

Leadership Experience

Empowering Leaders to Shape the Future

Transformative journeys that equip leaders with essential tools and mindsets, empowering them to navigate and thrive amidst the complexities of today's fast-evolving landscape.



Introduction

In today's dynamic business environment, traditional leadership models are no longer enough. Leaders must inspire, innovate, and drive transformation within their organizations. Ludic's Leadership Experiences aren't just leadership programs; they are unique, immersive journeys designed to awaken potential and cultivate leaders who can thrive in an ever-evolving world.

A Transformative Leadership Experience

Overview

Our Leadership Experiences are carefully designed to elevate leadership capabilities by blending industry best practices with cutting-edge digital tools and immersive learning techniques. Every element of these journeys is crafted to help leaders develop essential skills, gain fresh perspectives, and become true agents of change within their organizations. Leaders emerge from these experiences more adaptive, resilient, and equipped to make a lasting impact.

80%

of executives consider leadership a high priority. However, only 41% believe their companies are ready to meet their future leadership needs. This statistic highlights the gap between current leadership capabilities and future needs.
Deloitte

97million

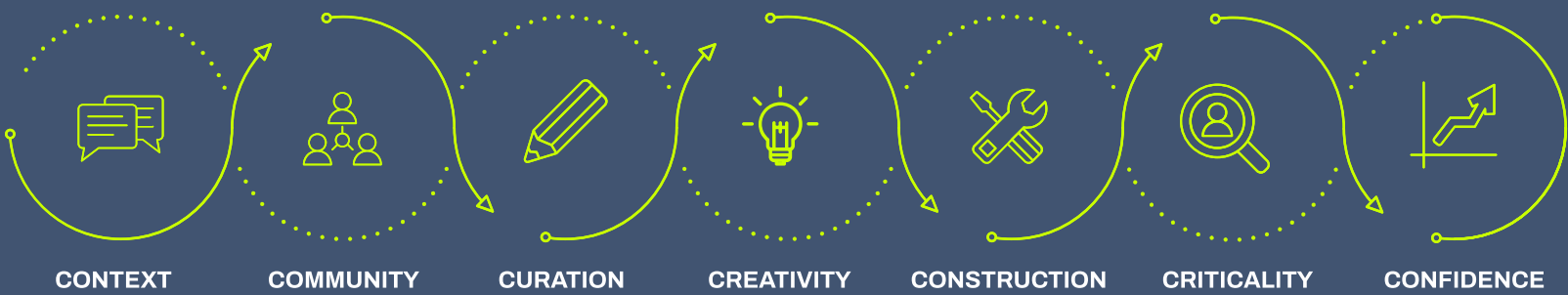
new jobs requiring digital skills and adaptive leadership projected to emerge.
The World Economic Forum

1½ times

companies with strong leadership development programs are 1½ times more likely to outperform competitors in terms of profitability and customer satisfaction.
Harvard Business Review

Our Approach: Fostering Digital Leadership and Innovation

At the core of our Leadership Experiences is an emphasis on curiosity-driven growth and future-ready leadership. Through the lens of the "Curious Advantage" model, we help leaders develop a mindset that embraces exploration, innovation, and continuous learning.

