

VIRTUAL JANUARY 5<sup>TH</sup> & 6<sup>TH</sup>

# LPI SUMMIT 2021

Day 2



© Leadership Pipeline Institute. This presentation is confidential and only to be used by the client company, its parent, affiliates and subsidiary companies. No part of it may be circulated or reproduced outside the client organization without written approval from Leadership Pipeline Institute.



# Agenda

Time CET	January 6 <sup>th</sup>
13:45	Check-in
14:00	<b>Introduction</b> - Key take away from yesterday
14:20	<b>Looking ahead</b> - LPI 2021 and beyond
15:00	<b>LPI South America</b> - Beyond Brazil
15:40	<i>BREAK</i>
15:55	<b>LPI App 2.0 Next generation</b>
16:40	<b>Unveiling LPI new website and live feedback</b>
17:30	<i>BREAK</i>
17:30	<b>Our foundation and what makes us successful</b>
18:40	<b>Key learnings and execution plan</b>
19:00	End day 2

# Agenda

Time CET	January 6 <sup>th</sup>
13:45	Check-in
14:00	<b>Introduction</b> - Key take away from yesterday
14:20	<b>Looking ahead</b> - LPI 2021 and beyond
15:00	<b>LPI South America</b> - Beyond Brazil
15:40	<i>BREAK</i>
15:55	<b>LPI App 2.0 Next generation</b>
16:40	<b>Unveiling LPI new website and live feedback</b>
17:30	<i>BREAK</i>
17:30	<b>Our foundation and what makes us successful</b>
18:40	<b>Key learnings and execution plan</b>
19:00	End day 2

LPI SUMMIT 2021

# KEY TAKE AWAY FROM YESTERDAY

Anders Ibsen



© Leadership Pipeline Institute. This presentation is confidential and only to be used by the client company, its parent, affiliates and subsidiary companies. No part of it may be circulated or reproduced outside the client organization without written approval from Leadership Pipeline Institute.

# Agenda

Time CET	January 6 <sup>th</sup>
13:45	Check-in
14:00	<b>Introduction</b> - Key take away from yesterday
14:20	<b>Looking ahead</b> - LPI 2021 and beyond
15:00	<b>LPI South America</b> - Beyond Brazil
15:40	<i>BREAK</i>
15:55	<b>LPI App 2.0 Next generation</b>
16:40	<b>Unveiling LPI new website and live feedback</b>
17:30	<i>BREAK</i>
17:30	<b>Our foundation and what makes us successful</b>
18:40	<b>Key learnings and execution plan</b>
19:00	End day 2

LPI SUMMIT 2021

# LOOKING AHEAD - LPI 2021 AND BEYOND

Kent Jonasen



© Leadership Pipeline Institute. This presentation is confidential and only to be used by the client company, its parent, affiliates and subsidiary companies. No part of it may be circulated or reproduced outside the client organization without written approval from Leadership Pipeline Institute.





# LOOKING AHEAD 2021

---

- **Products:**

- Revised Functional leader
- Business leader
- Emerging leader
- LPI App v 2.0
- 3 Specialist programmes

- **Other:**

- Specialist Pipeline book
- Continued focus on developing facilitators
- Increased foot-print USA, France, Netherlands, Baltics
- Digital marketing

# Products



Revised Functional Leader

Business Leader



Emerging Leader

LPI App 2.0



3 Specialist programmes



**Continued  
focus on  
developing  
facilitators**

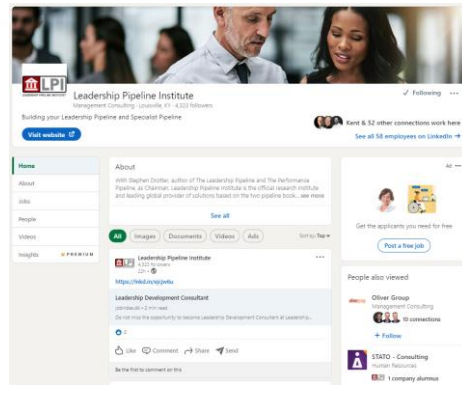
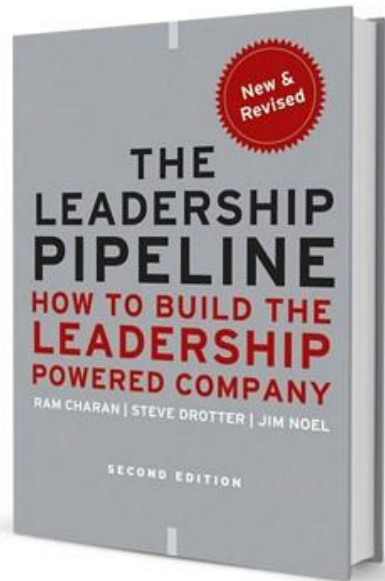


