

# Thought Leadership

## Introduction

---

Robin Ryde is one of the UK's brightest rising stars in management with a background in leadership and organisational development. Robin is author of the celebrated book **'Thought Leadership: Moving Hearts and Minds'**, the first in a series of management books to be published by Palgrave Macmillan.

For an overview of the Thought Leadership principle by Robin Ryde, please use this link -

<http://www.meettheauthor.co.uk/bookbites/1350.html>

## The Challenge

---

Leadership today leaves people disengaged, already exhausted by the 'next big initiative' and unsure of their contribution to the bigger picture. To be successful, leaders need to **mobilise the talents of their people and bring about new solutions** to the problems we all face. Modern leadership is about:

- transforming the thinking of those around them
- shaping the social process of engagement
- strategising and decision-making so that workers can create immeasurable value
- the 'circuitry' that lies beneath the habits and norms that govern business conversations
- the role leaders can play in mastering the process of thinking with others
- creating an environment that propels an organisation towards creative and more innovative solutions.

## How this Workshop will help

---

Robin Ryde's Thought Leadership workshop encompasses practical, easy to understand sessions which provide the understanding and solutions to these challenges. The combination of theory and practical exercises ensure that you can embed and use the techniques taught.

Modern leadership is about building the capacity of those around you. It is about the skill needed to unlock the ideas, energy and creativity of people when they come together to think. But fostering the right environment and the conditions for great problem-solving is far from easy. Important discussions too often wander off-course. Great ideas get trampled under foot. People drown in problems and deficiencies and find themselves woefully short of solutions. 'Thought Leadership' is the antidote to this experience.

## Workshop Benefits

---

Here are just a few of the endorsements that Robin's **Thought Leadership** techniques have received:

- "Bang up to date and full of insight, Robin Ryde will be required reading for anyone who wants to be a leader in an age of terrifying change." - **Jeremy Vine, BBC Presenter**
- "An immensely enjoyable, provocative and intriguing book; your meetings will never be quite the same again and you will have Robin Ryde to thank for that." **Professor Keith Grint, Cranfield University & Defence Leadership Academy**
- "This book provides real insights from an experienced and respected practitioner in the field of senior management development." **Iain Macdonald, Group vice President & Group Controller, BP plc**
- "At last, an accessible business book that truly inspires and places passion at the heart of leadership" **Robert Swan OBE, the first man to walk to the north and south poles**
- "A leader persuades people through reason, but compels them to action through emotion - Robin Ryde understands that and I am pleased he has put his wealth of experience into this book" **Simon Woodroffe, Founder of YO! Sushi and YO! Everythingelse**
- "This is the first leadership book that offers leaders real tools to help them understand how people think and real methods to change that thinking. Apply the tools - they really work!" **Steve Mcguirk, President, Chief Fire Officers Association**
- "Its no longer enough, when leading in a complex, connected and fast changing world, to read about how others have lead and changed organisations in the past - even the recent past. This is the first leadership book that offers leaders real tools to help them understand how people think and real methods to change that thinking. Robin Ryde has pulled off the difficult trick of intellectual and academic analysis and grounded it in real experience having observed first hand hundreds of today's senior leadership figures across all sectors in action. Apply the tools - they really work!" **Steve Mcguirk, President, Chief Fire Officers Association**

## Workshop Objectives

---

This workshop will give you:

- Exemplary decision-making
- Quicker organisational change &
- Focused leadership

## Workshop Outline

---

During Robin Ryde's one day Thought Leadership workshop, you will learn:

- Getting thinking habits on the agenda
- Environments that leaders create
- Senses that make good ideas
- The Six Dominant Styles of leaders

- Defining the Shadow Thinking Styles for 360° Leadership
- Getting into better habits Building the capabilities, strengths and engagement of your team Securing a return on your most valuable asset

Who should attend?

---

Middle and senior managers, leaders of business and department heads.