

DREAMS

— AND —

DETAILS

ACADEMY

**The world is under radical change**, which creates great challenges for leadership of the future. New competitors arrive in markets that are in constant movement. Changes are under huge digital influence which of more and more are noticed by exponential developments. The leadership challenge is significant and gives space for fascinating possibilities. The leader of the future needs to manoeuvre in a new reality, where the existent success needs optimizing while preparing for new seasons.

This demands a new approach to organizational strategy and leadership. A leadership which can reinvent a company from a position of strength.

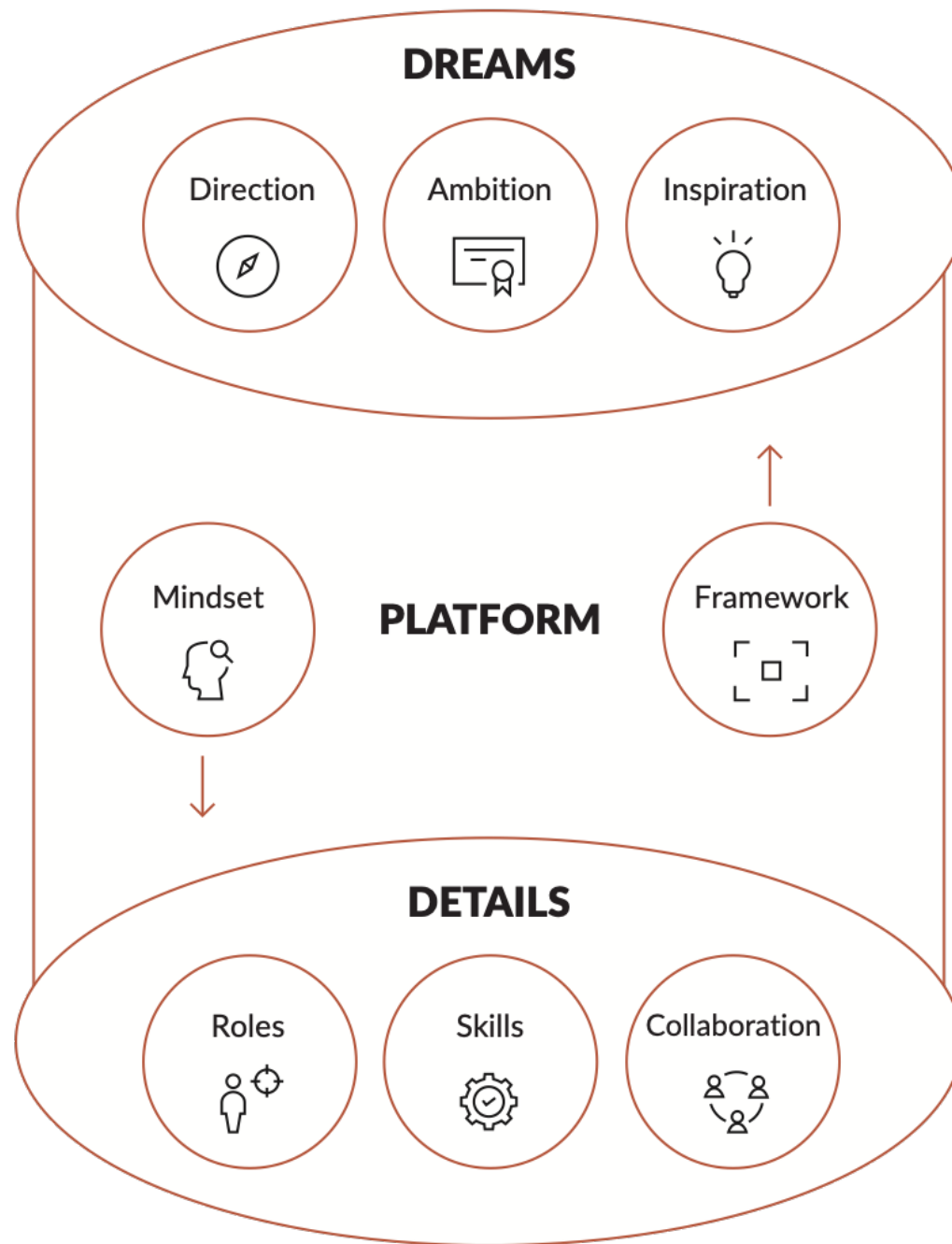
The purpose is to inspire and engage every individual employee in the organization for unleashing of their potential.



At Dreams and Details Academy, it is our ambition to educate future leaders to navigate this new reality. Leaders who join the education will be able to use the Dreams and Details Leadership Model in connection to their organizations future strategy.

The goal is to describe the company's inspiring dream for the future, including a clear direction and ambition. The dream translates into a clear mindset, so that the crucial details for the company's current success and need for reinvention is identified. This leads to a recognizing of future roles, skills and collaboration. At the optimal framework for execution, the human potential is unleashed through new levels of motivation and engagement.





“The Dream sets out the Direction for achieving a relevant, meaningful and inspiring Ambition”

“The Platform connects the Dreams and Details so that everyone understands the Mindset and is given the optimal Framework for releasing the potential”

“The Details include Roles, Skills and the interaction that must be picked out and practised to create the necessary potential that it takes in order to fulfil the ambition”

**The Dreams and Details Leadership Model** is our recommended method for optimizing the existing success while continuously reinventing the organization. In brief, this is based on optimizing of human performance.