**Digital  
Marketing**

**Increased  
footprint**

- USA
- Netherlands
- Sweden
- France

**Specialist  
Pipeline  
book**



# 4 components of LPI Marketing

- The Books
- The Website
- LinkedIn
- The Certificated



Add licenses & certifications

Name \*  
Leading Others

Issuing Organization \*  
Leadership Pipeline Institute

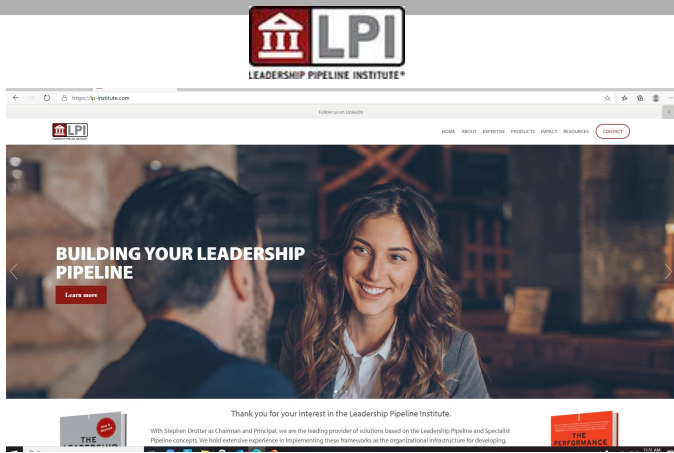
This credential does not expire  
Issue Date No Expiration Date  
Month -  
Year -

Credential ID  
Leading Others |

Credential URL  
www.lp-institute.com/LO

We no longer share changes to licenses & certifications with your network. [Learn how these are shared and when](#)

[Save and add another](#) [Save](#)







# HOW TO ADD YOUR CERTIFICATE



# GET YOUR CERTIFICATE OF ACHIEVEMENT NOW!

1. Go to your LinkedIn profile
2. **On desktop:** Click 'Add profile section' in the top right corner → under "Background" → "Licenses & certifications"
2. **In app:** Click the blue button  in the bottom right corner → "Background" → "Licenses & certifications"
3. Fill in information as shown here 

### Add licenses & certifications ✕

Name \*

Issuing Organization \*

This credential does not expire

Issue Date No Expiration Date

Month  -

Year

Credential ID

Credential URL

We no longer share changes to licenses & certifications with your network. [Learn how these are shared and when](#)



**FOLLOW LPI**



# FOLLOW LPI



[www.linkedin.com/company/leadership-pipeline-institute](https://www.linkedin.com/company/leadership-pipeline-institute)

[www.lp-institute.com](http://www.lp-institute.com)

# Agenda

Time CET	January 6 <sup>th</sup>
13:45	Check-in
14:00	<b>Introduction</b> - Key take away from yesterday
14:20	<b>Looking ahead</b> - LPI 2021 and beyond
15:00	<b>LPI South America</b> - Beyond Brazil
15:40	<i>BREAK</i>
15:55	<b>LPI App 2.0 Next generation</b>
16:40	<b>Unveiling LPI new website and live feedback</b>
17:30	<i>BREAK</i>
17:30	<b>Our foundation and what makes us successful</b>
18:40	<b>Key learnings and execution plan</b>
19:00	End day 2

SÃO PAULO, JANUARY 6TH, 2021

# LPI SOUTH AMERICA

Servio Prado



© Leadership Pipeline Institute. This presentation is confidential and only to be used by the client company, its parent, affiliates and subsidiary companies. No part of it may be circulated or reproduced outside the client organization without written approval from Leadership Pipeline Institute.





# 2020 - Retrospective



- First semester: Hit hard by the pandemics
- Lojas Renner, our best case in 2019, has all its 2020's groups "postponed" – company struggling to defend the business itself.
- No other even willing to start any sort of conversation about training

**Lojas Renner tem queda de 94% no lucro no 1º tri com fechamento de lojas por causa do coronavírus**  
Lucro da varejista ficou em R\$ 10,4 milhões entre janeiro e março, contra resultado de R\$ 161,6 milhões um ano antes  
Por Rodrigo Tolotti | 21 maio 2020 19h34

**Renner fecha todas as lojas físicas em meio ao avanço do coronavírus**  
Da CNN Brasil, em São Paulo | 20 de março de 2020 às 09:05

**Lojas Renner anuncia fechamento de todas as suas lojas no Brasil, Uruguai e Argentina**  
A varejista brasileira, Lojas Renner S.A. anunciou nesta quinta-feira (19) o fechamento, a partir do dia 20 de março, de todas as lojas físicas de suas marcas Renner, Camisado, Youcom e Ashua, no Brasil, Uruguai e Argentina por tempo indeterminado, devido à pandemia do coronavírus.

