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Program

Co-Creation Leadership

5 days of leadership team development



Further information
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Co-Creation Leadership Program

The **Co-Creation Leadership Program** is a self-contained, practice-oriented development program for executives that aims to strengthen leadership teams and achieve sustainable results together. The focus is on the co-creation mindset, the CUDI process (Connect – Understand – Decide – Implement), and targeted upskilling modules for individual and collective leadership strength.

The program teaches methods and tools that lead teams from "I" to "we" to a common goal. Instead of top-down goals, the individual strengths of team members are used to create an environment in which skills are specifically applied and a strong sense of unity emerges.

The program combines three levels: leadership development, team development, and strategic initiatives with direct applicability. Participants work on real challenges from everyday leadership, develop viable solutions together, and anchor new ways of working in the team in a sustainable manner. Co-Creation is more than a method—it is an attitude that promotes innovation, trust, and commitment and paves the way for sustainable, effective leadership.

Benefits

The Co-Creation Leadership Program enables leadership teams to strengthen their collaboration, clearly define common goals, and effectively put them into practice.

At the same time, it promotes the targeted development of the individual leadership skills of each participating manager and expands their personal ability to act in everyday management situations.

A key outcome is the development of a shared vision for the organization that gives orientation to everyone.

Target

Members of a leadership team

Number of

07-14

Program

5 days, modular structure

Learning formats

Preparatory online coaching; combination of workshop, moderated dialogue, leadership training, and action learning

Methods

Leadership development
Team development
Organizational development

Language

German or English

Results

Individual leadership development, enhanced team performance, implementation planning

Location / Format

Face-to-face event combined with online support and coaching

Five days of leadership team development

Co-Creation Mindset

Experiencing and understanding the co-creation mindset and applying it to your own team is the foundation for your own leadership work and leadership team development.

Co-Creation Process

The co-creation process is the implementation of the co-creation mindset in your own organization. In the four phases, a shared vision, a deep understanding of the current situation, and action and implementation plans are developed.

Leadership Skills

Developing the confidence to effectively implement the topics covered. Practical core competencies such as giving feedback, coaching, conflict resolution, and team empowerment.

Team Skills

Strengthening joint leadership performance in the leadership team. Establishing clearly coordinated cooperation. The focus is on effective 1:1 interaction, goal-oriented team meetings, and efficient decision-making processes.

Sustaining Impact

Ensuring sustainable implementation through clear agreements on responsibilities, milestones, and follow-up activities. Anchoring the content, methods, and attitudes developed in the program in everyday leadership.

The combination of strategic alignment, targeted competence development, and work on real challenges creates sustainable added value for the organization and the team. The program creates a culture of trust and mutual appreciation, leverages individual strengths for collective success, and establishes structures that support innovation, commitment, and accountability. This increases the performance of the leadership team and lays the foundation for long-term business success.

Goals

- Strengthening individual leadership skills and expanding personal leadership abilities
- Developing a shared vision as a binding orientation for the organization
- Improving cooperation and decision-making processes within the leadership team
- Utilizing individual strengths for collective success and sustainable team development
- Implementing strategic goals through practical methods and clear structures.

Preparation

Strengths Dynamics

Strengths Dynamics is an online coaching program in which participants develop with the coach a graphical representation of their individual strengths in order to promote their targeted use for personal and professional goals.

It is based on Gallup's scientifically proven CliftonStrengths approach, which identifies 34 defined strengths in the areas of strategic thinking, influence, relationship building, and execution. The focus is on developing existing strengths rather than weaknesses and is used worldwide in leadership development, team building, and individual development.

Start:

Co-creation mindset

Check-in

The check-in brings participants into contact with each other, creates an open atmosphere, and helps them arrive in the here and now. It serves as a warm-up to adjust to the situation, get to know the other participants, and focus on the common topic. The core of the co-creation mindset: the connection becomes tangible and visible.

The warm-up leads from surprising personal insights to professional challenges and finally to the program focus: leadership and co-creation. This bridges the gap between the personal and the professional.

At the same time, participants learn a structured introductory round that not only introduces them to the topic in terms of content, but can also be used as a tried-and-tested method for their own meetings or team rounds.



