

## 3 GL<sup>©</sup>

### 3 GenerationsLeadership<sup>©</sup> Process

#### *The Concept*

Elisabeth Blum & Competence Team, June 2009





Please be ready for:

- |                                       |                                     |
|---------------------------------------|-------------------------------------|
| I. Looking back to <b>Yesterday</b> : | where does the idea come from?      |
| II. Heading for <b>Tomorrow</b> :     | what is 3 GL intended to be?        |
| III. Going to <b>Today</b> :          | what needs to be done to get there? |



EUROPEAN WOMEN'S MANAGEMENT DEVELOPMENT INTERNATIONAL NETWORK 

# I. Yesterday



## A very personal story....





EUROPEAN **WOMEN'S** MANAGEMENT DEVELOPMENT INTERNATIONAL NETWORK 

## II. Tomorrow

## Which challenges are we confronted with?

- How to deal with elder people in the working process – how to transfer their knowledge and how to enable them to invest their mastery and guarantee their social security ?
- How to give the eternal discussion about Leadership a female twist and thus enrich the Management-Aspects.
- How to enable young people (female and male!) to be ready for the adventure of having children? How to create circumstances, where the „yes“ or the „no“ to children is a real free choice?



## EWMD + 3 Generations Leadership

- **EWMD** = a network of business women offering a wide range of options for mutual support & challenge in their careers, knowledge and skills on a national and international level.

### *The quality: dynamic*

- **3 GL** = a format within EWMD offering a designed frame to realize the options and develop new ideas for problems we all have and can't yet solve.

### *The quality: structured*

*The inspiration: given by Christa van Winsen and implemented with her friendly approval!*



## The Idea of the 3-GL<sup>©</sup> Process:





**The Idea** is to offer a structure within which **Female executives or managers\*** are supported and supporting each other in order to

- strengthen and increase Female Leadership-skills
- Grow personally
- By this develop ideas for a concept of living and working beyond the system within which we act

\*:**Female executives or managers** are to be understood as all women active in responsible positions such as in commerce, administration, politics, science and culture. (International statutes of EWMD)

