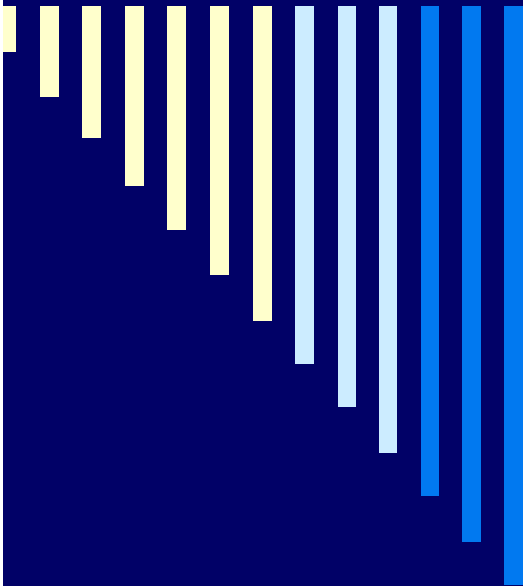




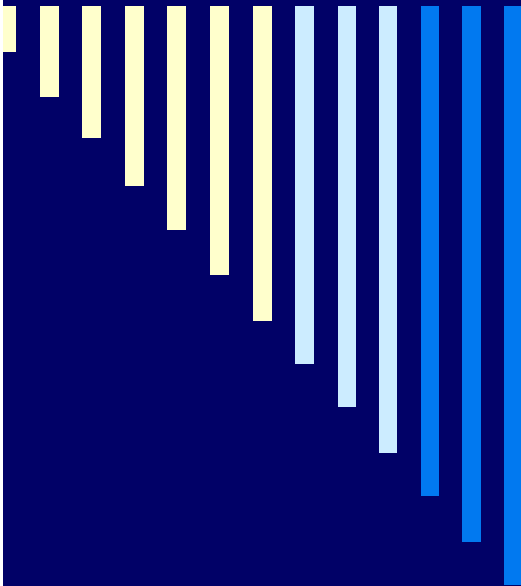
# Leadership in Learning – Learning of Leaders

**An Initiative in Executive Learning: The Circle of Deidesheim**



**THE CIRCLE OF DEIDESHEIM**

## The Idea: Learning of Leaders



**Business Owners, Senior Executives,  
Corporate Directors, Entrepreneurs**

**... do have a necessity to learn ...**

**however**

**...they are reluctant of using  
the standard learning opportunities!**

**The Idea: Learning of Leaders**

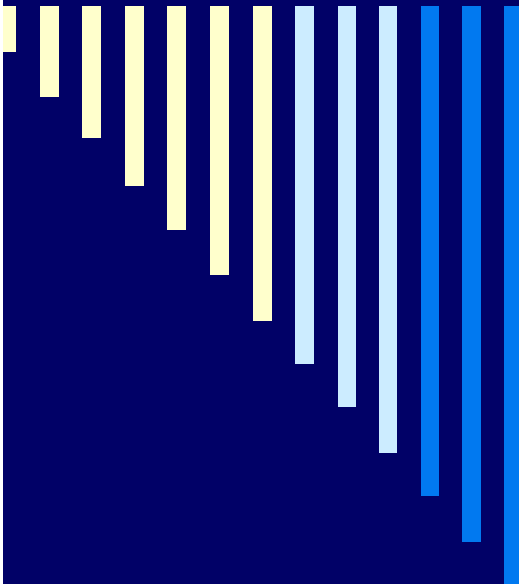


**Most learning experiences ...**

**... are based on a school-like approach – usually with a teacher-pupil dynamic ...**

**Our target audience has a self-perception as „being superior“ – accordingly they have difficulties in finding appropriate teachers!**