Program Director Dr. Georg Michalik

Georg Michalik is the founder of cocreation. He has set himself the goal of helping organizations to unlock their potential. The organizational psychologist, who studied in Mannheim and Zurich, was head of the Learning and Development Departments at various global companies. Today, he supports companies in their transformation processes using the Co-Creation method he developed. He is the author of the book "Co-Creation Mindset: Eight Steps towards the Future of Work." Georg Michalik lives near Zurich.



Co-creation mindset:

From "I" to "We" to the "Goal": creating a common understanding and trust in order to develop viable solutions.

Co-Creation Mindset – Introduction

The co-creation mindset guides participants from "I" to "We" to the "Goal".

First, each person is recognized for their individuality—with their own personality, perspective, and experience. Building on this, a shared sense of "We" emerges, in which mutual understanding and trust grow and diversity of perspectives is used as a resource.

From this foundation, the team develops a clear, shared goal or vision that directly addresses the real work situation. The focus is on goals where there is a real need for action, so that the transfer to everyday work is immediately noticeable.

The co-creation mindset not only promotes team building, but also the ability to develop viable, jointly supported solutions in complex situations—a key competence of effective leadership teams.

STRENGTHS→DYNAMICS



we make strengths visible

Strengths Dynamics:

Recognize personal strengths (CliftonStrengths®), get to know the strengths of others, and reveal synergies and blind spots.

Strengths Dynamics

Strengths Dynamics connects the "I" and "We" levels. At the "I" level, participants recognize their individual strengths and gain a clear understanding of themselves. At the "We" level, they learn about the strengths of others, revealing synergies, complementarities, and potential blind spots—a solid foundation for targeted team development.

Participants bring their personal strengths profile with them from the preparation phase, once deepened in one-on-one coaching and developed into an individual Strengths Dynamics profile. In the workshop, these profiles are presented, evaluated together, and reflected upon in a team context.

The practical relevance becomes immediately apparent when real situations are discussed, mutual feedback is given, and concrete measures for cooperation are derived from this—such as team rules or coordinated procedures. This creates a sustainable basis for a strength-oriented, high-performance team culture.

Co-Creation Process

CUDI

The co-creation process "CUDI" (**Connect – Understand – Decide – Implement**) brings co-creation into a clear, repeatable structure. It serves as a practical tool that participants learn in the **Co-Creation Leadership Program** and can immediately apply in their leadership work. The goal is to systematically implement jointly developed strategies within the team and to work on complex problems in a solution-oriented manner.

Within the framework of the **co-creation mindset**, the first element, **C – Connect**, has already been developed: the connection between the participants. Now comes the third step: clarifying goals and developing a shared vision. The **CUDI process** then moves into the second phase, **U – Understand**, in which understanding of the goal, context, and relevant influencing factors is deepened. The next steps, **D – Decide** and **I – Implement**, follow in order to make viable decisions and plan implementation in a binding manner.

Vision and goal

Defining a vision and common goals are the next step in **the co-creation mindset**. The team develops a shared, ambitious goal or an inspiring vision. The focus is on the question: What do we as a leadership team really want to achieve? This can be a **vision** that provides orientation or a very specific **goal** whose achievement represents significant progress.

Based on the mutual understanding developed in **"I"** and **"We"**, it is now much easier to agree on a common direction. In the workshop, a clear target image is developed from a given topic, which is supported by everyone. The practical relevance is created by the **action learning approach**: real challenges serve as a starting point for jointly developing methodological foundations for effective leadership. In this way, the module combines strategic alignment with direct applicability in everyday leadership.

Connect
Understand
Decide
Implement

CUDI:

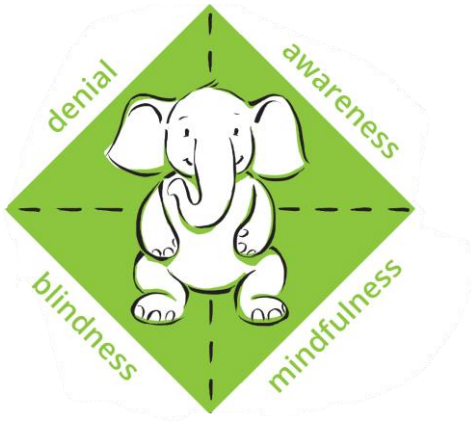
Four-step process for co-creation: Practical for teams, projects, and strategy meetings



Vision and goal:

Defining a vision for orientation or a concrete goal for implementation.