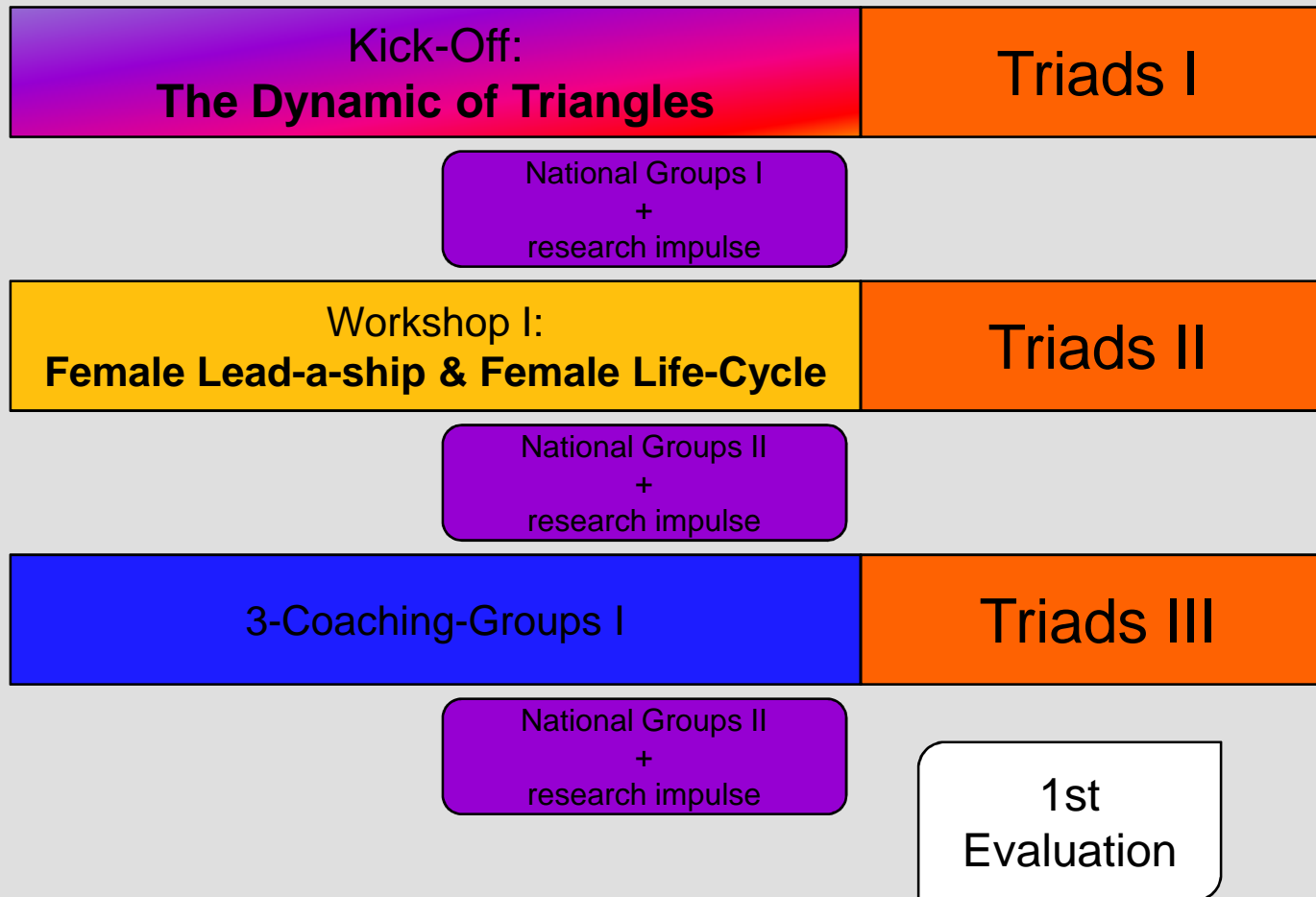


## 2 years process 3GL<sup>©</sup>: Who, what, how

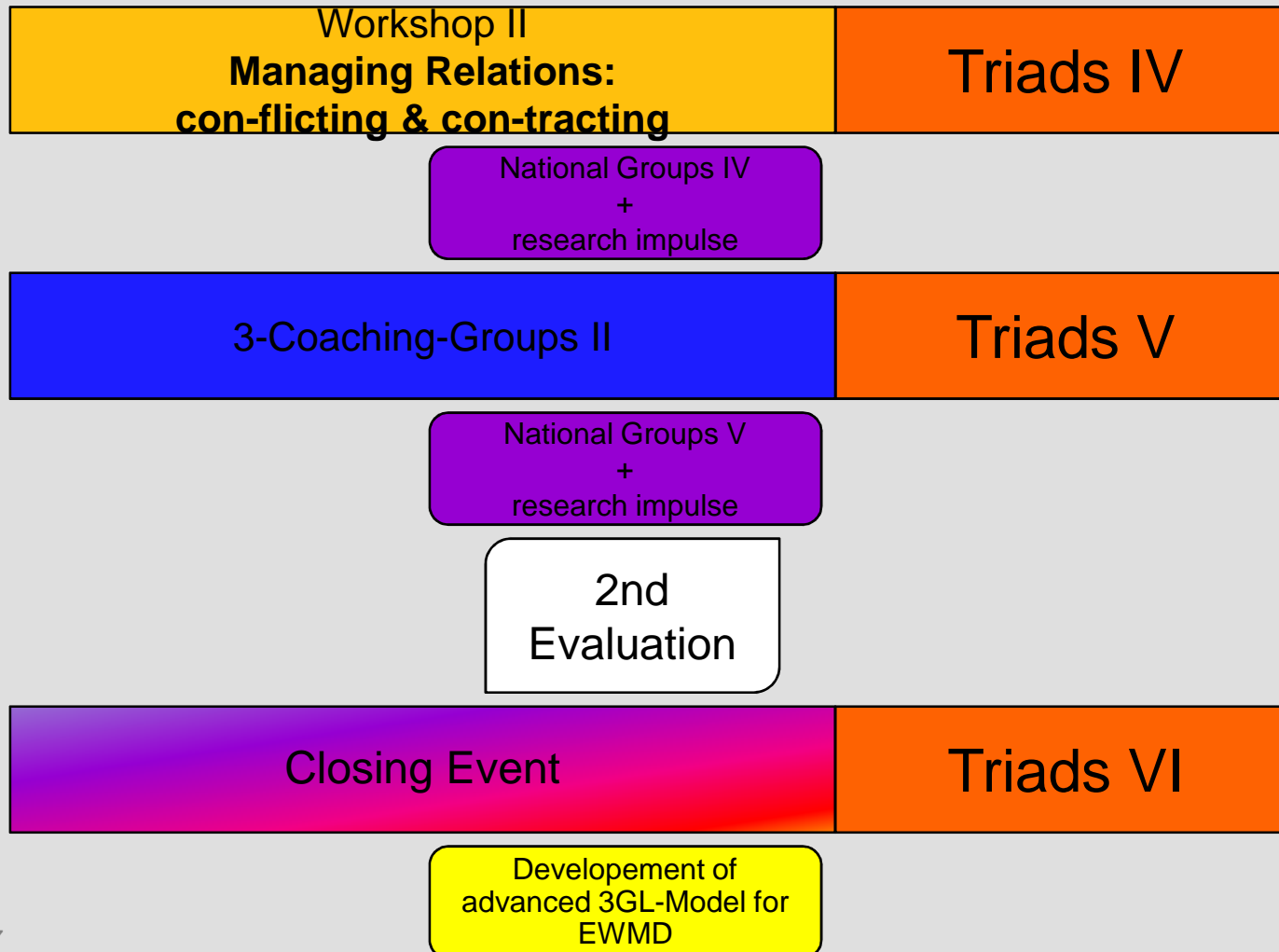
- **24 Women = 4 nations (A,D,I,CH)<sup>(x2)</sup> x 3 generations**
- = 3GL-Group  4 Meetings
- = 8 Triads (G1, G2, G3)  6 Meetings
- = 4 National Groups  5 Meetings
- = 3 G-Coaching Groups  2 Meetings
- + accompanying scientific research by „Nomesis“, the company of Daniela Bandera, Brescia