**Lojas Renner sentirá efeitos do coronavírus até 2021, e ação não terá espaço para subir**  
Por Diana Cheng | 27/08/2020 - 16:17

**MAIS LIDAS NA CNN**  
Defesa Civil acionada após chuva alagante

Comprar ou vender?

# 2020 - Retrospective



- Second semester: Virtual shines really bright !!
- Alicorp: Four LO groups – (Peru, Bolivia, Brasil and Argentina)
- Vitapro: Two LO groups (Peru, Chile, Ecuador and Honduras)
- Masisa: One pilot LO (Chile)



Largest Peruvian consumer goods and multibrand company, 7,500 employees: It was a prospect since 2016.



It came through the global web site! Chilean wood and furniture manufacturer, 4,500 employees.



LPI client since 2017 - 1,500 employees, it develops specialized solutions in aquaculture nutrition through two brands, Nicovita (shrimp) and Salmonfood (salmon).

## 2021 - Ambitions

- New regional partners
  - Brasilia (BNB and Sabin)
  - LATAM
- Change the selling approach for new Brazilian clients
- Expand the virtual solutions for the current clients (Renner, Alicorp, Masisa, Vitapro)
- New clients for the virtual solutions, leveraging the knowledge developed in 2020

## "What happens to Brazil?" - current working hypothesis:

For most LATAM countries, the pipeline concept and LPI's methodology are seen as the same thing and also as something new – it is so much easier for them to get interested in "give it try" than it is in Brazil. The book has not yet been translated into Spanish...



Major Brazilian companies "think" they somehow know the pipeline concept, but fails to perceive what LPI can actually do for them. This has to be reversed.

The virtual training success cases can be a new opportunity to re-start the conversations. Impact measurement is has also good potential as a product and as a pretext for these conversations.

# Agenda

Time CET	January 6 <sup>th</sup>
13:45	Check-in
14:00	<b>Introduction</b> - Key take away from yesterday
14:20	<b>Looking ahead</b> - LPI 2021 and beyond
15:00	<b>LPI South America</b> - Beyond Brazil
15:40	<i>BREAK</i>
15:55	<b>LPI App 2.0 Next generation</b>
16:40	<b>Unveiling LPI new website and live feedback</b>
17:30	<i>BREAK</i>
17:30	<b>Our foundation and what makes us successful</b>
18:40	<b>Key learnings and execution plan</b>
19:00	End day 2

# BREAK

# Agenda

Time CET	January 6 <sup>th</sup>
13:45	Check-in
14:00	<b>Introduction</b> - Key take away from yesterday
14:20	<b>Looking ahead</b> - LPI 2021 and beyond
15:00	<b>LPI South America</b> - Beyond Brazil
15.40	<i>BREAK</i>
15:55	<b>LPI App 2.0 Next generation</b>
16:40	<b>Unveiling LPI new website and live feedback</b>
17:30	<i>BREAK</i>
17:30	<b>Our foundation and what makes us successful</b>
18:40	<b>Key learnings and execution plan</b>
19:00	End day 2

LPI SUMMIT 2021

# LPI APP 2.0

Kent Jonasen & Fabienne Costadau

© Leadership Pipeline Institute. This presentation is confidential and only to be used by the client company, its parent, affiliates and subsidiary companies. No part of it may be circulated or reproduced outside the client organization without written approval from Leadership Pipeline Institute.