Co-Creation Process



Understanding Deep Dive:

The understand phase is about identifying and addressing the elephants in the room.



Decide & Implement:

Set strategic priorities, decide on them together, and define the first steps for implementation.

Understanding Deep Dive

Understand is the second phase in **the CUDI process** and focuses on comprehensively understanding the current situation of the organization and the leadership team. In addition to the internal situation, market requirements and external influences are also taken into account in order to gain a holistic picture. On this basis, the key obstacles and challenges that must be overcome in order to achieve the common goal or vision can be identified.

In terms of content, the module works with, among other things, the concept of **Immunity to Change** developed by Kegan et al. (Harvard University), which shows how deeply rooted, often unconscious beliefs block change. The practical relevance is direct: real, current issues are analyzed, identified, and openly addressed—even if they are the proverbial "elephant in the room."

Decide & Implement

Decide is the third phase in **the CUDI process** and builds directly on the findings from **Understand**. The aim is to make joint, well-founded decisions based on the analysis previously developed: What strategic steps are crucial to achieve the defined goal or vision? The results from the Understand phase are consolidated, critically discussed, and translated into a shared perspective. This gives rise to initial planning steps, which are then specified and elaborated in the subsequent **Implement phase**.

Implementation is the fourth and final phase in **the CUDI process** and transfers the results from the previous steps into concrete action. Implementation within the **Co-Creation Leadership Program** means two things: at the individual level, there is targeted *upskilling* of leadership competencies, and at the team level, there is *upskilling* of collaboration.

Leadership Skills

Individual Leadership Skills

Individual leadership upskilling is a central component of the implementation phase. The aim is to strengthen the leadership skills and personal competence profile of all participating managers so that each person has the confidence and tools to effectively implement the topics developed in the Co-Creation Leadership Program in their own leadership. To this end, key skills are taught and trained: giving feedback using the HEART model, coaching, conflict resolution, and team empowerment.

Feedback

The HEART model provides a clear framework for appreciative and constructive feedback. It strengthens trust, increases willingness to learn, and ensures continuous development within the team. At the same time, managers learn how to use feedback in a way that maintains motivation and really drives change.

Coaching

Coaching supports employees in developing their own solutions and exploiting their potential in a targeted manner. It promotes personal responsibility, motivation, and sustainable development. Managers thus expand their repertoire to not only manage employees, but also to effectively accompany and support them.

Conflict resolution

Conflicts are seen as opportunities for growth and clarification. Through structured approaches, managers learn to deal with tensions constructively and strengthen cooperation. This results in workable agreements that build trust and make the team more resilient.

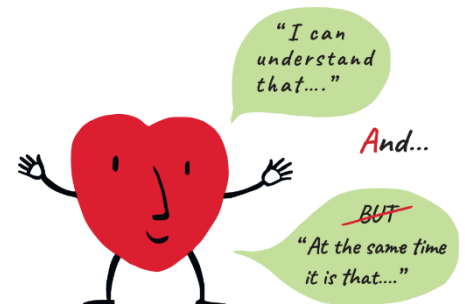
Team empowerment

Empowerment means consciously giving responsibility and decision-making authority to the team. This increases motivation and innovation and creates a culture of mutual trust. Managers learn to let go of control in a targeted manner and make the best possible use of their teams' potential.



Individual leadership skills

Strengthen the personal leadership skills of each participating manager and give them the confidence to effectively implement the topics covered in the program.



The four methods

Communicate trustingly, support employees in their development, resolve tensions constructively, and delegate responsibility to the team in a targeted manner.

Team Skills



Leadership Team Skills

Leadership Team Upskilling strengthens collaboration and decision-making processes so that leadership teams can effectively implement and sustainably anchor their vision.

Leadership Team Skills

Leadership Team Upskilling is specifically designed to develop leadership teams. The goal is for the leadership team to act as a role model and work together in a clearly coordinated, professional manner to achieve the jointly defined vision.

In terms of content, there are two main areas of focus: First, the design of collaboration—both in one-on-one interactions and in formal team meetings, with a focus on effectiveness, goal orientation, and constructive exchange.