**Why ...**

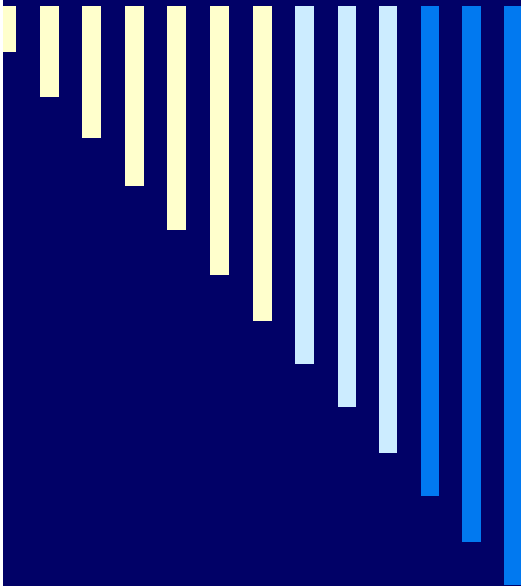


**The only teachers  
easily excepted by leaders  
are their peers: other leaders!**

**The accepted environment  
in which peers learn –  
is an informal meeting place.**

**The interaction style  
acceptable for learning is  
colloquial and casual ...**

**The alternative ...**



**We invited executives, directors,  
leaders, and entrepreneurs ...**

**... to join us for an afternoon ...  
and a dinner ...**

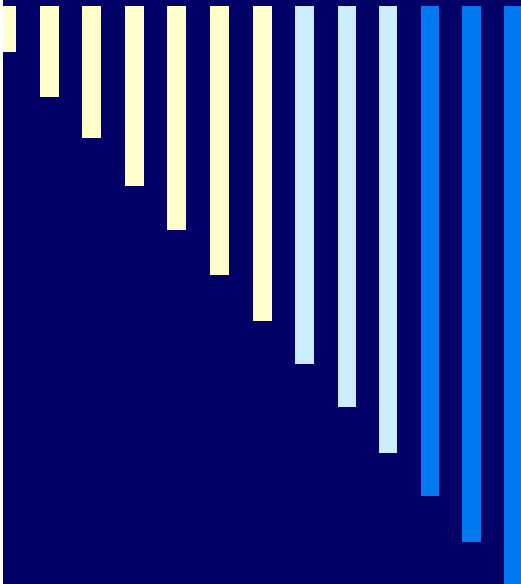
**... without a programme ...**

**... just as personalities ...**

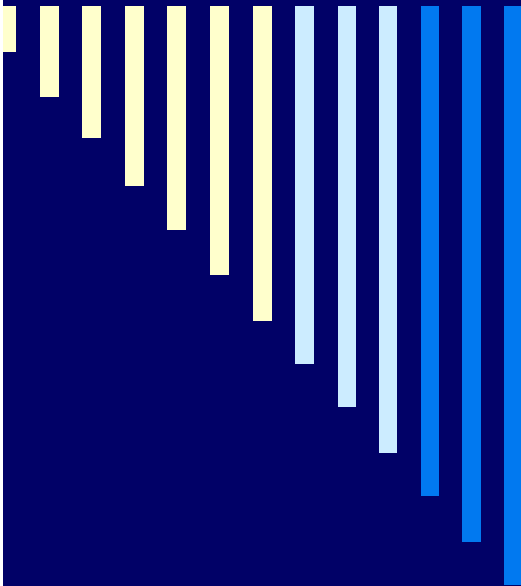
**... to exchange ideas, experiences,  
Insights, plans ...**

**... just follow our guidance 😊**

**The procedure ...**



# The procedure ...



## The location: Deidesheim

... a historical site ...

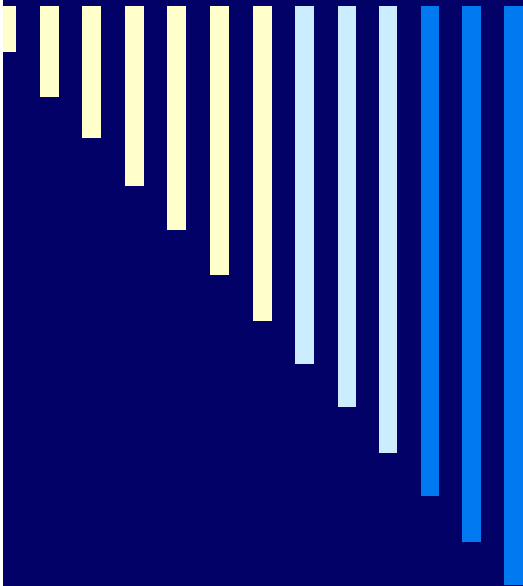
... supportive ...

... accessible ...

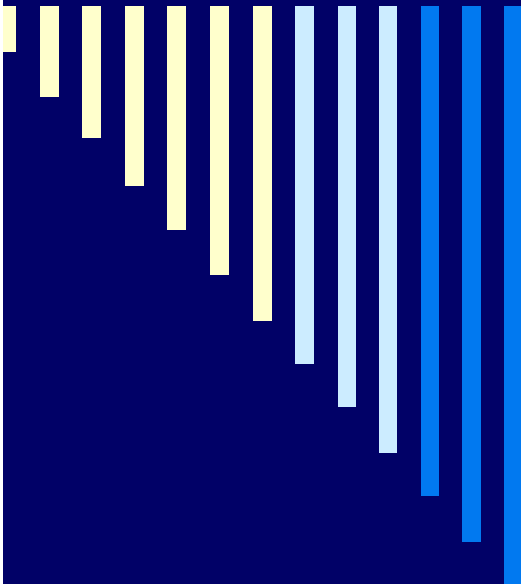
... with a spirit ...

The location ...