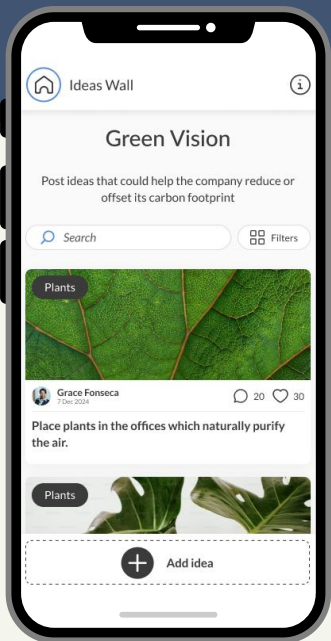
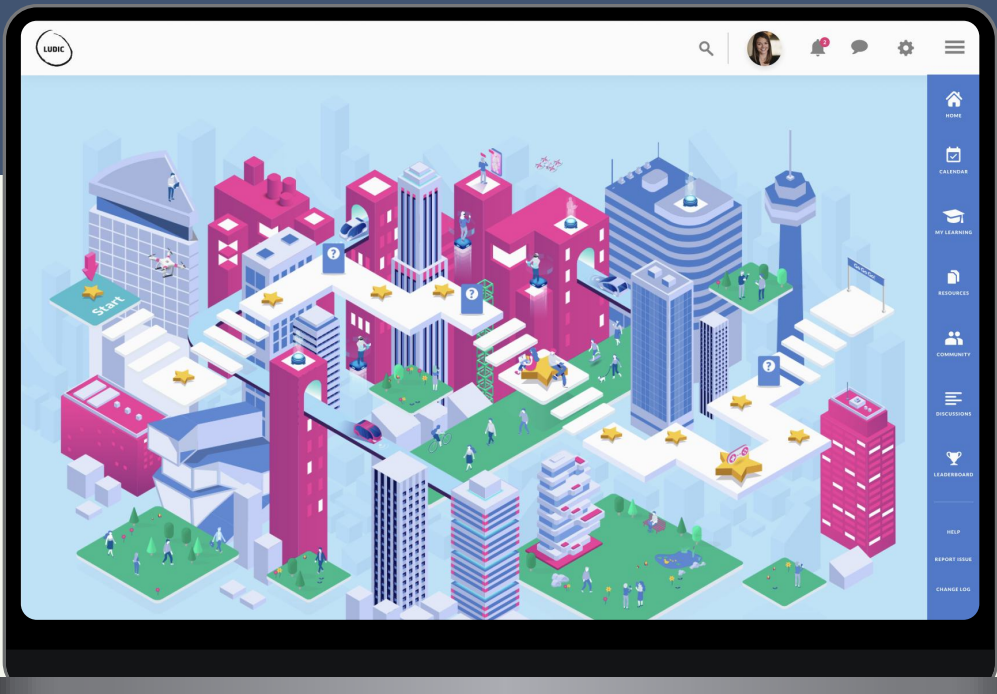


Curiosity-Driven Growth

Using the 7Cs of Curiosity — Context, Community, Curation, Creativity, Construction, Criticality, and Confidence — we create a culture where curiosity is central to growth. Leaders are empowered to ask insightful questions, seek diverse perspectives, and tackle challenges with creativity and confidence.

Future-Ready Leadership

Our Leadership Experiences prioritize digital skills and strategic innovation, equipping leaders to drive digital transformation within their organizations. Participants engage with digital tools and strategies, positioning them to lead effectively in a rapidly evolving digital landscape.



Through this approach, Ludic equips leaders not only to adapt but to thrive and lead their organizations confidently into the future.



Key Elements of the Leadership Experience

Leadership Experiences are a journey as unique as each leader, designed to adapt to their individual needs and goals.

It combines personalization, innovation, and deep engagement, creating a transformative environment that feels both relevant and impactful.

Tailored Leadership Journeys

Every leader embarks on a customized path, shaped by their specific challenges, goals, and aspirations. Ludic’s consultative approach ensures that each journey is directly aligned with real-world business needs and organizational objectives, making the experience both practical and applicable.

Immersive Digital Platform – SmartLab

At the core of our Leadership Experiences is SmartLab, Ludic’s award-winning digital platform. This dynamic space allows leaders to connect, collaborate, and engage through interactive elements, gamified learning, and on-demand resources. SmartLab supports leaders wherever they are, enabling participation in live sessions, hands-on workshops, and continuous access to valuable materials.

Experiential Learning

Our Leadership Experiences include simulations, scenario-based exercises, and gamified challenges, mirroring real-life decision-making situations. This hands-on approach allows leaders to refine their skills in a risk-free environment, ensuring they are equipped to apply their learning directly to their roles.