Second, the quality of decision-making processes: How are decisions made? Are responsibilities clearly defined? Where are potential bottlenecks? And how can decision-making processes be accelerated and improved?

The practical relevance is direct: the structures and agreements developed in the module can be implemented immediately after completion of **the Co-Creation Leadership Program** in order to strengthen the effectiveness and role model effect of the leadership team in the long term.



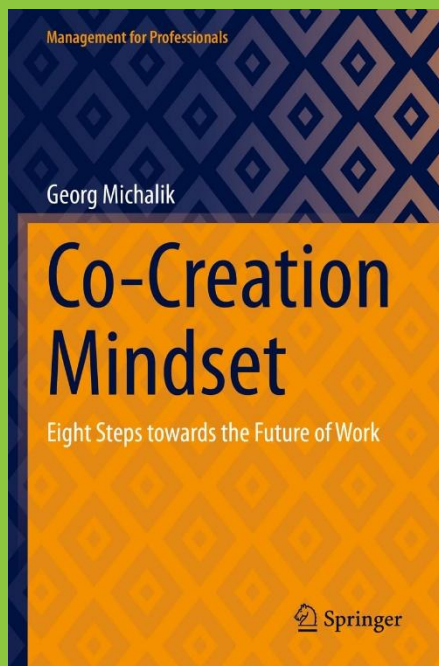
Sustaining Impact

The committed agreement on the next steps concludes the **Co-Creation Leadership Program** and opens up prospects for the further process. The aim is to establish binding commitments for all participants on how the collaboration will continue after the program and how the content, methods, and attitudes developed will be anchored in the organization.

The focus is on concrete, realistic planning with clear deadlines: What can be implemented immediately, and which measures should follow at a later stage? Responsibilities are clearly assigned and milestones defined. The practical relevance is direct—the agreed steps are immediately incorporated into management practice, ensuring that the progress achieved in the program has a lasting effect.

Sustaining Impact

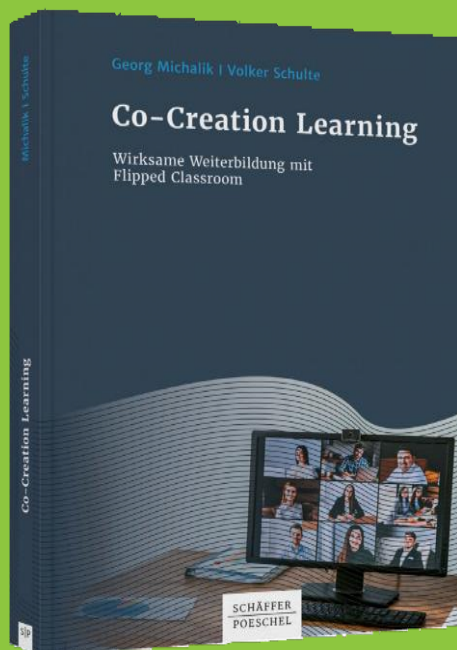
The conclusion ensures that the results are implemented directly and have a lasting effect by defining clear next steps.



Co-Creation Mindset: Eight Steps towards the Future of Work.

Dr. Georg Michalik

Co-creation is more than just a new term. Co-creation stands for a change in the way people think, feel, and act in order to perceive, decide, and act more effectively and efficiently with one another. But co-creation is also an attitude: complex problems can only be solved sustainably through openness, trust, and transparency. The book explains the co-creation process, which can be implemented in a wide variety of situations and time frames, and describes the formats that can be used, such as organizational co-creation, daily co-creation, virtual co-creation, coaching co-creation, and leadership co-creation. Projects from consulting practice illustrate what to look out for when introducing and implementing the co-creation process.



Co-creation learning

Dr. Georg Michalik & Volker Schulte

The flipped classroom learning concept originated in school teaching. It involves shifting the "time-consuming" preparation phase from the classroom to the learner's private (learning) environment. The aim is to apply the knowledge acquired during preparation directly in class, thereby achieving greater learning success.

The book applies the learning concept to continuing education for the first time and, with I-M-P-A-C-T, provides a concept for preparing the learning method for continuing education. This results in a reorganization of seminars in which participants work through the learning content independently in advance and then attend the actual seminar with their prior knowledge.

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questions? Arrange a personal
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