# LPI'S AMBITION

---

BEING NUMBER 1 IN MOBILE\* LEARNING

\*digitalized



# LPI App v 2.0

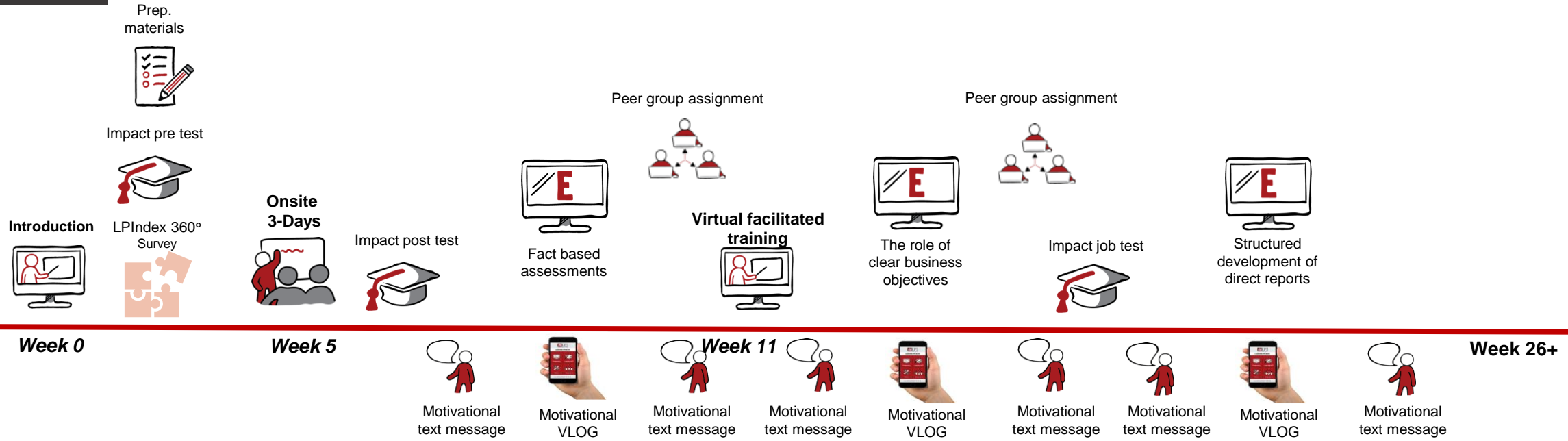
## VALUE PROPOSITION

Transforming a 4 days training into a 4 to 6 months learning journey and therefore sustaining behavioral changes and ensuring the stickiness of learning.

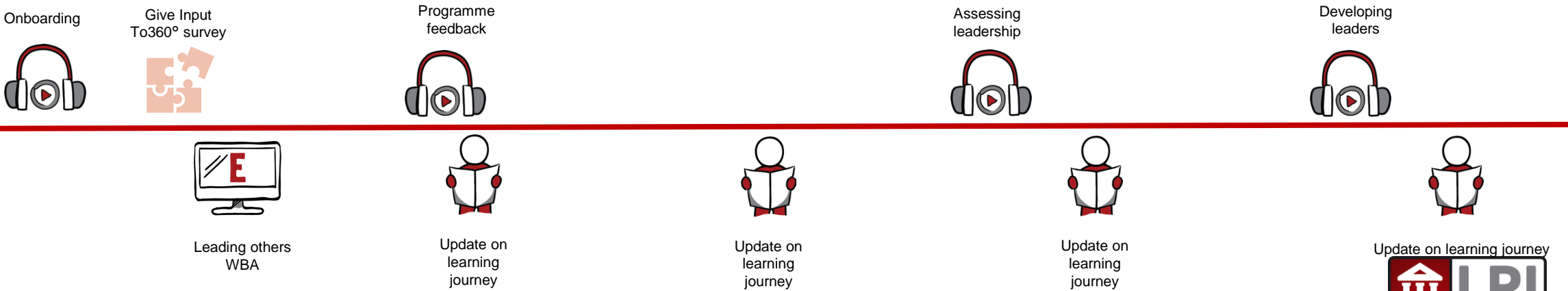


# Leading Others – Web App touch points

Participant



Direct Leader



# LPI TRANSITION APP

LPI has developed a unique learning app to ensure the best integrated transition journey for the participants.

The core added value of the App, is to:

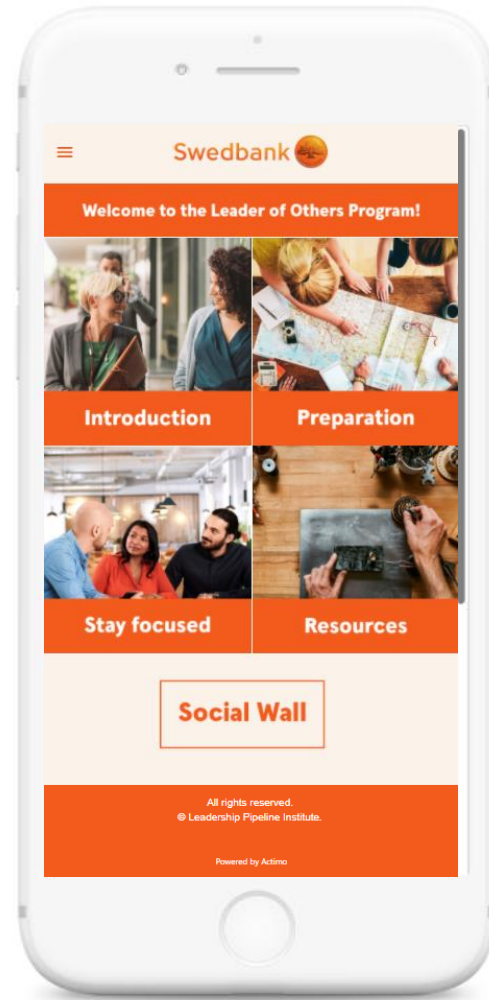
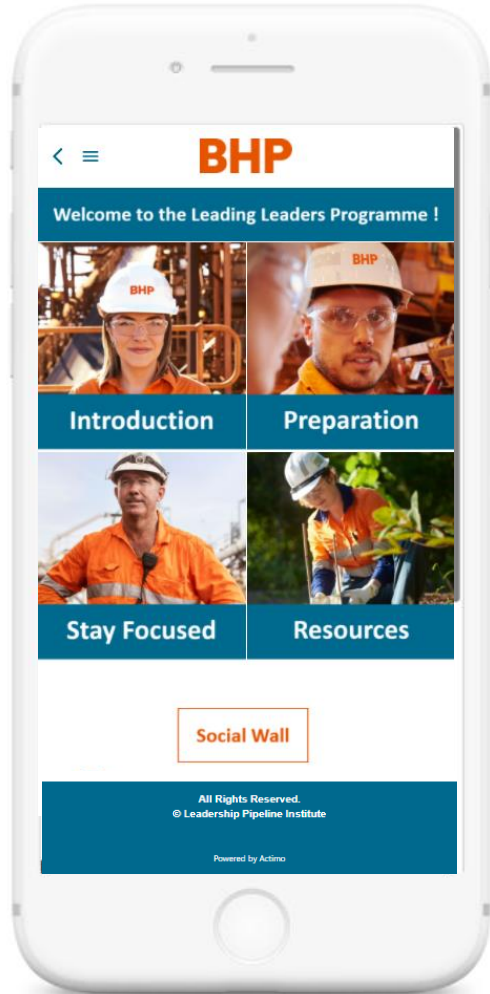
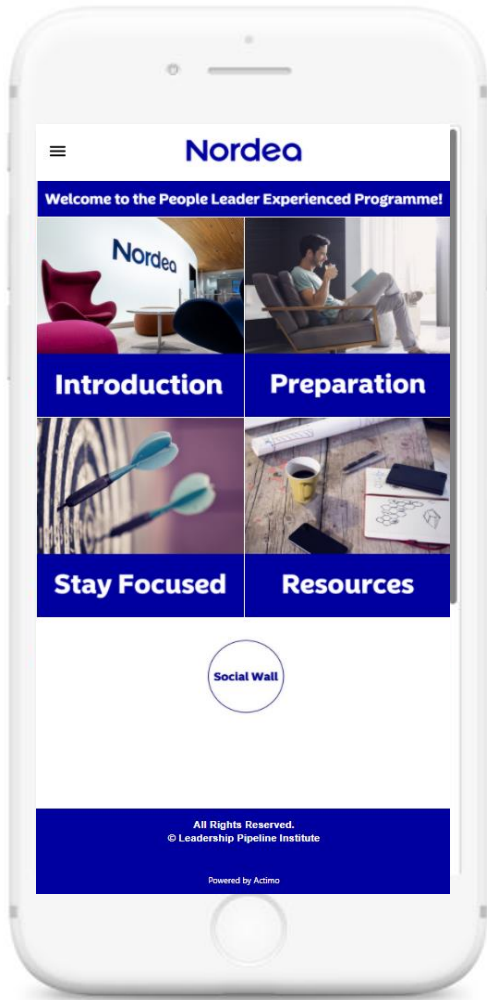
- Ensure the stickiness of Learning
- Sustain behavioral changes

Concretely, the benefits are to:

- Ensure managers involvement
- Support participants in being responsible for own learning
- Increasing the pre- and post- learning efficiency
- Have a channel for your own corporate content



# THE LPI GENERIC APP CAN BE CUSTOMIZED FOR EACH CLIENTS



# KEY ELEMENTS

Each program will be organized as a "learning journey" through the App and tailored to each organisation