Seamless Integration into Daily Work

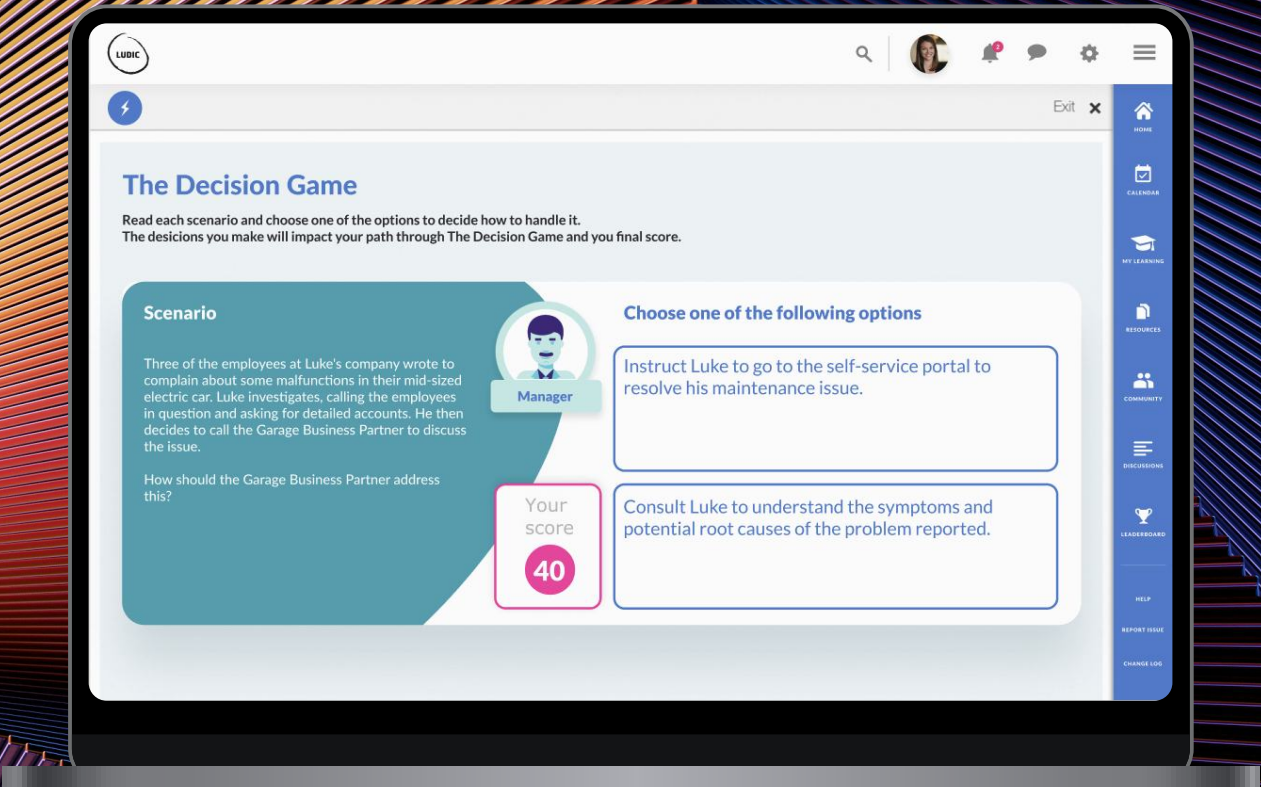
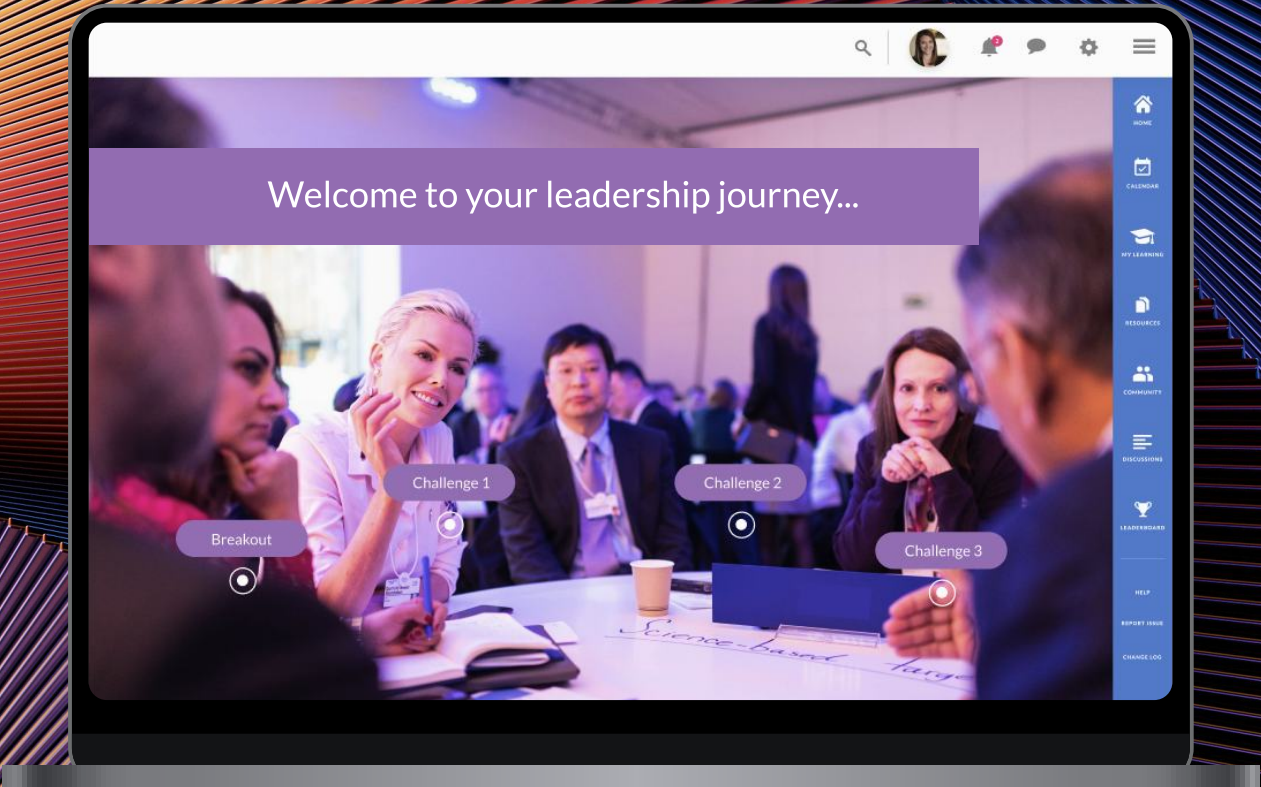
Our Leadership Experiences are designed to fit seamlessly into a leader’s busy schedule. With micro-learning, bite-sized content, and practical exercises, leaders can integrate insights into their day-to-day activities, making the experience immediately relevant and impactful.

