

THE



ONLINE

PROGRAMME

**Scalable personal development to
increase employee engagement on
all levels of the organisation.**

WHY CU*i?

CU*i is a scalable personal development programme aimed at **increasing employee engagement** through **self-reflection** and **social interaction**.

Who doesn't want a thriving organisation that people are excited to work for, partners love to do business with, and with whom clients are keen to engage?

A 2018 Harvard Business Review meta-study revealed that *"...it's common for leaders seeking to build high-performing organisations to be confounded by culture."*

To put it in the words of management consultant Peter Drucker:
"Culture eats strategy for breakfast".

The CU*i programme enables holistic and sustainable cultural change by transforming all central aspects of organisational reality:

- **Mindset**
from feeling overwhelmed and disengaged to **ownership and a solution focus**.
- **Behaviour**
from reactive and blaming to **pro-active, cooperative, and engaged**.
- **Systems & Processes**
from bureaucratic and hierarchical structures to **organisation wide, agile self-organisation**.
- **Culture**
from disconnected silos and protection to a **culture of belonging and deliberate development**.

THE CU**i* METHOD

CU**i* achieves the **personal development** of each participant and the parallel development of the **organisational culture** by focusing on **four essential areas**:

1. Inner work

CU**i* promotes personal development of individuals through strengthening of inner meta-competencies:

- self-reflection
- self-compassion
- personal ownership
- the ability to engage in deep dialogue

2. Understanding the BIG picture

CU**i* increases the ability to take a meta-perspective and thus

- to observe the interaction between individual and collective reality,
- take into account the interfaces between stakeholders inside and outside the organisation, and
- to develop a systemic understanding of the overall organisation.

3. Fostering deep connections

CU**i* fosters the building of meaningful and trusting relationships in the organisation

- by supporting people to talk to each other instead of about each other,
- by training empathy and active listening,
- and by making employees see themselves as role models for the organisation.

4. Applying conscious rituals

CU**i* introduces rituals that make sustainable change possible because they are

- goal-oriented,
- applied regularly and
- reviewed for their effectiveness.

THE CU**i* FORMAT

On our **online platform** we playfully combine **individual** and **social learning**. This **blended learning approach** enables simultaneous coaching even of very large groups.

Individual learning:

- exposure to models and theories in the form of entertaining and informative **video** and **audio content** on the **online platform**.
- tasks to deepen **self-reflection**.
- building a **personal reference library** by downloading the programme contents in PDF format.

Social learning:

- bi-weekly **triad conversations** with colleagues to deepen the learning and help with application in everyday life.
- **dialogue** with colleagues from other parts of the organisation on the online platform.
- bi-weekly live **video conferences** with colleagues from other parts of the organisation moderated by a CU**i* coach.

DURATION

CU*i consists of 6 modules delivered over a period of three to four months. This period of time allows for a shared language to develop throughout the organisation and the integration of new rituals into daily life.

PARTICIPANTS

CU*i democratises access to highest quality content. It is designed for employees at every level of the organisation, from top leadership to the front-line.

TIME COMMITMENT

CU*i supports micro-learning i.e., small tasks, that can be completed on any device at any time.

The optimal time commitment averages 20 minutes per workday.

CU**i* CONTENT

The intellectually and visually engaging learning journey of the CU**i* programme features content developed by coaches, psychologists, and designers. They are based on the newest insights from **psychology, neurosciences, and adult learning**.

The CU**i* programme combines **individual personal development with collective development** in the form of interdepartmental triad conversations and group video conferencing.

Module overview:

- 1. Check my Mindset** – Based on models such as the Comfort Zone, Ladder of Learning, and Balcony and Dance, we explore our inner mindset as the foundation for change and growth.
- 2. Needy Icebergs** – The discovery of the psychological needs that motivate our behaviour is the starting point for more self-compassion and compassion for others.
- 3. Mirror, mirror** – Understanding the principle of projection makes it possible to develop more empathy with challenging people and to sustainably transform relationships.
- 4. Push P.A.U.S.E.** – The P.A.U.S.E. process is introduced as a method for increasing self-reflection and mindful and solution-oriented responses.
- 5. Life Wide Web** – This module focuses on creating a deep, systemic understanding of one's own role and effectiveness in the organisation and beyond.
- 6. Get on the Balcony** – The meta-reflection from the balcony allows pinpointing the most relevant insights from the CU**i* journey, and jointly selecting rituals that will continue to deepen understanding, trust, and accountability.



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