



Module 1: Credit Suisse Learning Center "Bocken" – Horgen/Zurich



Module 2: Ericsson Global Headquarters, Stockholm

# Advancing Corporate Learning Leaders

An ECLF Program for  
Senior Learning Professionals

<b>Zurich</b>	March 8-11, 2011
<b>Stockholm</b>	June 27-29, 2011



Dear colleagues:

We all are witnesses to the fact that the role of Corporate Learning and Development has become increasingly demanding over the last decade. The growing importance of learning and talent as a core business issue, the dynamics of globalization and demographic change, the rapid development of technology, the challenges posed by the political and economic realities after the financial crisis – these are only a few of the factors that continue to reshape our practice.

In light of the above, some of you had the idea to use the spirit and the resources of our ECLF community to create an educational offering for ourselves that is not driven by outside providers but deeply taps into the capabilities of our network. The idea got momentum, and over the last months a group of member volunteers worked on developing a program which we called “Advancing Corporate Learning Leaders” (ACLL).

Today we are happy to present to you the results of these efforts: a unique learning opportunity, which will not only widen the horizon and strengthen the capabilities of its participants but also create immediate impact on learning initiatives within their corporations and foster the overall strategic development of our practice.

ACLL will leverage the power and the capabilities of ECLF in multiple ways:

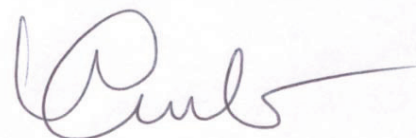
- it is a program designed for and shaped by ourselves, and it is available exclusively to ECLF members.
- The program’s architecture is based on our willingness to learn from each other and to share practices in a trustful environment – a culture which is deeply rooted in ECLF and which will further enhance the quality of our network.
- the program design strives emphatically to link individual learning with the organizational context of the participants. Some of the ingredients of ACLL’s unique action learning architecture include mutual site visits, peer to peer coaching, mentoring by senior members of our group, personal feedback through a customized 360° tool, and an interactive virtual learning platform.
- in addition, we will engage thought leaders from within and outside ECLF to help participants broaden their perspectives on the multifaceted topic of corporate learning.

Learning never begins or ends in the classroom. It happens where new concepts and approaches connect with real life and the thinking is stretched beyond the obvious. We are very excited about the ACLL because it will create this connection in a unique way - to the benefit of the senior learning professionals, the participating companies and the corporate learning community at large.

We invite you and your most senior team members to join us on this journey. Please learn more about the ACLL in this flyer. We look forward to talking to you in person about how you can best benefit from this initiative.

A handwritten signature in blue ink, appearing to read 'Roland Deiser', with a large, stylized flourish at the end.

**Roland Deiser**  
Chairman, ECLF

A handwritten signature in blue ink, appearing to read 'Siegfried Hoenle', with a long, horizontal flourish extending to the right.

**Siegfried Hoenle**  
Program Director, ACLL

## >> PROGRAM OVERVIEW

### Who should participate

ACLL is designed for senior learning professionals who have an interest in further developing their ability to deal with L&D challenges in a complex strategic and organizational context.

Candidates are typically newly appointed CLOs, or direct reports to the CLO who carry a strategic L&D responsibility.

### The Program: a Unique Action Learning Architecture

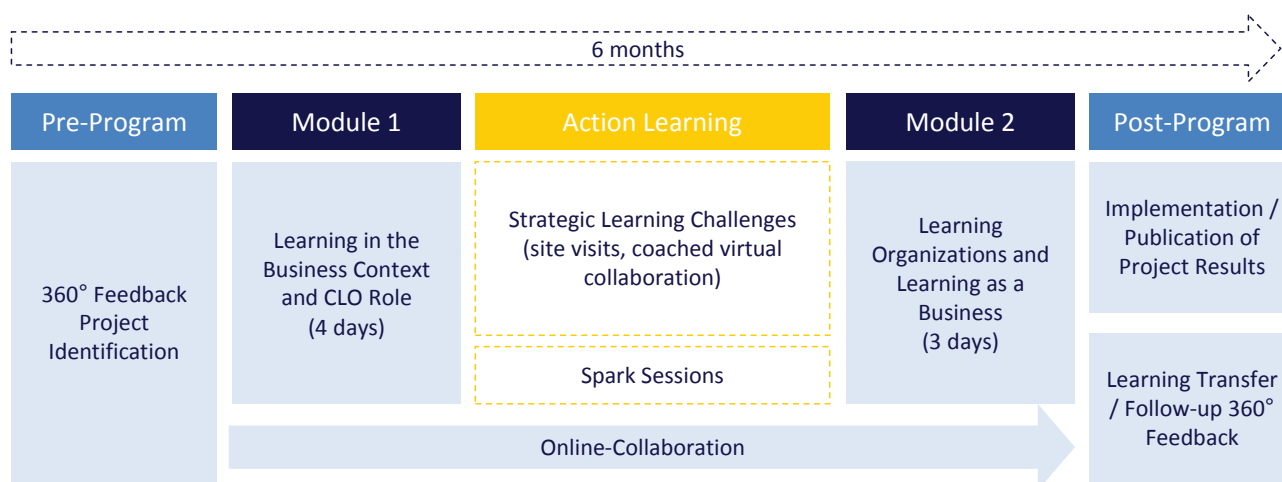
ACLL will create a deeply contextualized learning experience, providing a maximum of integration between individual development and organizational impact.

