Know yourself and lead from there

KUNO

Leadership Community

KUNO PROGRAM
Overview 2023

All Program
All Modules

4 Dimensional Learning

Our mix to reach knowledge, skill and character development.
This mix is reflected in all our programs.

Peer-to-peer feedback, project in Capable, probes in different formats, seminars through communicator, reflective open questions activity, model response, quiz

KUNO
Leadership Community

The
BEGINNING

"The Beginning" starts your purposeful leadership journey with extracts from the book "The Movement of Trust" and reflective activities.

THE BEGINNING
Introduction and the book
The Movement of Trust
Leading now and in the future
Reflect on how the new normal affected you
Reflect on how do you as a leader work with sustainability?
Reflect on human values
The stories behind the philosophy
Reflect on the characteristics: adapåt to situation and challenges
Having core values
Reflect on people and companies values
Reflect on prosperity, humanity and globality

The
CULTURE

For starts-ups & entrepreneurs. "The Culture" aligns your start-up idea for securing your company's culture.

The CULTURE						
The Company (branded)	**Startup culture + seminar**	**Governance**	**Sustainability & social responsibility**	**Technology**	**Purposeful leadership**	**Basic coaching for leaders**
Introduction	Introduction	Introduction	Introduction	Introduction	Introduction	Introduction
The CEO/founder story/video	Different phases for a start up Organizational culture and structures (scaling up, keeping innovation)	Identify purpose	17 SDG	People and machines	The three Pillars	The benefits of coaching for a purposeful leader
Business Idea + Company unique content	Team culture (Group Dynamic and relations)	Identify strategy	Diversity and empowerment	Customer Centricity	Stakeholders	Coaching skills
Company purpose+ Company unique content	Onboarding process	Performance	Performance and profit	Business capabilities	Vision and stakeholders	A learning organisation
Company Culture+ Company unique content	Team culture	Stakeholders			Sense of Self	Constructive feedback
Company vision and mission + Company unique content	Group behavior	Relationships to stakeholders			Introduction to the Nine KUNO characteristics	The virtuous feedback cycle
						Reflect on feedback
						Reflect on feedback as part of your work environment

EXPLORE
(Level one)

"Explore" unfolds a strong foundation for the organisation.

Explore, level one				
Governance (incl. Values and Introduction)	**Sustainability & social responsibility**	**Technology**	**Purposeful leadership/intro KUNO Philosophy**	**Basic coaching for leaders**
Introduction	Introduction	Introduction	Introduction	The benefits of coaching for a purposeful leader
Identify your purpose	Diversity and empowerment	People and machines	The Three pillars	A learning organisation
Identify your strategy	Performance and profit	Customer centricity	Introduction of The Nine KUNO characteristics	The GROW model
Performance	17 SDG	Business capabilities and processes		The benefits of constructive feedback
Stakeholders		Future of work		The Virtuous feedback cycle
Relationship to stakeholders				Reflect on feedback as part of your work environment
Compensation				

DISCOVER
(Level 2)

In "Discover" we go deeper into business knowledge for purposeful leaders.

Discover, level two			
Governance	**Business capabilities**	**Social responsibility & sustainability**	**Technology**
Introduction	Introduction	Introduction	Introduction
Develop your purpose	Develop your capabilities	17 SDG	People and machines
Develop your strategy	Business capability architecture	Work environment	Customer needs and efficiency
Compensation and committee work	Platform and Gig companies	Employment satisfaction	Future of Work
Compliance and ethics		Diversity and empowerment	

The CORE

The KUNO core: The Philosophy and Purposeful leadership

The Core			
Learning Techniques and Tools	**Purposeful Leadership**	**KUNO Philosophy**	**Storytelling**
Reflection	Sense of self	The three fundamental values	Situations suitable for storytelling
Mind Mapping	Vision	The Nine KUNO Characteristics	How storytelling affects the brain
Virtuous Feedback Cycle	Stakeholders		Good reasons for having storytelling as part of leadership
GROW Model			Define what a leadership story should convey
			Define what a story about the future can be built upon
			KUNO components of a good business leader story
			Define what to do when creating a story
			Rules to follow when adding visuals
			How to reach conclusion with your story

ALL MODULES

tailor your own program

Topics:
Purposeful Leadership
Governance
Sustainability and Corporate Social Responsibility
Technology

Purposeful Leadership

Sense of Self

To lead with Purpose

Know your deeper self

The journey towards a stronger sense of self

Head, heart and gut feeling, the three brains of leadership

Sense of flow

Purposeful leadership: Sense of self
DEFINE HOW DECISIONS SHOULD BE MADE
ACCORDING TO MULTIPLE BRAIN INTEGRATION (MBIT)

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HEAD, HEART AND GUT – THE THREE BRAINS OF LEADERSHIP

"As your **sense of self** improves, you will begin your journey toward understanding your own **unique characteristics**"

1 2 3 **NEXT**

Purposeful leadership: Sense of self
DESCRIBE EACH OF THE THREE BRAINS

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Which describe each of the **three brains**?