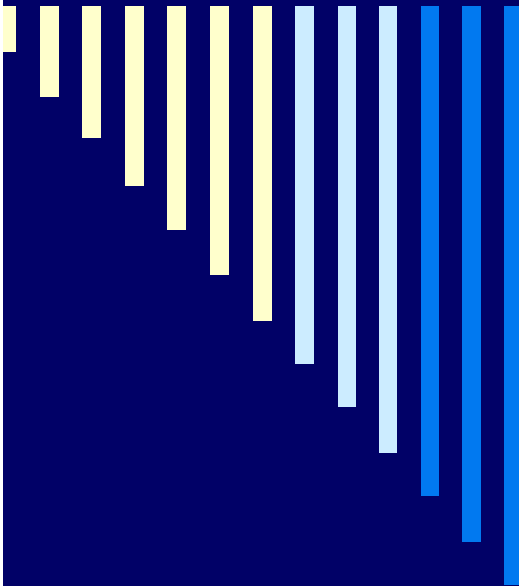




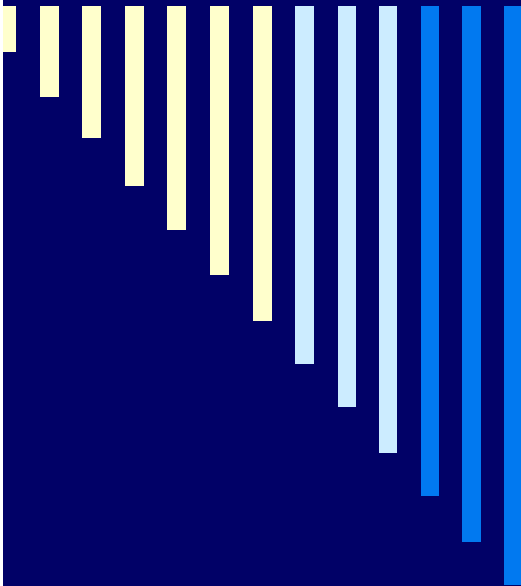
The location ...



The location ...

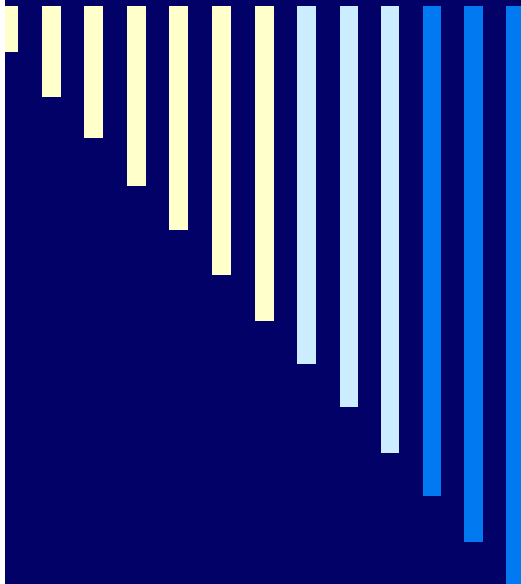


The location ...

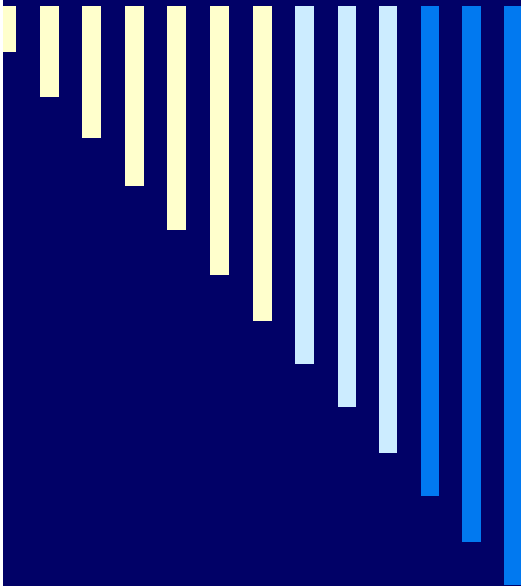


**The oldest form of exchanging ideas  
is simply to sit together  
in a relaxed atmosphere  
and to tell stories .....**

The procedure ...



The procedure ...

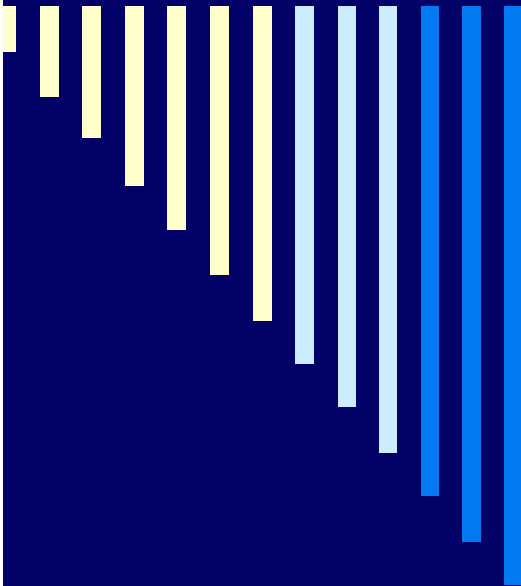


**The oldest form of exchanging ideas  
is simply to sit together  
in a relaxed atmosphere  
and to tell stories .....**

**We did exactly that!**

**We introduced the topic  
„courage in leadership“  
and asked for examples ...**

The procedure ...