Expert-Led Content

Leaders benefit from an extensive library of content curated and created by subject matter experts. Through our Leadership Experiences, they gain cutting-edge insights into digital transformation, leadership strategies, and the latest trends in leadership development.

Commitment to Continuous Development

Learning doesn't end with our Leadership Experiences. The journey fosters a culture of continuous growth through peer collaboration, reflection exercises, and ongoing feedback loops. Leaders stay connected with their peers, learning from one another and reinforcing their development long after the experience concludes.



Flexible Delivery for Every Leadership Need

Our Leadership Experiences are built on a co-creative, collaborative, human-centered, and agile approach, ensuring that each experience is tailored to meet leaders where they are, while remaining flexible and accessible.

This approach allows us to offer both comprehensive, transformative journeys and shorter, more targeted experiences. Each format is designed to inspire growth and drive lasting leadership transformation and can include a customized combination of learning components depending on leaders’ needs:



Community Experience

Join a dynamic network of leaders, sharing challenges, successes, and innovative ideas in a supportive and collaborative environment.

Masterclasses with Thought Leaders and Experts

Learn from the best. Gain cutting-edge insights and strategies from industry-leading experts in highly interactive sessions.

Action Learning Projects

Apply your skills to strategic projects, directly impacting your organization while honing your decision-making and leadership capabilities.

Executive Coaching

Work with a dedicated executive coach for a highly tailored experience that sharpens performance, enhances presence, and boosts leadership effectiveness.

Keynote Speaking

Be inspired by world-renowned speakers who deliver transformative insights and motivational leadership lessons to empower large audiences.

Personal Brand Development

Engage in one-on-one coaching to enhance personal growth, refine public speaking skills, and establish thought leadership, ensuring your unique value stands out.

Self-paced learning

Flexible, on-demand learning modules tailored to your leadership goals, allowing you to build skills at your own pace.

Experiential learning / Classroom training

Immerse yourself in hands-on, practical scenarios that replicate real-world leadership challenges in a structured classroom setting.

Pod work / Business Challenges

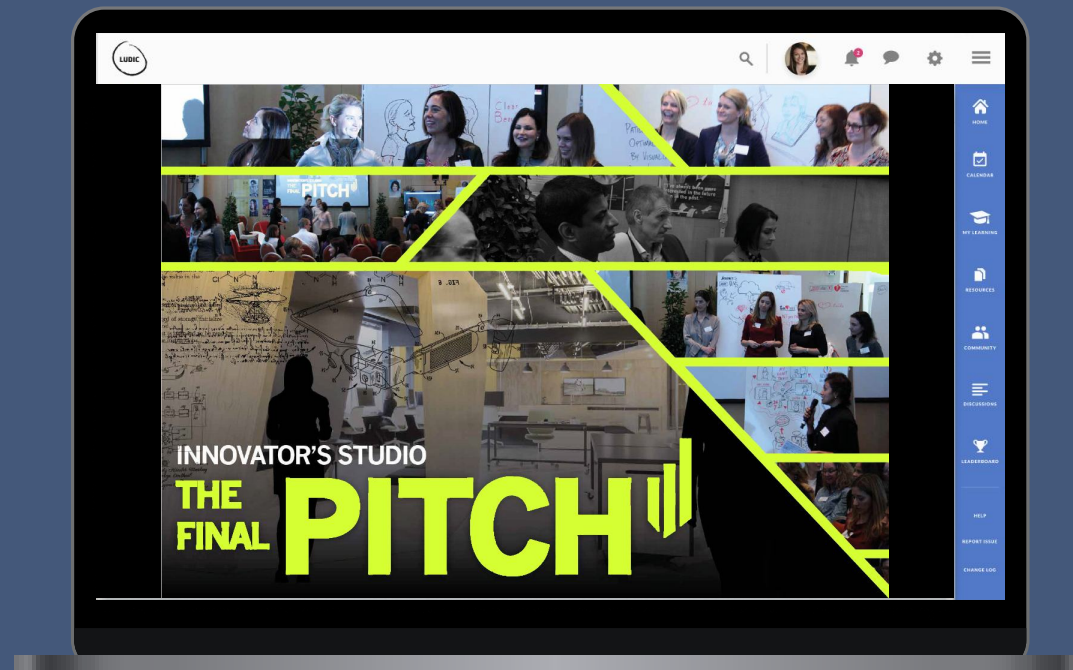
Collaborate in small groups to tackle real-world business challenges, fostering creative problem-solving and teamwork in a focused environment.

Peer-to-Peer Coaching

Exchange perspectives and receive feedback from fellow leaders, fostering mutual growth and accountability in a trusted environment.