## 3GL-Process-Structure, 1st year



## 3GL-Process-Structure, 2nd year



## The „Logical“ Order of Generations

### Generation 1: *Mastery*

Between 60 and 80 woman dispose of a wide range of very personal and professional tools to lead-a-ship.

This wealth is the outcome of wisely invested energy, many experiences and the everlasting eagerness to learn something new.

Mastery can't be „taught“ like a technique, but unfolds it's magic by living the example.



## The „Logical“ Order of Generations

### Generation 2: *Experience*

Between 40 and 60 women can proudly look on their counter, where the goods steadily increase in number and quality.

They develop many skills to lead-a-ship through stormy waters and they are clever enough to know, what to focus their energy on – and what not!

Experience represents the quality of values as a guideline through the own paths chosen consciously.



## The „Logical“ Order of Generations

### Generation 3: *Energy*

Between 20 and 40 women steer their cars through the maze of possible highways and roads, looking for the path fitting best to them.

Their engine is driven by the power of ideals and the eagerness to take the right decisions – also riding on unorthodox ways.

Energy, invested emotionally intelligent and strategically clever, opens a wide range of options to lead-a-ship.





## General Benefits

- Participants
- EWMD
- Companies

## The general Benefits for the Participants

1. Networking – simply as it is! Within a supportive structure!
2. Developing concrete guidelines for an excellency in Female Leadership.
3. Reflecting, transferring and getting access to experience and knowledge
4. Being affective and effective !!!
5. „Political“ dimension – giving life to Emancipation!
6. Enhancing status and self-experience via „facilitating position“.
7. Getting an enlarged perspective on life with all its tasks, possibilities and impossibilities.
8. Enhancing the own courage to follow the individual goals. Doubts and obstacles being taken seriously but seen as a challenge and not as a “need to adapt to the well-known”.
9. Profiting (also emotionally) from the support of the large group (3GL-frame) and of the small group (triad)



## General Benefits for the Companies

1. „I support my employees actively“ =>signal for cooperate culture internally and externally
2. Advantage of high-quality structure as service
3. Supplementing and supporting HR-measurement
4. Status-plus + Knowledge-plus in Company
5. Intercultural knowlege of employees increased
6. Female Leadership-skills are being strengthened and increased



## General Benefits for EWMD

1. The idea of EWMD is implemented actively and virtually – Women support Women!
2. The PR of EWMD is enhanced further.
3. Contacts to new corporate members are being established and those to “old” ones are intensified
4. Potentially new members' attention is being drawn to EWMD.
5. The intercultural communication between the members is being enhanced.
6. A „Prototype“ for all EWMD-countries is being developed and provided.





# III. Today

## Keydata of the 3GL<sup>©</sup>-Project:

1. The Competence Team
2. The 3 GL-Competence Team – Inspiration-Givers
3. The Steering Group
4. The Timeline up to today
5. The Timeline – starting from today: conceptualization
6. Timeline – starting from tomorrow: the implementation
7. Costs

## 1. The 3 GL-Competence Team

- *Elisabeth Blum (A):* Project-Leader, coordinator, developer, administrator.
- *Andrea Kirchttag (A):* Vice- Project-Leader, concerning all roles of Elisabeth Blum.
- *Daniela Bandera (I):* Leader of the scientific research within the project
- *Selene Ghioni (I):* Assistant of Daniela
- *Laura Cavagnini (I):* Assistant of Daniela
- *Aleksandra Weber (D):* Bridge-builder and Catalyst of the process
- *Ingrid Heinz (D):* Expert on Innovation of Leadership and Knowledge Management
- *Susanne Hummen (D):* Web-Manager!
- *Esther Brändli (CH):* Financial Controller + Coordinator!
- *Valerie Mackinger (A):* Administrative Assistant. Young student, not (yet) member.