This is the correct answer

THE HEAD BRAIN	THE HEART BRAIN	THE GUT BRAIN
✓ great for **thinking**	✓ leads the **emotional processing**	✓ **self-preservation**
✓ **cognitive perception**	✓ guides us in **values** and **purpose**	✓ source of **courage**
✓ making **meaning** of things	✓ **connection** with others	✓ **mobilisation**
✓ seat of **creativity**	✓ source of **passion** and **compassion**	

Purposeful leadership: Sense of self
FIVE STEPS TOWARDS FLOW

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FIVE STEPS TOWARDS FLOW

Sense of Flow
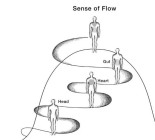
STEP 1 ∧
Being aware that the **three brains** exist
STEP 2 ⌄
STEP 3 ⌄
STEP 4 ⌄
STEP 5 ⌄

1 2 **NEXT**

Vision
Purpose, mission and vision
Building a vision statement
The vision of a purposeful leader
Walk the talk (with peer-to-peer activity)

Coach

As a **purpose-driven leader**, you have identified your **personal why** and this why brings meaning and **passion.**

A **higher purpose** in an organization is not just about **profitability** or **growth**, but also describes how the **people working** in the **company** make a **difference**, how their work gives them a **sense of purpose** and that they are **contributing** to **something important** to themselves and the world around them.

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Purposeful leadership: Vision
DESCRIBE HOW THE PURPOSEFUL LEADER'S VISION SHOULD BE
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VISION ❓

A **higher purpose** describes how **people** working in the **company** make a **difference** - how their work gives them a **sense of purpose** and that they are **contributing** to **something**

1 2 3 **NEXT**

Purposeful leadership: Vision
DEFINE MISSION STATEMENT

MISSION AND VISION ❓

Purpose
Company's **reason to exist**

Vision
What you want to **accomplish**

Mission
What you will **do** to **achieve your vision**

PHOTO CREDITS

Purposeful leadership: Vision
VISION INTRODUCTION
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VISION: THE SECOND COMPONENT OF PURPOSEFUL LEADERSHIP ❓

⏸ 🔊 1:03 / 1:42 ⚙ ⛶

Stakeholders
Relationship with stakeholders
Communication with stakeholders
The why, who, what, when and how in communication
Communication Strategy

Coach

As a **purposeful leader** you want to make our **world better** and you take **responsibility** for the **bigger picture**. This is reflected in your **vision** and in your **leadership**. You have the ability to think **long-term**, **sustainably** and **globally**. You set no outer limit for where your **responsibility** ends and you deliver results to all **stakeholders**—both **people** and **planet**.

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HIDE TEXT

Purposeful leadership: Relationsh...   Last changed: 23-05-2022 8:48 AM
DEFINE STAKEHOLDERS

As a **purposeful leader** you want to make our **world better** and you take **responsibility** for the **bigger picture**

1   2   3   NEXT

The Fundamental Values of KUNO

Introduction	Prosperity	Humanity	Globality
The three fundamental values of KUNO	What prosperity means for a purposeful leader	What humanity means for a purposeful leader	What globality means for a purposeful leader
The benefit of having values for you as a person	Why prosperity is important	Why humanity is important	Why globality is important
The benefit of having values for a company or organisation		Leaders succeeding with humanity as value	

KUNO Philosophy: Values
LIST THE THREE FUNDAMENTAL VALUES OF KUNO AND THE MOVEMENT OF TRUST
Last changed: 10-03-2023 1:17 PM

KUNO FUNDAMENTAL VALUES

Prosperity Humanity Globality

"A leadership that believes in prosperity, humanity and globality gives hope for the future—this is my conviction."

