



LeadershipJourney

Uniting Leadership Development & CSR



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What is a Leadership Journey?

Leadership Journey is a tailored Leadership Development Program facilitated in a Corporate Social Responsibility setting. By uniting these two corporate functions, Leadership Journey provides a unique and powerful context for the development of leaders outside the usual training room environment.

A Leadership Journey is a literal journey out of the participant's geographical and emotional comfort zone to a development project in a foreign location. Through the careful facilitation of cross cultural interactions, the journey experience provides a rich opportunity for developing self-awareness, challenging norms and redefining leadership.

There are three phases to each Leadership Journey:

1. The pre-Journey briefing, choice of development project, selection and measurement of participants and tailoring of the program
2. The Leadership Journey is ideally spaced over 8-10 days across two weekends to minimise time away from the workplace to 5 working days.
3. The post-Journey debrief, group coaching, cross divisional leadership task and post program measurement.



Leadership Journey facilitates the building of genuine relationships with people in a developing community while intentionally developing the next generation of effective leaders.

A Chinese proverb says: 'If you want to know what water is, don't ask a fish'... is it realistic to expect leaders to be able to influence their own culture if they are unable to objectively perceive it and have no mechanism for reflecting outside of it?

Who is Leadership Journey Designed For?

The unfamiliar CSR context provides a fulcrum for testing the participant's resilience, emotional intelligence and self-awareness. Leadership Journey is more effective than the traditional classroom model, providing a range of powerful learning experiences backed up with respected research-validated leadership development theory.

Authentic leadership is a combination of three key ingredients:

1. Leadership Behaviours and Skills: relationship building, communication, ethical motivation, creativity, decision making and coaching.
2. Reaching for our fullest potential means the empowerment of self and of others. Effective facilitation develops personal awareness, confidence and self-esteem.
3. Our personal world-view, beliefs and moral integrity drive our action.



Uniting leadership development and CSR provides a cross-cultural context to challenge the interpersonal skills, self-awareness and the ethical/ moral foundations of the leader.

How Does a Leadership Journey Affect Genuine Change?

Cultural and organisational dynamics need to be articulated, measured and appropriately managed to affect genuine long term change. Leadership Journey aims to give hope and a voice to the relational dissonance within the organisation by providing a heightened awareness of how culture is formed. The aim is to align behaviour, particularly that of leaders, with the stated organisational values.



By removing the participants from their 'fish bowl' for a period of time and placing them in a vastly contrasting culture, the Leadership Journey facilitates learning about dominant worldviews and behavioural paradigms to generate a deeper understanding of what drives culture.



The Business Case

Leadership Journey is a strategic combination of a quality Leadership Development program and an engaging Corporate Social Responsibility (CSR) program. Merging these two corporate fundamentals can bring a range of benefits to a company which includes:

CONSOLIDATE COSTS

Leadership Journey enables you to consolidate costs while improving the effectiveness of both your Leadership Development and CSR program.

IMPROVE PRODUCTIVITY

By engaging, empowering and motivating staff, Leadership Journey enables organisations to attract and retain quality employees which ultimately improves productivity.

IMPROVE CULTURE

A proactive, values-based Leadership Development program will not only improve workplace culture, but will impact organisational health and morale to ultimately improve business outcomes.

ACCOUNTABLE PARTNERSHIPS

Leadership Journey projects are personally visited by an Aafia consultant prior to being offered as a Leadership Journey destination and are run by effective project managers that have a demonstrated mechanism in place for reporting to donors about the use of funds and the success of project targets for improved accountability.

INVESTOR RELATIONS

A commitment to CSR improves reputation with investors and pays off in improved access to markets, including customer loyalty, security in existing markets and attractiveness in new markets.

GENUINE RELATIONSHIP WITH A GRASS ROOTS PROJECT

Choose from a wide range of projects in diverse locations and develop a genuine relationship which you can report to your stakeholders about. Whether it is improving the hospital at Herbertpur in remote Northern India, helping poor families in Malawi to raise livestock, providing home based care to HIV & Aids patients across Southern Africa, or assisting orphans and vulnerable children with a blanket for cold nights and a school uniform, each project provides a corporate entity with an opportunity to build an ongoing relationship with, and provide financial support to, a community in desperate need.



Mission Statement

The mission of Aafia is to promote a culture of individual and corporate health through the medium of a Leadership Journey. This innovative product is designed to facilitate relationships between corporate leaders, an aid and development organisation and a developing world community where all participating parties benefit in multiple ways and at many levels – physical, psychological and spiritual.

Aafia has developed a leadership product that seeks to rectify a gap in the leadership development sector. Each Leadership Journey is designed to deliver a range of powerful benefits to four key stakeholders.

1. The corporate client engaging in a Leadership Journey.
2. The project/ developing community whose physical situation will be improved by the funds raised.
3. The NGO who partners with the chosen project.
4. Aafia Pty Ltd who serves to facilitate the Leadership Journey and provide the bridge between participating stakeholders.

Who is AAFIA?

Incorporated in the spirit of social entrepreneurship Aafia Pty Ltd is an Australian company managed by a board of four directors.

The Executive Director, Andrew Jones, founded Leadership Journey as a truly impacting leadership program to develop western leaders while simultaneously empowering communities of the world's poor. Andrew spent his childhood among the Boko tribe in Benin, West Africa.

With over ten years experience in developing leaders, Andrew has a unique personal and professional background which affords him the insight, cultural awareness and the interpersonal confidence to facilitate a Leadership Journey program. Call Andrew today to make a time to talk about how a Leadership Journey might benefit your organisation.



Aafia is 'Boko' word that has no parallel in English. From Benin, West Africa, 'aafia' is a remarkable word capturing the essence of what we are about. From the individual perspective 'aafia' denotes personal well-being and contentment in a physical, psychological and spiritual sense. From a community perspective, 'aafia' conveys a sense of peace, harmony and an absence of conflict.



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What is a Leadership Journey?



The Shared Advantage



Find a Journey Destination



Leadership Journey Workshop

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Visit the website at
www.leadershipjourney.com.au

- Find out how a Leadership Journey program can affect genuine change
- Discover the right Leadership Journey destination for your company
- View a number of sample Leadership Journey itineraries
- Explore an extensive list of community projects

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