



# CIMBA ITALY

LEADING THE WAY in Global Business Education



## Goals of LIFE

Stopping Leadership myth.  
Developing Leadership-Character.

Realizing a quantum leap in personal  
development.

Leveraging neuroscience and cutting-  
edge biofeedback to realizing your full  
leadership potential.



# LIFE

## LEADERSHIP INITIATIVE FOR EXCELLENCE

A program cracking the “code for change”. LIFE leverages the results of yearlong research in the field of cognitive psychology, neuroscience. The mobile NeuroLab measures through cutting-edge biofeedback technology your leadership skills.

LIFE sharpens your leadership character skills and your profile as leader, partner and team player.

In LIFE you experience extraordinary leadership at its best - the skills required to move from good to great:

1. Effective leaders belong to a group
2. Successful leaders have influential relationships
3. Inspiring leaders guide teams toward joint goals

**Become the leader you always wanted to be - LIFE is getting you there**



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## Overview of LIFE:

LIFE stops the myths around leadership and refers to data and facts. A key component of LIFE is the analysis of leadership behaviors and character skills through biometric data collected during the program. Top athletes, special forces and first responders are using similar technologies to prepare themselves for those moments where stakes are high. LIFE measures your EQ, empathy, stress-response and the ability to relate with others. These facts drive the willingness of each individual to intrinsically overcome their “immunity to change”. LIFE sets the stage for them to become the leadership personality they always aspired to be.

LIFE is intense and challenging. The team quickly realizes, what it takes to become a highly effective leader and team player at the same time. Character skills suddenly get tangible and visible. Highly experienced Catalysts und Coaches challenge the team from early in the morning until late in the evening - each process scientifically designed to awaken the leader within. A highly dynamic interplay between high stress situations and phases of mindfulness. The group realizes that followership is the pre-requisite for leadership. The realize: the only way towards leadership success is the ability to give 100% for the team in order to get your team supporting you as leader responsible for achieving your team’s goals.

LIFE goes beyond technical leadership competencies. It aims to sharpen your profile and your character: At CIMBA Italy and Executive Oxygen defined through: critical thinking, decision making, problem solving and social interaction – especially in team settings. LIFE build the foundation for leadership excellence: Self Awareness, Social Awareness, empathy und threat detection. The Executive Oxygen online-dashboard provides comprehensive data and allows participants to continuously track their success through biometric and other feedback data.

## Outcomes of LIFE:

- Increased emotional intelligence - even under immense stress
- Ability to realize peak performance when needed
- Increased appreciation of team dynamics
- Higher effectiveness and self-confidence when stakes are high
- Sharpened decision making and attention
- Overcoming fears and realizing your full potential
- An objective “snap-shot” of own leadership capabilities

### Timing

Two and a half days of training

### Format

Max 24 participants

### Takeaways

Individual development plan, personal biometric report, access to personal online dashboard for ongoing progress tracking

### Registration

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