1 2 3 4 NEXT

KUNO Philosophy: Values
EXPLAIN WHAT PROSPERITY VALUE MEANS FOR A PURPOSEFUL LEADER
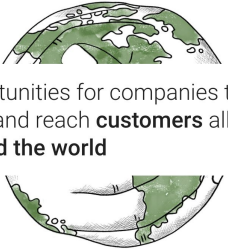Last changed: 30-10-2022 1:42 PM

PROSPERITY

Eva-Lotta Sjöstedt
Founder of KUNO Leadership Comm
0:13 / 1:06

KUNO Philosophy: Values
EXPLAIN WHY GLOBALITY IS IMPORTANT
Last changed: 13-07-2022 9:19 AM

WHY GLOBALITY IS IMPORTANT

Opportunities for companies to **grow** and reach **customers** all **around the world**

1 2 NEXT

The 9 modules of the Nine KUNO Characteristics, part of KUNO Philosophy

Adapt to situations and challenges

Embrace the power of technology and its impact

Take responsibility for the long-term impact

Understand hidden meanings

THE NINE KUNO CHARACTERISTICS ?

Continue developing your **sense of self** and learn how you relate to **The Nine Characteristics**

PREVIOUS   1 2 3 **NEXT**

Lean back in the unknown and welcome it with curiosity and openness

Recognize the uniqueness and value of the individual as well as the larger context

Show compassion and feel empathy for others

Know when to listen, when to speak and when to decide

Believe in potential over competence

Storytelling
Situations suitable for storytelling
How storytelling affects the brain
Good reasons for having storytelling as part of leadership
Define what a story about the future can be built upon
KUNO components of a good business leader story
How to create a story
Adding visuals
How to reach conclusion with your story

Storytelling

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DEFINE KUNO-SELECTED COMPONENTS OF A GOOD BUSINESS LEADER STORY

HOW TO CREATE STORIES THAT INSPIRE AND ENGAGE PEOPLE

KUNO-selected components of a good **business leader story**

1 Creating **credibility**, **engagement** and **emotion**
2 Providing a clear **focus** and **setting**
3 Being **genuine** and **honest** – being you
4 Using **visuals**
5 Reaching a **conclusion**

Governance

1 & 2

Governance 1

Purpose	Strategy	Performance	Stakeholders
Define governance	Define company strategy	Define performance	Define stakeholders
Identify why governance is important from a leader's perspective	Define why company strategy is important for you as a leader	Identify why it is important to measure the performance	Communication with stakeholders
Differentiate between business governance and corporate governance	Reflect on company strategy	Identify what should be considered when measuring the performance	Compensation to stakeholders
Understanding why purpose are important for a company		Strategy development tools	Reflect on relationship with stakeholders
Understanding why purpose are important for a leader		Define objective and key results	Reflect on communication with stakeholders
Reflect on personal purpose		Define balanced scorecard	
Reflect on company purpose		Define benchmarking	
		Reflect on performance	

Governance 1

PURPOSE

That's why it's important that you find a deeper meaning with what you are doing.
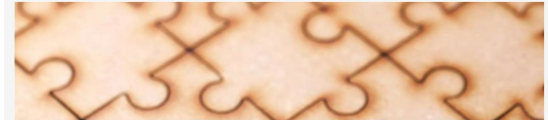
0:12 / 0:39

PERFORMANCE

Make decisions based on all of the **performance measurements**

PREVIOUS   1   2

STRATEGY

Your **strategy** is how you achieve your **purpose**

1   2   3   **NEXT**

Governance 2

Purpose	Strategy	Compensation & Committee Work	Compliance and ethics
Develop your purpose	Differentiate between planning dimensions	The characteristics of compensation	Differentiate between compliance and ethics
Understand and identify your purpose	The phases of strategy creation	The perceived value of compensation package	Define code of conduct
Develop your purpose in business	Define strategic foresight	KUNO insight on compensation and committee work	The benefits of Governance Risk and Compliance
	Define scenario planning	Employee motivators	
	The correlation between strategy and performance measuring tools	Reflect upon what is The perceived value in your organisation	
	Define strategy implementation phase		
	Reflect about strategy planning		

GOVERNANCE

With good **governance** and **purposeful leadership** you will fulfil your **purpose**, meet your **goals**, develop your **organisation**, create **trust** and change the **world** for the **better**

PREVIOUS   1   2

STRATEGY CREATION PROCESS

Vision statement
Expresses what you want to become, the **future state** of affairs once the **mission** is **fulfilled**.

Mission statement
Focuses on what you **do** (today and in the future) and **expresses** how the **core** of your **business** is striving to reach your **vision** or **move closer** to it.