**Virtual Kick-off**



**Preparation materials**



**Impact measurement**



**LPIndex 360° Survey**



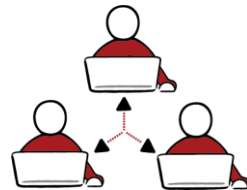
**Videos and articles**



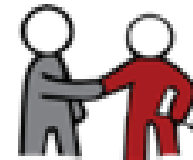
**Push messages**



**Accountability partner**



**Manager Involvement**



**E-learning**

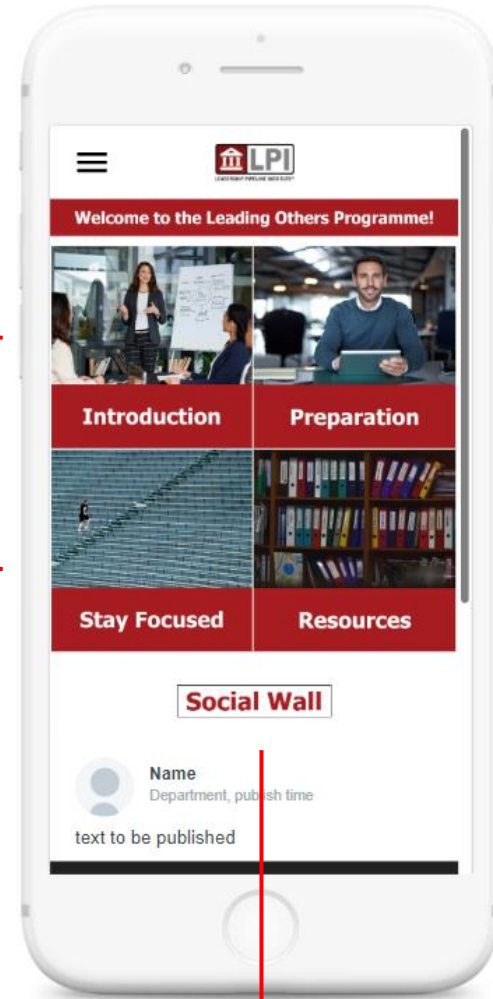


# APP DESIGN

The App has been designed to enable an intuitive user experience

The **introduction** introduces the app, the programme, and its purpose

**Stay focused** keeps the participants focused and accountable for their development during the modules and in back on the job



The **preparation** will get the users ready for onsite/virtual training

**Resources** contains all the materials related to the training and link to other inspirational material

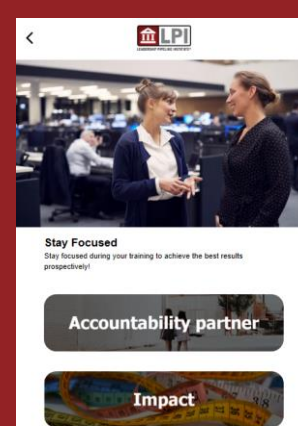
**Social Wall** is a feed for participants & facilitators to share input

# APP SURVEY INTEGRATION

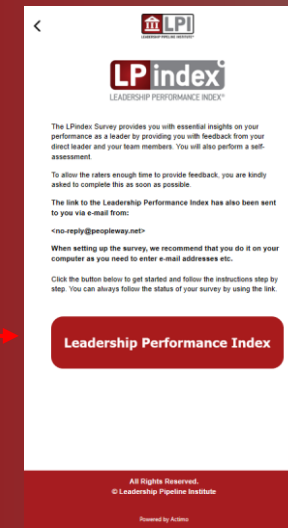
- The LPIndex and the EASE impact measurement surveys are fully integrated into the user experience.
- You can access the results and follow progress seemingly from both your PC and/or from your mobile device.
- A predesigned number of push messages has been set up to “nudge” you through the learning journey and ensure that you take the right steps at the right time.



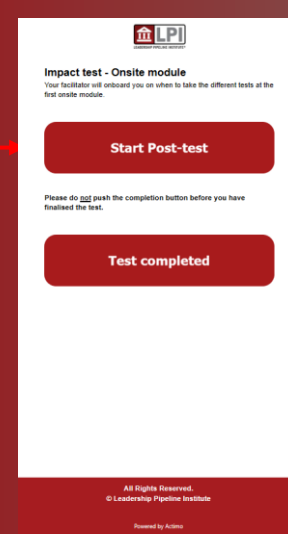
All Rights Reserved.  
© Leadership Pipeline Institute  
Powered by Actimo



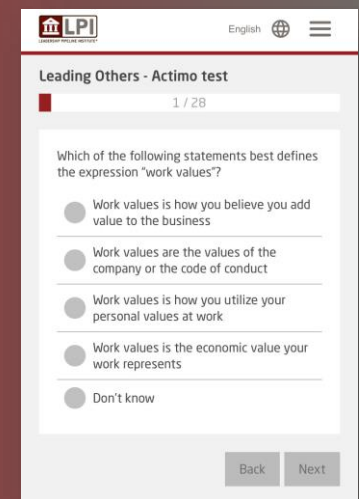
All Rights Reserved.  
© Leadership Pipeline Institute  
Powered by Actimo