Case Study

Empowering Female Leaders with an Executive Talent Program



Challenge

Develop an innovative and practical executive development program exclusively for female leaders, focusing on fostering innovation and pragmatic leadership within their organizations.

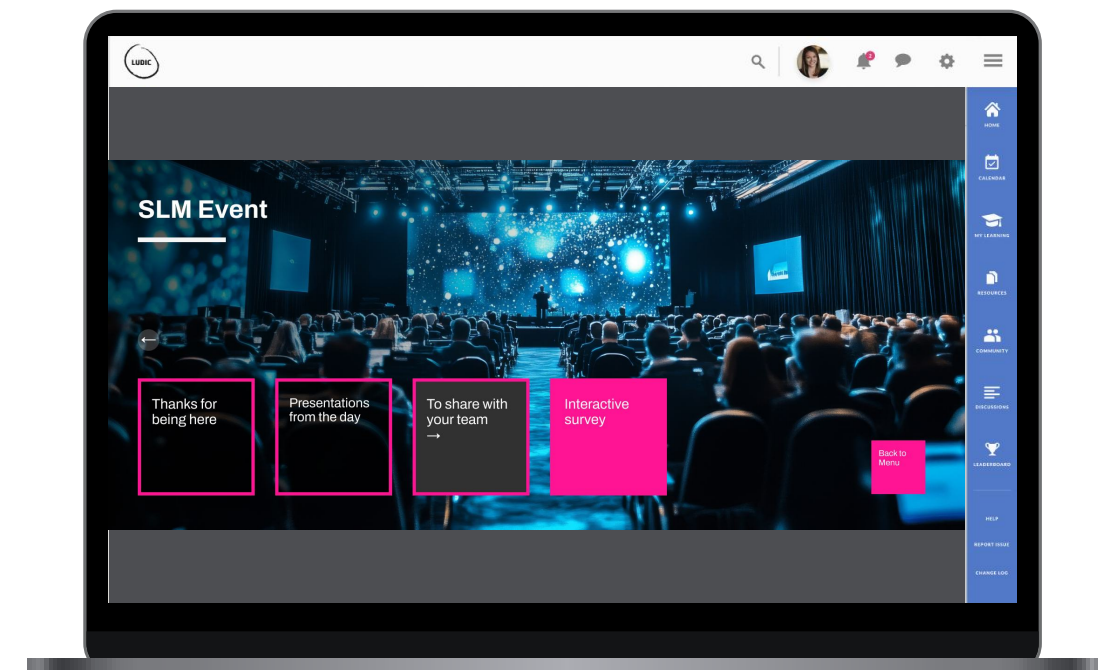
Solution

We designed a comprehensive 12-month blended program tailored to the needs of female executives, including

- **Action Research Initiatives** Focused on innovation and digital transformation to address emerging industry trends.
- **Immersive Innovation Event** A facilitated 3-day workshop applying a structured innovation process to real-world business challenges faced by leading brands.
- **Practical Leadership Toolkits** Equipping participants with actionable resources to implement innovative solutions within their teams and organizations.
- **Sustained Development** Continuous refinement and support for the most promising ideas generated during the event.

Case Study

Building a World-Class SLM & Executive Program for Top Executives



Challenge

The client, a top global pharmaceutical company, aimed to bring together their CEO and 200 senior leaders for a high-impact event in Shanghai.

