



**Executive Leadership Series**  
**4 Sessions –**  
2 Hours of Interactive Training

This groundbreaking series will take your organization from ordinary to revolutionary. The entire concept of leadership is changing; in the Executive Leadership Series from LearnKey, Joel Barker takes you through a journey to explore old ideas and stagnant patterns, transforming your outlook to move beyond the natural resistance to change and create successful new opportunities. This course is for anyone who wants to increase innovation, create a paradigm shift and generate greater wealth.

**Benefits**

- Through innovation, your organization will have the keys to generate greater wealth.
- You will develop the power to identify and act upon change.
- Developing your leadership strategies will result in successfully leading your organization into the future.

**About The Author**

**Joel Barker** is a world-renowned speaker who has popularized the concept of paradigm shifts for the corporate world. As the author of Future Edge, as well as several best-selling business videotapes, he has shared the importance of vision, successfully demonstrating that paradigms can explain revolutionary change. Joel Barker's honors include an honorary Doctorate in Visionary Leadership from St. Mary's University and the Excellence in Education Award for supporting educational innovation.

# Executive Leadership Series

**Leadershift**

- Section A: Leadershift
  - Introduction
  - Definition of a Leader
- Section B: Lesson 1
  - Focus on the Future
- Section C: Lesson 2
  - The Nature of Fundamental Change
- Section D: Lesson 3
  - Appreciate Complex Systems
- Section E: Lesson 4
  - Leadership Style Affects Productivity
- Section F: Lesson 5
  - Creating a Shared Vision
- Section G: Conclusion
  - Review

**Tactics of Innovation**

- Section A: Tactics of Innovation
  - Introduction
- Section B: Tactic 1
  - Upside Yes/Downside No
- Section C: Tactic 2
  - Seemingly Simple/Small Steps
- Section D: Tactic 3
  - Clear Message/Compatible Fit
- Section E: Tactic 4
  - Credible Messenger/Reliable Performance
- Section F: Tactic 5
  - Easy In/Easy Out
- Section G: Conclusion
  - Tactic Review
  - Four Final Points

**The New Business of Paradigms**

- Section A: What Are Paradigms?
  - Introduction
  - Paradigm Definition
  - Paradigm Example
- Section B: Paradigms in the Real World
  - Product Paradigms
  - Scientific Paradigms
  - Business Model Paradigms
- Section C: Paradigm Shifts
  - Back to Zero
- Section D: Key Concepts and Observations
  - Paradigms are Common
  - Paradigms are Useful
  - Paradigm Paralysis
  - Paradigm Pioneers
  - Courage of Early Adopters
  - Paradigm Change
  - Final Thoughts

**Wealth, Innovation and Diversity**

- Section A: Putting Differences to Work
  - Introduction
  - Irish Potato Cultivation
  - Inca Potato Cultivation
  - Two Choices
  - Fear of Differences
- Section B: Stages of Growth
  - Stage One – Accretion
  - Stage Two – Replication
  - Advantages of Replication
  - Risks of Replication
  - Principles of Biodiversity
  - Stage Three – Mutualism
  - How Mutualism Works
  - Mutualism Creates Wealth
- Section C: Ongoing Innovation
  - Paradigm Shifting Innovations
  - Outsiders Shift Paradigms
  - Summary of Diversity

