley Haas School of Business
Northwestern University
Kellogg School of Business

Doy Charnsupharindr, M.B.A.



CEO, Executive Coach
Lecturer
UC Berkeley Haas School of Business
UC Davis School of Management

Susan Houlihan M.B.A.



COO, Executive Coach
Lecturer
UC Berkeley Haas School of Business

We've helped Fortune 500 companies, leading business schools, government agencies and social-action groups around the world make a positive impact on their organizations and their own lives. Our instructors and certified coaches are experienced business professionals with decades of management and leadership experience as well as academic credentials from top universities.

Our Programs

Leadership & Coaching Certificate Program

Offered in affiliation with the UC Berkeley Executive Education, the Berkeley Executive Coaching Certificate Program is a ten-day bootcamp plus six-month training for executives seeking to become better managers and leaders, as well as individuals interested in becoming executive coaches.

For Individuals

Build powerful leadership through our programs for individuals, including Authentic Leadership Presence, Storytelling for Leadership, Creativity in Leadership.

For Teams & Organizations

Our customized programs create highly engaged employees and transformed organizations. Programs include Creating a High-Impact Team, Culture Transformation, Leadership Academy, Building a Coaching Culture.

Executive Coaching Services

Our global network of coaches serves leaders around the world. Coaching programs can be customized for individuals, teams and organizations.

Our Clients

Leading organizations and business schools around the world, including:



The Stock Exchange of Thailand