

Leadership in Focus:

Develop Leaders with a Blended Approach

Real Challenges, Real Discussion

Leadership in Focus is a large collection of short videos that bring to life real-world business challenges and spark lively discussions aimed at improving executive skills. Each short video is accompanied by a teaching guide with added context, discussion questions and role-playing ideas to help engage groups of managers in learning experiences of their own.

Traditional leadership education tends to be overly analytical, unrealistic and downright dull. Through story-telling, Stanford's program grabs the viewer's attention and empathy. The meaningful leadership learning comes from involving participants in relevant, often emotional dilemmas and urging them to react on the spot and rely on their own instincts, values, and judgments.



Video Case Collection and Resources Available for Corporate Use

Used by and Proven to be Effective by the top 50 U.S. Business Schools and over 800 universities around the world
Online library of 200 short video cases of real leaders, 7 minutes in length, organized by various leadership topics
Cases include Teaching Notes and Segments of Challenge, Decision, and Lessons Learned
Cases provoke discussion and reflection needed to learn about leadership behavior, style, and values

Flexible Pricing Options Available
Implementation, Curriculum Design and Client Support Available
Blended, synchronous and asynchronous learning options
Multiple Topics for Learning

Stanford Interactive Learning Modules

Online Modules enable an interactive learning experience by challenging participants with real leadership cases and then offering lessons learned, leadership best practices, and practical tips for participants.

Practical for the busy professional, lasting only 20-30 minutes each
May be facilitated synchronously or offered asynchronously on a web-based delivery platform
Modules include short video clips of different leaders, insights from research and lessons from experts and peers
Feedback from Participants is captured and recorded with Printable, Customized Action Plans offered after every module

For pricing, contact 650.724.5930 or leadershipvideos@gsb.stanford.edu