

# FAST FORWARD

LEADERSHIP UNUSUAL



A UNIQUE LEADERSHIP DEVELOPMENT PROGRAMME  
FOR THE LEADERS OF 'BUSINESS UNUSUAL'



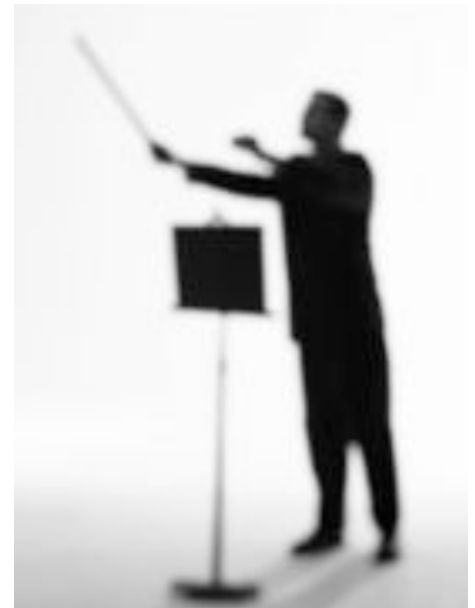
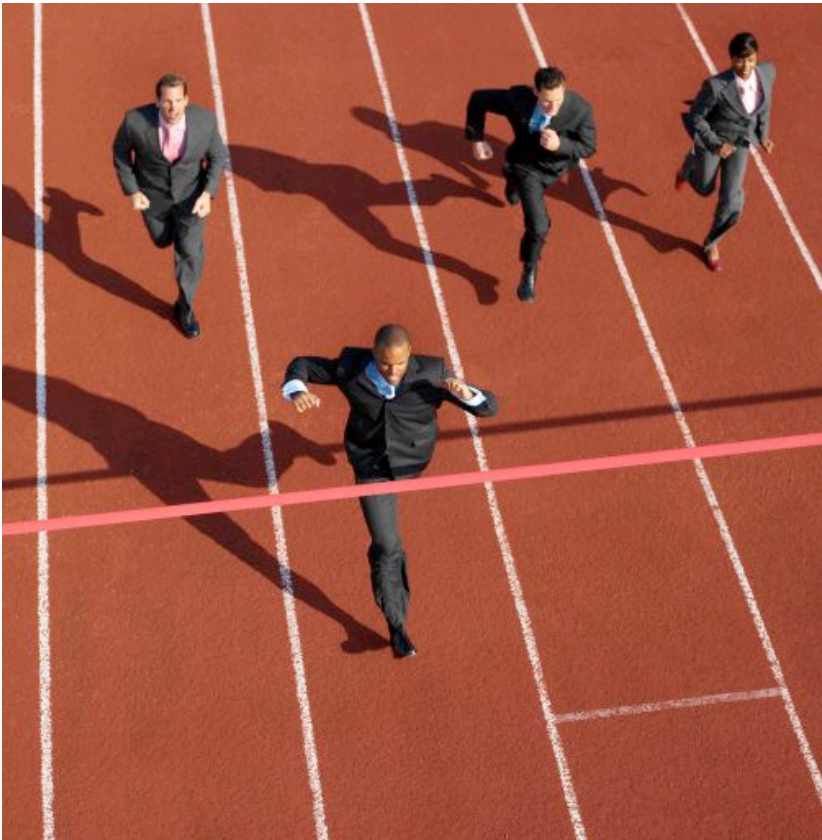
***‘The  
unexamined  
life is not  
worth living’  
- Socrates***

## INTRODUCING FAST FORWARD

Fast Forward is a unique programme for the leaders of 'Business Unusual' - the business of tomorrow. It is a modern variant of an ancient method of learning - the Socratic Dialogue.

The programme aims to give a select group of participants deep learning in the key disciplines of business leadership: thinking strategically; inspiring and motivating people; bonding with customers; and making things happen. Fast Forward is a select programme for leaders who wish to deepen their wisdom and develop unique insights.

# DEEP LEARNING



*“Your position never gives you the right to command. It only imposes on you the duty of so living your life that others may receive your directions without being humiliated.”*

**DAG HAMMARSKJOLD**

## LEARNING THROUGH DIALOGUE

Fast Forward is designed and led by **Sunny Bindra**, Kenya's renowned business thinker, lecturer and writer. Sunny has worked intimately with some of the region's top leaders, and is an inspirational teacher and speaker. Fast Forward will provide you with the latest thinking on key leadership disciplines: strategy; execution; and bonding with your people and your customers. Fast Forward is learning the old-fashioned way - through dialogue, questioning and probing in an environment that encourages interaction with a select group of peers. Fast Forward will take a small number of carefully screened participants every year, and provide an intimate learning experience. It will combine age-old wisdom with leading-edge current

management thought, and will draw from a deep well of local and international case studies.