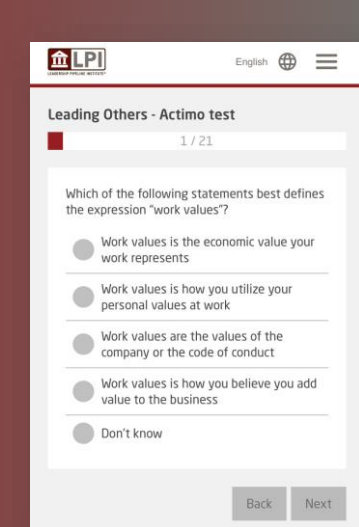
All Rights Reserved.  
© Leadership Pipeline Institute  
Powered by Actimo



All Rights Reserved.  
© Leadership Pipeline Institute  
Powered by Actimo



All Rights Reserved.  
© Leadership Pipeline Institute  
Powered by Actimo



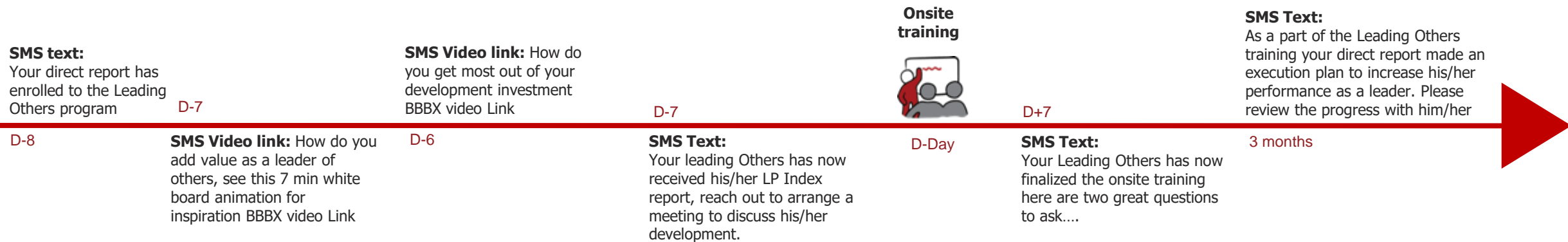
All Rights Reserved.  
© Leadership Pipeline Institute  
Powered by Actimo

# INVOLVEMENT OF IMMEDIATE MANAGERS

- Involvement and engagement of immediate managers is a key component in the App design
- A predesigned number of push messages has been designed to “engage” the immediate manager in the participants learning journey.
- This messages are kept “short and sweet” and are:
  - Reminders to engage
  - Videos
  - Value proposition
  - Great questions to ask etc.



DIRECT LEADER





# Agenda

Time CET	January 6 <sup>th</sup>
13:45	Check-in
14:00	<b>Introduction</b> - Key take away from yesterday
14:20	<b>Looking ahead</b> - LPI 2021 and beyond
15:00	<b>LPI South America</b> - Beyond Brazil
15:40	<i>BREAK</i>
15:55	<b>LPI App 2.0 Next generation</b>
16:40	<b>Unveiling LPI new website and live feedback</b>
17:15	<i>BREAK</i>
17:30	<b>Our foundation and what makes us successful</b>
18:40	<b>Key learnings and execution plan</b>
19:00	End day 2

LPI SUMMIT 2021

# UNVEILING LPI NEW WEBSITE

Kent Jonasen

© Leadership Pipeline Institute. This presentation is confidential and only to be used by the client company, its parent, affiliates and subsidiary companies. No part of it may be circulated or reproduced outside the client organization without written approval from Leadership Pipeline Institute.



# Agenda

- Kent intro
  - Background
  - What is new
  - Specific solutions everyone should be aware of
- Individual exercise
  - Click your way around on the web site and makes notes on errors, things you would like to be explained, general thoughts
- Break out session
- Plenary debriefing
- Kent closing





Please connect to:  
<https://lp-institute.com/>

# BUILDING YOUR LEADERSHIP PIPELINE

Learn more

Thank you for your interest in the Leadership Pipeline Institute.