In contrast to traditional action learning designs that tend to add new challenges to the already full working plate of executives, our program is centered around tangible strategic learning projects that are currently on the plate of each of the participants.

These projects will be turbo-charged through a dedicated supporting learning architecture, which features

- 1) conceptual input and reflection through dialogues with world-class thinkers on key issues of the practice of corporate learning;
- 2) coaching and mentoring support from current or former experienced CLOs;
- 3) mutual peer coaching in pairs and small group settings;
- 4) company visits that allow for a deeper understanding of various contexts;
- 5) a learning journal capturing the essence of the strategic project and related insights, which will ultimately result in a written case study of each project, and
- 6) a managed virtual platform to support the joint learning process, the exchange of experience, and mutual collaboration.

### ACLL Structure



## ACLL Faculty

The team supporting the learning experience is composed of senior ECLF members who will share their experience and provide support as coaches and mentors as well as internationally renowned thought leaders who will spark conceptual thinking and act as sparring partners for the participants.

The program director will orchestrate and facilitate the entire learning architecture and assure the overall integration and consistency of the experience.

Key program faculty are:



**Gareth Jones**

Founding Partner of Creative Management Associates (CMA)  
Fellow, Center for Management Development, London Business School



**Joseph Pistrui**

Professor of the Department of Entrepreneurial Studies,  
IE Business School



**Tony Golsby-Smith**

Founder and CEO, 2<sup>nd</sup> Road  
Fellow, Carnegie Mellon University



**Roland Deiser**

Chairman, ECLF  
Senior Fellow, Center for Digital Future, University of Southern California



**Siegfried Hoenle**

Program Director  
Board Member and Fellow, ECLF

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## ACLL Benefits

**Participants grow as Learning Leaders, Architects, and Advisors**

Participants will gain insights into latest research and practice on corporate learning and reflect the key dimensions of the CLO role in dialogue with experts and peers. They will develop their capabilities through mastering a strategic learning challenge, enriched by feedback, coaching, and mentoring. In addition, the program will provide a unique opportunity to get exposure to the members of the ECLF network.

**Companies increase the value generated by Corporate Learning**

Participating companies get exposed to learning and development challenges in peer organizations and benefit from external perspectives and counseling on their own strategic initiatives. They receive the value of a dedicated consulting project and at the same time build bench strength for their Corporate Learning function.

## >> PROGRAM ORGANIZATION

### How to Apply

Candidates are nominated by the delegating organization. Nominations with the candidate's contact details and a short description of their current function and their level of experience should be submitted to [acll@eclf.org](mailto:acll@eclf.org).

Following an initial pre-selection, eligible nominees will be invited to a telephone-interview with the program director. The final approval will take place in close consultation with the delegating company.

### Program Fee

EUR 9.400 (excl. VAT)

The program fee covers tuition, teaching materials, and meals during the two presence modules as well as coaching and mentoring support in between. It does not include travel expenses and accommodation.

### Program Timeline

Nomination Deadline	Dec 20, 2010
Admission Interviews	Nov, 2010 - Jan, 2011
Latest Approval of Enrolment	Jan 14, 2011
Launch of Virtual Collaboration Platform	Feb 7, 2011
Pre-Work	Feb - March, 2011
Module 1 (Zurich)	March 8 - 11, 2011
Module 2 (Stockholm)	June 27 - 29, 2011
Post-Work	June - July, 2011

## >> LOCATION | HOSTS

### Module 1 | Credit Suisse, Zurich

Bocken  
Bockenweg 4  
CH-8810 Horgen  
Switzerland

### Module 2 | Ericsson, Stockholm

Ericsson Global Headquarters  
Torshamnsgatan 23, Kista  
16483 Stockholm  
Sweden

## >> CONTACT

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