



# THOUGHT LEADERSHIP ACADEMY

Leadership in general has many forms because it depends on many factors like domain, industry, environment, culture, and demography etc., over the years there have been numerous ways and means to approach leadership in a certain way that could maximize productivity, profitability scalability and sustainability of Organizations, by the virtue of building, developing and nurturing strong and effective leaders. **Beyond building Good Leaders, to grow others as leaders and inspire an ecosystem, Good Leaders have to transition to Great Leaders, and Great Leaders invariably become Thought Leaders.**



## THOUGHT LEADERSHIP, A DIFFERENTIATOR IN LEADERSHIP

Be as it may, while leadership in general has been supported well, not just through training courses, but also through books written, literature, philosophy, movies made, etc., there is still a gap that needs to be covered, which is known to be a gap, but hardly addressed as a gap that needs to be taken care of.

What I call leadership above all other forms and approaches of leadership, is Thought Leadership. However, arguable it may be, I still confidently call Thought Leadership the supreme form of Leadership due to its scalability and sustainability.



## Thought Leadership is not taught, it is experienced

Thought Leadership covers more or less the entire landscape of leaders and non-leaders, in the form of SMEs. Moreover Thought Leadership stands above all forms of Leadership since it is bereft of any position, designation, years of experience, title etc., it pretty much hinges only on depth of knowledge, ability to inspire and influence. Thought Leadership is not taught, it is experienced, it is experiencing through empowering which happens through coaching.



## WHERE THE THOUGHT LEADERSHIP ACADEMY STEPS IN

Last but not least, to be a good leader one has to be highly qualified, work for long years to gain experience, win several accolades over time etc., for a Thought Leader none of this applies as long as the leader is ready to transform from a Good Leader to a Great Leader. This is exactly the point at which the Academy steps in, to transform you from Good Leader to a Great Leader, and from a Great Leader to a Thought Leader. And if you are an Subject Matter Expert, your transformation will be from a SME to a Thought Leader who is also a Great Leader.



## CRITERIA FOR QUALIFYING AS A THOUGHT LEADER

The qualifying criteria for Thought Leadership is very simple. It is to be aware, believe in depth, have a great ambition, and believe in achieving through giving. If you are a master in your own trade, you are willing to work hard, you don't provide any barriers to your growth, then you are the chosen one to pursue the path of Thought Leadership.



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# COURSE & CURRICULUM

## PROGRAM GUIDE

### YEAR - 1

#### SEM-1 : Good to Great Leaders > Jan to Mar

##### TOPIC- ASSESSMENT CENTER

- Jan** - Self Analysis using tools and techniques  
**Feb** - Overcoming Resistance through Meditation  
**Mar** - Assessing Strengths & Weakness - activity

#### SEM-2 : Good to Great Leaders > Apr to June

##### TOPIC - EMOTIONAL MANAGEMENT

- Apr** - Emotional Intelligence, what and how  
**May** - Emotional Intelligence – how to develop EQ  
**June** - Intelligent Comm – Assertive & Persuasive

#### SEM-3 : Good to Great Leaders > June to Aug

##### TOPIC - VISUALIZATION & GOAL SETTING

- July** - Vision Boarding  
**Aug** - Goal Setting  
**Sep** - Action planning and Follow up

#### SEM-4 : Good to Great Leaders > Sep to Nov

##### TOPIC- MIND MASTERY

- Oct** - Planning mindset  
**Nov** - Mindfulness  
**Dec** - Alpha Mind

### YEAR - 2

#### SEM-5 : Great Leader to Thought Leader > Jan to Mar

##### TOPIC- BRANDING

- Jan** - Digital Branding  
**Feb** - Social Branding  
**Mar** - Branding by Inspiring

#### SEM-6 : Great Leader to Thought Leader > Apr to June

##### TOPIC- NETWORKING

- Apr** - Local Networking  
**May** - Networking across the Nation  
**June** - Networking across the World

#### SEM-7 : Great Leader to Thought Leader > July to Sep

##### TOPIC- STORY TELLING

- July** - Plot of Story  
**Aug** - Precision in Communication  
**Sep** - Telling Inspiring Stories

#### SEM-8 : Great Leader to Thought Leader > Oct to Dec

##### TOPIC- DESIGN THINKING

- Oct** - Empathy  
**Nov** - Ideating & Iterative thinking  
**Dec** - Improvising and rebuilding

The same course can be condensed to 3 months, 6 months and 1 year depending on readiness, rigor and availability

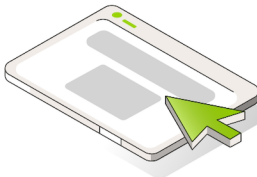
# Process of registration

## Process Guide

**1**

### Counseling and Coaching

We start with counseling you on the details of the topic, also help you in the course of becoming self-aware, and visualize your Goals, to find a path to achieve everything you aspire for.

**2**

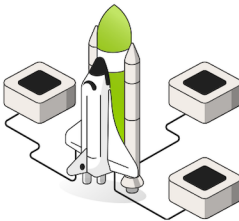
### Deciding the course tenure

The tenure of the course will be decided, based on a pre-assessment engagement, wherein several aspects like time, availability, current situation, professional obligations etc., will be considered to arrive at 3/6/12/24 months

**3**

### Agreement

After deciding on the duration of the course, an agreement will be signed to enroll the candidate into the course, based on the rules and regulations of the Academy, after the candidate fills and submits the application form.

**4**

### Registration & Fees

Registration for the Academy is completed by processing the application form, as per the tenure and the course outline, the fees will be decided, and also choice of fee payment method will be made between monthly/quarterly/half-yearly/yearly.

**5**

### Booking for Counseling

The initiation of process will end by beginning with registration for the counseling session, by accessing the link : <https://rtc-incorp.com/contact/>