With Stephen Drotter as Chairman and Principal, we are the leading provider of solutions based on the Leadership Pipeline and Specialist Pipeline concepts. We hold extensive experience in implementing these frameworks as the organizational infrastructure for developing,



# Agenda

Time CET	January 6 <sup>th</sup>
13:45	Check-in
14:00	<b>Introduction</b> - Key take away from yesterday
14:20	<b>Looking ahead</b> - LPI 2021 and beyond
15:00	<b>LPI South America</b> - Beyond Brazil
15:40	<i>BREAK</i>
15:55	<b>LPI App 2.0 Next generation</b>
16:40	<b>Unveiling LPI new website and live feedback</b>
17:30	<i>BREAK</i>
17:30	<b>Our foundation and what makes us successful</b>
18:40	<b>Key learnings and execution plan</b>
19:00	End day 2

LPI SUMMIT 2021

# OUR FOUNDATION AND WHAT MAKES US SUCCESSFUL

Anders Ibsen



© Leadership Pipeline Institute. This presentation is confidential and only to be used by the client company, its parent, affiliates and subsidiary companies. No part of it may be circulated or reproduced outside the client organization without written approval from Leadership Pipeline Institute.



16%  
OFF

Amazon.com bestseller • New York Times bestseller  
Wall Street Journal bestseller

# What Got You Here Won't Get You There

How Successful People Become  
Even More Successful!



MARSHALL GOLDSMITH  
WITH MARK REITER



16%  
OFF



# What Got Them There Will Also Get You There



MARSHALL GOLDSMITH  
WITH MARK REITER



# Group Split

- Adam Rhodes
- Corinne Bianca Kristensen
- Christine Cary
- Tom Cox
- Victoria Hordon
- Lynn Boulonois
- Valérie Avequin
- Inga Kalna
- Ibiai Ani
- Servio Tulio Prado
- Beata Bednarczyk

Group 1  
Martin Sutton



- Anthony Walley
- Diana Zandbergen
- Erik Nedergaard Hansen
- José Leonardo
- Jarl Nemeth
- Jeb Stewart
- Kai Martinsen
- Onno Jongmans
- Ed Irons

Group 2  
Paul Zaffiro



- Line Blomlie
- Mårten Bernstad
- Johanna Totterman
- Gereon Becker
- Stefan Boog
- Wojciech Parteka
- Martin Brødker
- Jennifer Porett
- David Lahey
- Lynn Boulonois

Group 3  
Keith Catchpole



- Romans Holomjovs
- Rebecca McGerrigan
- Jennifer Mackin
- Hamed Al Tamami
- Alan Muntz
- Ernest Sant
- Marita Nesvik
- Mati Sööt
- Chantal Walley
- Kelly-Anne Lahey

Group 4  
Kent Jonasen



- Stephanie Meyer
- Emily Knowles
- Nihola
- Mark Mueller
- Steve Von Hoene
- Manish Ghaneckar
- Pernille Laursen
- Regina Reke
- Bianca Theron
- Per Anfindsen

Group 5  
Anders Ibsen



# Agenda

Time CET	January 6 <sup>th</sup>
13:45	Check-in
14:00	<b>Introduction</b> - Key take away from yesterday
14:20	<b>Looking ahead</b> - LPI 2021 and beyond
15:00	<b>LPI South America</b> - Beyond Brazil
15:40	<i>BREAK</i>
15:55	<b>LPI App 2.0 Next generation</b>
16:40	<b>Unveiling LPI new website and live feedback</b>
17:30	<i>BREAK</i>
17:30	<b>Our foundation and what makes us successful</b>
18:40	<b>Key learnings and execution plan</b>
19:00	End day 2

LPI SUMMIT 2021

# KEY LEARNINGS AND EXECUTION PLAN

Anders Ibsen

© Leadership Pipeline Institute. This presentation is confidential and only to be used by the client company, its parent, affiliates and subsidiary companies. No part of it may be circulated or reproduced outside the client organization without written approval from Leadership Pipeline Institute.



25 participants in a 5x5 grid:

- Row 1: Kent Jonasen; Fabienne Costadau - DK/FR; Anders Ibsen DK; 3 Line Blomlie; 1 Lynn Boulonois UK
- Row 2: 2 Diana Zandbergen - NL; 5 Regina Reke, Latvia; 1 Corinne Kristensen; 2 Jarl Nemeth - Norway; 4 - Romans Holomjovs - LV/MT
- Row 3: 3 Johanna Tötterman Finland; 4 Chantal South Africa; 2 Erik Nedergaard Hansen - D...; Martin Sutton 1; Kellie Fern - USA
- Row 4: 3 Gereon Becker Germany; 1 Valérie Avequin France; 3.Mårten Bernstad, Sweden; Paul Zaffiro; 3. Martin, Denmark
- Row 5: 2 Anthony South Africa; 5 Steve VH - US; 5 Bianca Theron South Africa; 5 Pernille Laursen, DK; 2 José Leonardo (Denmark)



# END DAY 2

---