**The participants started to tell  
(their) stories ...**

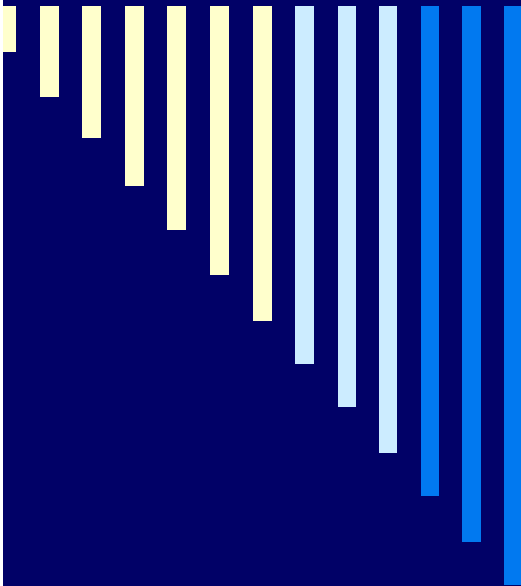
**... own experiences ...**

**... events they had heard about ...**

**... considerations and thoughts ...**

**... fairy tales, historical events ...**

**The procedure ...**



The participants started to tell  
(their) stories ...

... own experiences ...

... events they had heard about ...

... considerations and thoughts ...

... fairy tales, historical events ...

**WARNING: Story-telling may look simple ...**

**... as a learning tool it is ...**

**- however -**

**... sophisticated!**

The procedure ...





**Three hours later ...**

**... we had heard several stories ...**

**The feedback:**

**... we would like to have more time ...**

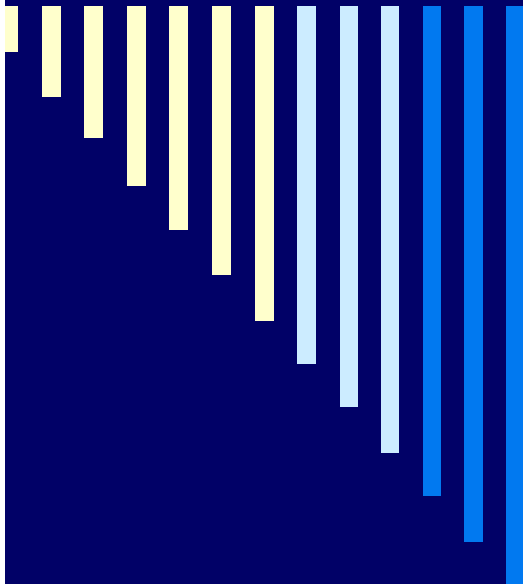
**... an interesting way to learn ...**

**... a special experience ...**

**... more depth than expected ...**

**... good alternative to theoretical,  
academic, and conceptual input ...**

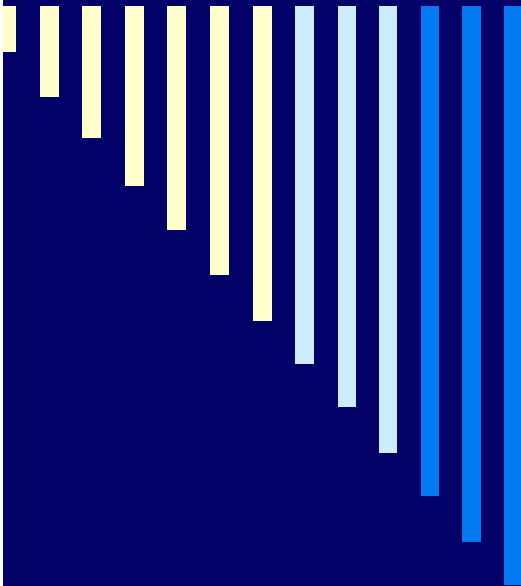
**The results:**



Thank you  
very much  
for listening  
and sharing!

Ulrich Schweiker





**We were asked to continue ...  
... we invited the same participants ...  
... they want to invite their friends ...**

**We consider similar meetings ...  
... with other participants ...  
... at additional locations ...**

**We envision this approach as  
appropriate for knowledge transfer  
for senior executives, e.g. for those  
involved in the transformation of  
countries and corporations**