## STIMULATING DEEPER THOUGHT

The modern world spends little time teaching people how to lead. We teach theory and provide methodologies, but few are given a glimpse into the soul of business leadership. Fast Forward aims to fill that gap in East Africa. This programme does not offer physical team-bonding pursuits, experiential learning, role-playing exercises or real-time individual coaching. Others do that much better. Fast Forward is about ideas and group discussion, in an environment that stimulates deeper thought. Programme sessions are designed to generate debate and repartee, and to allow participants to question their own assumptions and opinions. The group will be encouraged to move to a

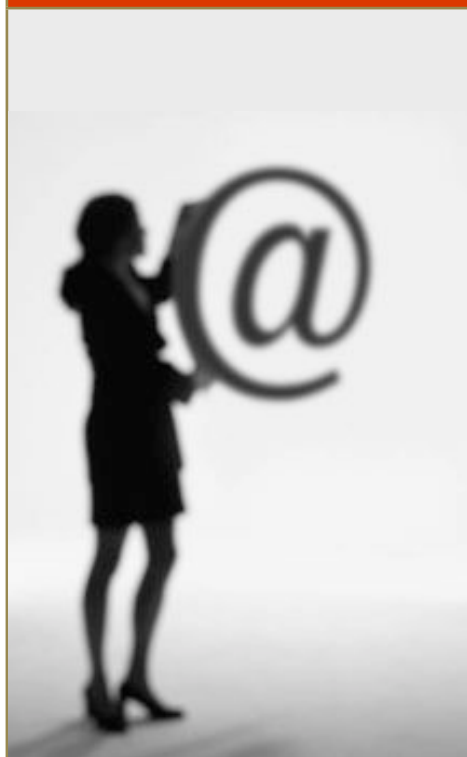
consensus position over time - but will recognise that there are no hard-and-fast answers, only powerful insights and deeper perspectives.

Fast Forward is for those who want to uncover the real meaning of leadership, and bring nobility and higher thought back into business.

## WHO SHOULD APPLY?

Fast Forward is for current and future business leaders. It is for those who have risen fast in large companies, as well as those who have the nerve to start their own. A small group of participants will be selected each year for this exclusive programme. Each group will contain a healthy mix of people of diverse experience and backgrounds. At Fast Forward, you will learn from a group of peers. We hope you will make a set of wise friends who will be with you for life.

## CORE KNOWLEDGE SESSIONS



### *Leadership unboxed*

Uncovering the true meaning of leadership by exploring the relationship between leader and follower.

### *Inspiring and motivating*

Understanding how to influence a mass of people to fulfil the purpose of your organisation, and designing a psychological contract that allows employees to do the extraordinary.

### *Developing strategic understanding*

Understanding the essence of business strategy, and knowing how to break away from the competing pack.

### *Getting things done*

Understanding the role of the leader as a doer and an exemplar, and ensuring that things are done in the right way at all levels.

### *Bonding with customers*

Understanding the centrality of the customer in any business, and forging a unique emotional bond with customers that lasts for decades.

### *Connecting the dots*

Understanding your personal leadership assets and bringing out the authentic leader in you.

### LEARNING THE FAST FORWARD WAY

FFWD will deploy a variety of learning methods:

- **One-on-one sessions** with the Programme Leader: at the outset (to understand your learning needs); and during the course of the programme (to gauge your learning and progress).
- **Intensive overnight sessions** to cover the core knowledge modules. Each session will begin with a summary of wisdom from leaders and thinkers through the ages; it will then proceed to a full dialogue in the tradition of Socrates and Plato - a structured progression of questions that reveal the intricacy of the topic under discussion.
- **Company visits** - a set of field trips to outstanding firms to see leadership in action and learn key lessons on the ground.

A thoughtfully prepared set of reading materials will be provided for each session.

### HOW TO APPLY

To be considered for Fast Forward, you must be an existing leader of an ambitious business, or must have demonstrated the capacity and desire to take on top leadership. The Programme Leader will select a small set of participants every year in order to balance the intake and provide the necessary spark and stimulation. Please fill in the enclosed application form and send to:

**Janet Chege**  
**Sunwords**  
**Tel: 0733481393**  
**janet@sunwords.com**  
**www.sunwords.com**

### ABOUT SUNNY BINDRA

Sunny Bindra is a leading management consultant in Kenya, working with a select group of corporations, CEOs and boards to develop strategic thought and governance mechanisms. He is an Executive Fellow at Strathmore Business School, and a member of the School's International Advisory Board. Sunny is a popular business writer and columnist, known for his provocative views on leadership, business and society.

