




# GUIDING TALENTS **CREATING GROWTH**



Presentation to Managing Board ....

By mr Hans Balmaekers, MD Young Leaders Academy

Amsterdam, 65 juli 2047



“ The Young Leaders Academy delivers  
the most cost-effective way  
to **develop** your **young professionals**  
towards leadership ”





Today's agenda takes max 60 minutes





# Recent trends in Talent Management



Earlier focus on personal leadership development

1. Developing next generation leaders
2. Closing the gap in skills

Need for training to be

- Measurable
- Integrated in daily work
- Cost-effective

# We offer the 'Leadership Expedition'



Our leadership training is focused on 3 learning goals:

- Gaining knowledge and experience
- Developing a leader's mindset
- Understanding your company's context

Facilitated online by means of a serious game.

3 Months; 20-30 minutes a day



- Essential leadership theories
- Simulating managing a team and an organization
- Based on Management Drives profile
- Understanding company context: translate objectives into daily work
- Thoroughly tested by and co-created with young professionals.

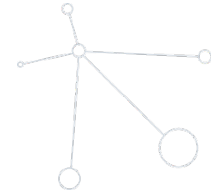
The Leadership Expedition is ready early 2013.

# As learning method, we use Serious Gaming



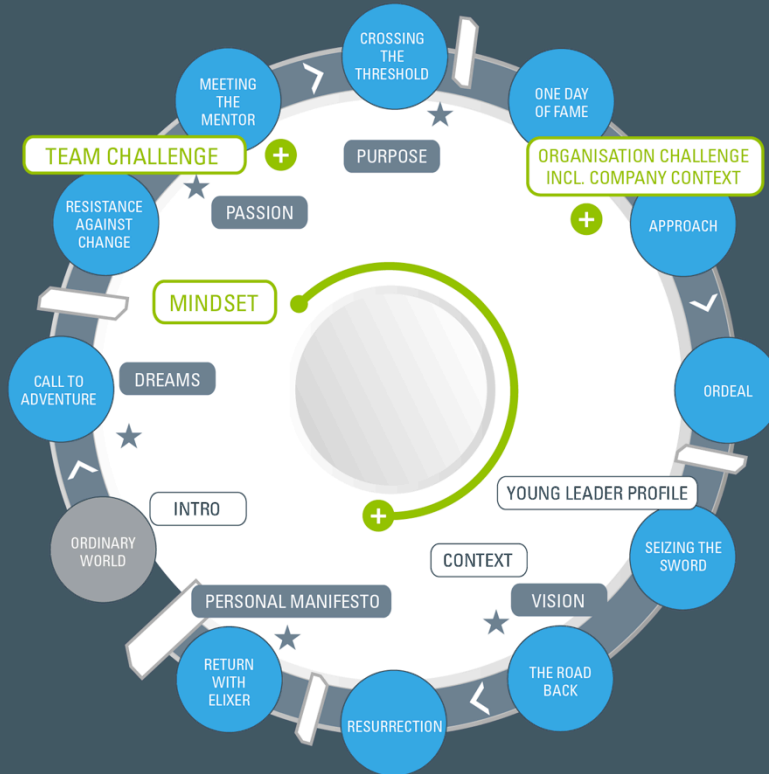
- Increase of 20% in learning effectivity and 10% in retention of knowledge
- Location and time independent
- Generating objective data to be used as a management tool

“Tell me and I will forget  
Show me and I will remember  
Involve me and I will learn”



*Benjamin Franklin*





Based on the best-selling movie script 'The Hero's Journey'



# Demo

10 Minutes clickable demo  
Leadership Expedition



[ DEMO ]

# Demonstration

LEADERSHIP **EXPEDITION**



# Reasons for Serious Gaming





US Army started using serious games for recruitment. American youth could play missions.

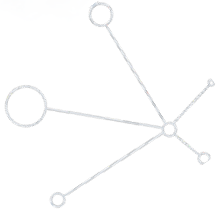
The game selected a certain type of players who got invited to work for the army.



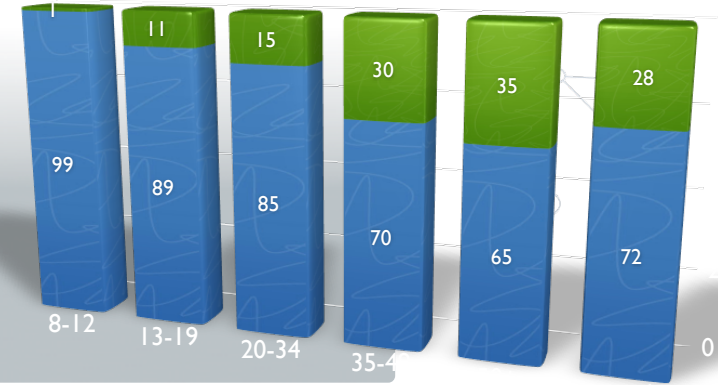
This game trained bank employees on the new ways of working within ABN AMRO offices, with a focus on quality, turnover and customer satisfaction. The game is also used as a coaching tool.



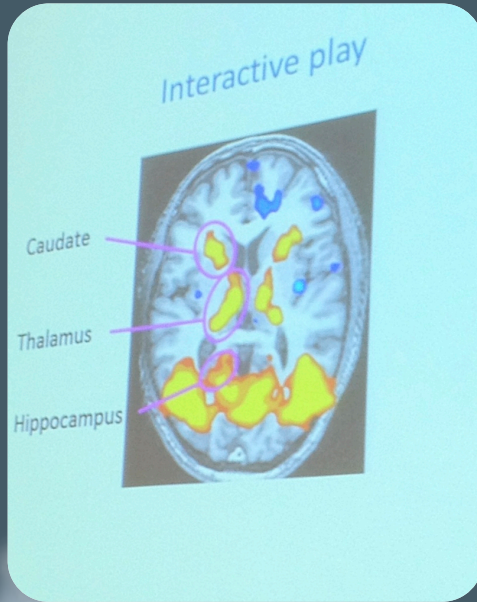
# 85% of the target group plays games



On average, 4-6 hours a week



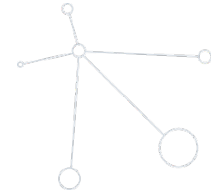




Learning by games is proven to have bigger impact in our brains.

- 20% increase in learning effectivity
- 10% better retention of knowledge

# Partnership



# Benefits for *your company*



## BENEFITS

Effective way to

- Hire top talent
- Develop your next generation leaders
- Retain your high potentials

The program can be customized to your company's:

- Objectives and possible change topics
- Model of leadership

Extremely useful as a Management tool

# Benefits for the Young Professional



## BENEFITS

- Fast-track leadership development: learning theory and application 'on the job'
- Investment in personal development
- Challenging, engaging and personalized way of learning, which suits this generation of employees
- Learning where, when and how I want

# The Value Proposition is unique



## Research:

Time and spending on employee development

Average company: 15 hours of training at \$ 800 / FTE

High performer: 20 hours at \$ 1000 / FTE

Young Leaders Academy offers **45 hours of training at € 395 / FTE**

It would be great to welcome you...



...to benefit from the most cost-effective way of developing your young professionals towards leadership



# Guiding Talents, Creating Growth