Strategic objectives
Concretize what you want to **reach** by **number** and **time**. Best practise is to formulate them in a **SMART** way, meaning that goals shall be **S**pecific, **M**easurable, **A**chievable, **R**elevant and

Operational activities (actions)
Taken to **achieve** the **objectives**, which must include who is in **charge** to **achieve** them. A popular model to

1   2   NEXT

Sustainability and Corporate Social Responsibility (CSR)

1 & 2

Sustainability and Corporate Social Responsibility (CSR) 1

Sustainability and Corporate Social Responsibility/Introduction	Diversity and empowerment	Performance and profit	17 SDG
Define sustainability and Corporate Social Responsibility	Define diversity	Identify the benefits that sustainability processes and practices bring to the company	The 2030 sustainable development agenda
Sustainability and CSR and company strategy	Define empowerment	"Walk the talk" with sustainable approach	The 17 Sustainable Development Goals
Sustainable investments	The benefits of having a diverse organisation	Sustainability from purposeful leaders perspective	
Reflect on Sustainability and Social Responsibility	Reflect om diversity ans empowerment		
Reflect on Sustainability and Corporate Social Responsibility			

Sustainability and Corporate Social Responsibility (CSR) 2

Sustainability and Corporate Social Responsibility/Introduction	17 SDG	Work environment	Employment satisfaction	Diversity and empowerment
Differentiate between sustainability and CSR	The 2030 Sustainable development Agenda	Decent work	Employment satisfaction and company success	A key ingredient for a global world
Sustainability standards	Business Avengers	Leaders' challenges due to urbanization	Today's workforce	How to measure and support diversity
Differentiate between business value and sustainability impacts	The characteristics of sustainable businesses	Smart Cities visions	Reflect on why KUNO value "globality" is important from employment satisfaction perspective	The benefits of remote work
Improvements of business thanks to sustainability standards	SDG compass	The principles of smart cities	Define why CSR is important for employment satisfaction	Reflect on Diversity and empowerment
Reflect on Sustainability and Corporate Social Responsibility agenda		Case study smart city: Indore	Describe employees' engagement and satisfaction perception	
		Responsibility beyond borders + reflect activity	Reflect on employee satisfaction	

Technology, 1

Technology 1

Technology introduction	People and machines	Customer centricity	Business capabilities and processes	Future of work
Define technology	Opportunities from technology development	Customer centric approach in business	Define Business capabilities	The digital revolution
	Actions that only humans can do	Define the relation between customers and technology	Define processes	The digital revolution's impact on future of work
	How technology impacts humans	Reflect on customers centric approach	Leaders' role in ensuring Business capabilities and processes	Five new realities of work
			Differentiate between core and support capabilities	Reflect on digital revolution and future of work

Others

The module of Learning techniques and tools

Reflections	Mind Mapping	Virtuous Feedback Cycle	GROW Model	Mindfulness
Self reflection	Mind Mapping	The Virtuous feedback cycle	The G R O W model	The benefits of practicing mindfulness
The reflective learning cycle	Radiant and linear thinking	Guidelines giving/receiving feedback	4 areas of coaching conversation	Mindfulness exercises
Four levels of reflection	The key characteristics of a mind map			
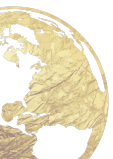
The module KUNO storytelling

Situations suitable for storytelling
How storytelling affects the brain
Good reasons for having storytelling as part of leadership
Define what a leadership story should convey
Define what a story about the future can be built upon
KUNO components of a good business leader story
Define what to do when creating a story
Rules to follow when adding visuals
How to reach conclusion with your story

The module KUNO basic coaching for leaders

The benefits of coaching for a purposeful leader

Coaching skills

A learning organisation

The GROW modell

The benefits of constructive feedback

The virtuous feedback cycle

Reflect on feedback

Reflect on feedback as part of your work environment

Coach

In a **coaching conversation** you explore **four areas** step by step to help the **coachee** to **commit** and to be able to realise a **goal**: **Goal**, **Reality**, **Options**, **Will**. This is a simple model of **coaching**. Click on tabs to see the description of each **GROW** model part.

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Coaching
EXPLAIN WHAT IS THE GROW MODEL USED FOR

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GROW MODEL

Coaching conversation

| GOAL | REALITY | OPTIONS | WILL |

What does the coachee **want** to **achieve** right now?

Exploring this will help the coachee to be **clear** about what they want.

You can ask **questions** like:
– What do you want to achieve?
– What would you like my help with in this session?
– What does success look like for you?

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PREVIOUS   1   2   3   **NEXT**

Coaching
LIST THE BENEFITS OF VIRTUOUS FEEDBACK CYCLE

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VIRTUOUS FEEDBACK CYCLE

Practical guidelines for **receiving feedback**:

Listen actively   Take time to reflect

PREVIOUS   1   2   3   **NEXT**