The Dreams and Details Model speaks for the importance of removing focus from result-KPI's, and instead focus on performance KPI's.

It is about getting better at the details crucial to reach ambition and dream. Humans need inspiration to join the organization's ambitious journey, and the individuals needs to feel like valuable and appreciated travelling companions. The goal is to create dynamic shifts of seasons within the organization, where balance and timing are essential for an engagement driven by meaning on all levels.

**The content on the course** is anchored around the Dreams and Details Leadership Model. The lecturing will be centred around the need of new leadership in today's world of radical change. Participants will, through theory and practise, be educated *and certified* in the Dreams and Details Leadership Model. The education is divided into four main areas; D&D Mapping, Verification, Execution and Assessment.

**The participants yield** is an end-to-end education in use of our leadership model. Lectures are run by international specialists and the academy's internal experts. Between every module, the participant will be expected to work on their own Dreams and Details Map and further test their content on colleagues within their own organization. By the end of course the participant will present their own D&D strategy Map, which will be the basis for certification. The education will entail education in D&D leadership, new motivational tools, case-stories and organizational visit that works through a Dreams and Details strategy mindset.

## Module 1

Date: June 11th & 12th 2020

### The Dreams and Details Leadership Model

**Day 1:** Jim Hagemann Snabe and Mikael Trolle: "Leadership in the digital age"

- D&D leadership model
  - D&D training
- Opening dinner

**Day 2:** Training- and case-based use of the D&D leadership model.  
Søren Dupont presenting the D&D model in use at Energinet.

#### Teachers



## Module 2

Date: August 13th & 14th 2020

### The Dream: Direction, Ambition & Inspiration

**Day 1:** Kasper Hjulmand: D&D at team-level.

Workshop: Mapping of the Dream.  
Peter Brüchmann: D&D- case Mediano  
Podcast  
Dinner

**Day 2:** Jens Dalgaard and Mikael Trolle: D&D Leadership in the Boardroom, C-level and in teams.  
Company visit: Parken with Katja Moesgaard and Johan Lange: "We want to Play with the Best in the World".

#### Teachers



## Module 3

Date: September 28th & 29th 2020

### The Details: Role, Skills & Collaboration

**Day 1:** Herbert Illgner: D&D Execution Methods (Eg. Agile og Lean) based on the SAP example.  
Workshop; Implementing D&D.  
Dinner

**Day 2:** Mikael Trolle: New Motivational Theories of Unleashing Human Potential in a Dreams and Details Model.  
Workshop: Mapping of the Details.  
Günther Tolkmitt: "How we Measured Crucial Details at Lawson".

#### Teachers



## Module 4

Date: November 3rd & 4th 2020

### Platform: Mindset and Framework

**Day 1:** The Dynamic Change of Season.  
Julie Strange: Assessment of D&D Implementation (Pulse).  
Lars Korby "Observations on reinventing noma from a position of strength"

**Day 2:** Presentation of own D&D map and certification ceremony.  
Closing Galla Dinner.

#### Teachers





**Jim Hagemann Snabe**

Head of the Board at Siemens AG, A. P. Moller - Maersk and Dreams and Details Academy. Member of the board of trustees at the World Economic Forum.



**Mikael Trolle**

CEO of Dreams and Details Academy. Associate at the Copenhagen Business School and Copenhagen University. Former CEO of Volleyball Denmark and Head Coach of the Mens national volleyball team.



**Kasper Hjulmand**

By 2020 Manager of the Danish National Football team. Former head-coach of F. C. Nordsjælland and German Mainz 05.



**Peter Brüchmann**

CEO & Founder of Mediano Podcast, Denmark's leading podcast media on sports, leadership and music. Former Head of Digital at the largest Danish broadcaster, TV2.



**Søren Dupont Kristensen**

CEO for Energinet Elsystemansvar as well as various board positions in the energy sector. Has implemented the Dreams and Details Leadership Model at Energinet Elsystemansvar.



**Katja Moesgaard**

COO of Parken Sport & Entertainment and F. C. Copenhagen. Former CEO, DBU Commercial.





**Günther Tolkmit**

Former CMO i SAP, and CDO of the ERP company Lawson.

Founder of analytics company Trufa Inc. – Exited when sold to Deloitte.



**Jens Dahlgaard**

CEO of TACK / TMI i Danmark, with extensive experience in competence development of leaders.



**Julie Kristine Strange**

CEO of Master Danmark, HR-analytics company. Creator of the Dreams and Details Pulse assesment.



**Herbert Illgner**

Various top leadership positions in SAP, including COO, CIO and CPO. Many years of experience with executing strategy.



**Johan Lange**

Technical Director and former Assitant-Coach at FC. Copenhagen.



**Lars Sander Matjeka**

Former CEO, Aller Medier. Boardmember at VL, Heartbeats og Ugebladsdistribtion.



**Peter Bonnesen**

Senior consultant at the Dreams and Details Academy. Founder of talent programme High Performance Talents and former employee of Deloitte Financial services practice.



**Lars Said Korby**

Senior Consultant at the Dreams and Details Academy. Former Sommelier at Restaurent noma.