## 2. The 3 GL-Competence Team – Inspiration-Givers

- *Uschi Böhle (A)*
- *Helen Macfarlane (A)*
- *Karin Weilguny (A)*
- *Sieglinde Schneider (D):* PR-Consultant
- *Doris Subeit (D):* Strategy-Consultant

### 3. The 3 GL-Steering-Group

- *Elisabeth Blum:* Project Leader
- *Christa van Winsen:* Expert on Mentoring-Projects
- *Ingrid Heinz:* Representing stakeholder  
MQ21, EWMD Frankfurt
- *one Italian member:* designated by stakeholder  
EWMD-International-Board.



## 4. The Timeline - up to today

- Autumn 2008: Inspiration by Christa van Winsen's presentation in Salzburg about Mentoring.
- February 2009: Inspiration while cross-country-skiing – let's do it with 3 Generations.
- March 2009: Presentation at International Board Meeting in Brescia.
- April 2009: 1st Meeting Competence Team.
- May 2009: Approval of International Board.
- June 2009: Presentation + Members Voting at Brussels

## 5. The Timeline – starting from today: conceptualization

- August 2009: Next Competence Team Meeting
  - July 2009 – March 2010: Designing the 3GL<sup>©</sup> Process in every Aspect
1. Targets and Contents
  2. Criteria for the participants + clarifying the fees
  3. Platform within the EWMD website including IT-services
  4. PR-activities
  5. Finding adequate trainers, in addition to the trainers within the competence team
  6. Acquiring Participants (70 % EWMD-members, 30% not yet EWMD-members)
  7. Administration: contracts, accounts, hotel-bookings etc.
  8. Setting up the scientific research frame
  9. March 2010: Kick-Off of 3 GL

## 6. Timeline – starting from tomorrow: the implementation

- March 2010-March 2012: 3GL<sup>©</sup>-Process
- May 2012: Cost/benefit analysis,  
evaluation report  
project team lessons learned.

Advanced EWMD-model for “3 Generations Leadership<sup>©</sup>Process”

- September 2012: who knows?

## 7. Costs

### **Phase I: conception + preparation of the project:**

- € 10.000,- (EWMD Int.)
- € 2.000,- (sponsored by MQ21, EWMD Frankfurt)

### **Phase II: implementation of the project:**

- ~ € 58.000,- costs
- ~ € 8.000,- (sponsored by MQ21, EWMD Frankfurt)
- ~ € 50.000,- (Participants fees\*)

#### **\*Participants fees details:**

- ~ €1.950,- per EWMD-member (~70% of the participants)
  - ~ €2.350,- per non-EWMD-member (~30% of the participants).
- Hotel and travel costs carried on their own.

## The USP of „3 Generations Leadership<sup>©</sup>“

### **Trilateral Networking, potentiating the supportive structures of EWMD**

Crossnational, Crossgenerational, Crossbusiness-Branches.

### **Concept to develop and change the concept of Female Leadership**

Economical, social and political Dimension.

### **Concept of Teaching and Learning**

Proven Repertoire of Coaching Methods + stringent structure  
+ personal relations within different group-settings



Thank you very much for your attention!



meeting in Innsbruck April, 24



Elisabeth Blum

**Yes, we can!**

Competence-Team (ct)+ Inspiration-Givers(ig):

Elisabeth Blum<sup>ct-Leader</sup>, Daniela Bandera<sup>ct-Italy</sup>, Esther Brändli<sup>ct-Switzerland</sup>, Laura Cavagnini<sup>ct-Italy</sup>, Selene Ghioni<sup>ct-Italy</sup>,

Susanne Hummen<sup>ct-Germany</sup>, Andrea Kirchttag<sup>ct-Austria</sup>, Doris Subeit<sup>ct-Germany</sup>, Aleksandra Weber<sup>ct-Germany</sup>,

Ingrid Heinz<sup>ct-Germany</sup>, Valerie Mackinger<sup>rad.assistant-Austria</sup>

Uschi Böhle<sup>ig</sup>, Helen Macfarlane<sup>ig</sup>, Karin Weilguny<sup>ig</sup> (all Austria)