Solution

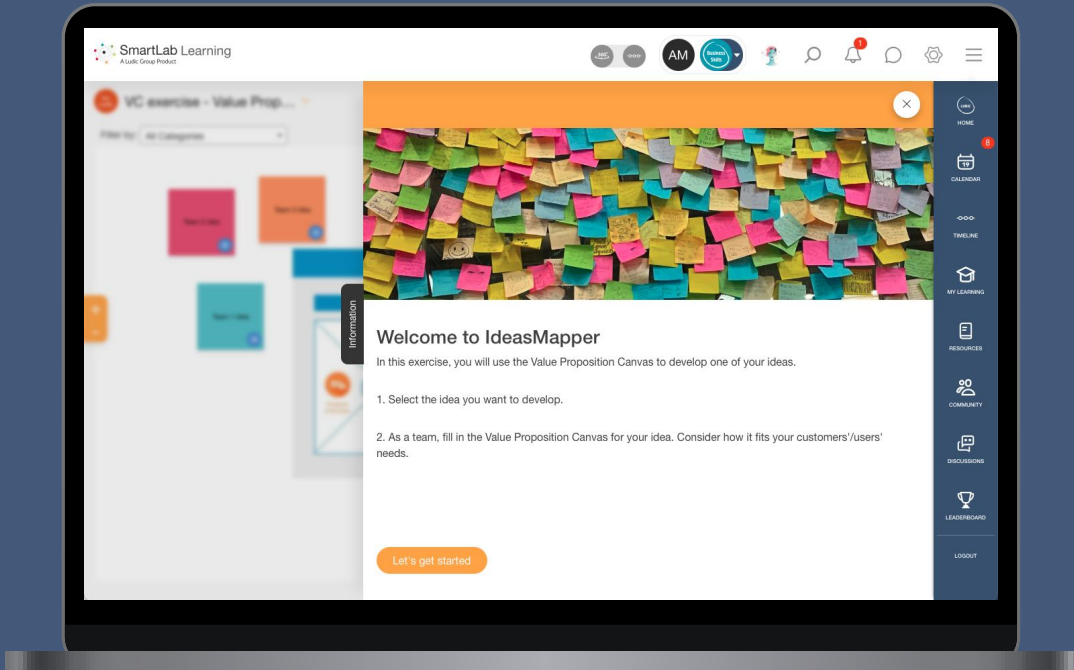
This event was designed to blend strategic focus with unique experiences to enhance engagement and personal connections. It included

- **Design of immersive Senior Leadership Meeting (SLM)** experience in Shanghai
- **Cutting-edge SmartLab technology & Mobile App** to support the entire experience
- **Personalized agenda and experiential elements** to deepen engagement and create high engagement levels.
- **Alignment** around key strategic objectives
- **Networking & relationship building** among global leaders

The event inspired a shared commitment to the company's vision. This also led into an executive learning programme to build the skills needed to lead the organization forward.

Case Study

Transforming Virtual Learning for Global Business Partners



Challenge

Scale training for 3,000 Business Partners globally by transitioning from traditional classroom-based learning to a high-impact virtual program, required by the launch of a shared service center covering HR, Finance, Procurement, IT, Legal, and other functions

Solution

We developed a 6-month virtual learning journey leveraging our innovative SmartLab platform, including

- **Global Cohorts** Engaging 600 learners simultaneously in each cohort, fostering global collaboration and shared learning experiences.
- **Extensive Learning Modules** 13,200 modules completed, providing deep and flexible learning opportunities.
- **Interactive Collaboration** Over 3,800 shared resources, discussions, and comments to enhance peer learning.
- **Individualized Support** 2,400 hours of personalized coaching to address specific challenges and goals.
- **Team-Based Learning** 780 collaborative team sessions to solve real-world business problems.
- **Virtual Classrooms** 200 live, interactive sessions ensuring high levels of engagement and participation.



Sources

1. Deloitte's 2023 Global Human Capital Trends report.
2. World Economic Forum's "Future of Jobs Report 2023."

LUDIC

Ludic's Leadership Experience isn't just a program; it's a transformative journey that empowers leaders to drive impact, embrace change, and lead with purpose. By integrating cutting-edge digital tools, expert content, and a fully personalized approach, we deliver an exceptional experience that inspires leaders to shape the future of their organizations.

Ready to empower your leaders and ignite transformation within your organization? Join the many who have already experienced the Ludic difference and unlock the full potential of your leadership team.

Contact us

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