



BrandBook

CORPORATE IDENTITY & BRAND GUIDELINES



Our brand *propels our mission...*

This BrandBook is a critical tool to ensure that our corporate identity & brand is properly and consistently represented – so that we may leverage our brand to set Oxford Leadership apart and amplify every message.

Our brand will inspire understanding, emotional connection and support from our audiences. It will increase clarity about Oxford Leadership’s work and personality. It will stand as a powerful symbol of how Oxford Leadership continues to drive real change, every day.

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BrandBook

What we do





Unleashing purpose-driven
performance since 2005.

A man and a woman are shown in profile, looking towards the right. The man is in the foreground, wearing a blue polo shirt with a crest on the chest. The woman is behind him, wearing a patterned top. They appear to be in a meeting or collaborative work environment, with a whiteboard or screen visible in the background.

We were founded in 2005 to help businesses steer a course through the turbulent waters they faced.

We were among the first to help organisations, their leaders and their people harness the power of purpose to drive performance and transformation. We've been doing it ever since.



We've helped over a million executives to transform while accelerating their performance.

A close-up portrait of a middle-aged man with a shaved head, wearing dark-rimmed glasses and a dark blue turtleneck under a dark suit jacket. He is smiling broadly, showing his teeth. The background is a blurred office interior with large windows.

Many of our corporate relationships are almost as old as our company. There's a reason our clients keep partnering with us – our proven and purpose-driven approach delivers results.

We...

...are coaches, consultants and facilitators, helping CEOs and Management Teams execute strategy, accelerate performance, master change and make consistently good choices, faster, and together, in globally dispersed, high-performing teams.

Performance Consulting

We design and facilitate interventions that create alignment, cohesion, engagement, and accountability throughout teams and organisations. Our programmes offer accelerated performance and rapidly generated breakthrough solutions to key business issues.

Leadership Development

We help leaders and their teams develop new capacities, master powerful tools, and embrace the mindset required to innovate and execute. By expanding mental and emotional capacity we enable teams to make consistently good choices, together, faster.

Team & Exec Coaching

We design and develop customised coaching programmes for C-Suite, board members, senior executives and organisational teams, to improve individual and team performance and focus while developing competencies which are vital in leading and facilitating engagement and permanent change.

We develop high-performing teams, transform organisations and help leaders become purpose-driven leaders.



We work with global organisations developing purpose-driven leaders & teams.

Our programmes are part of the core curriculum in many of our client's corporate universities, and our leadership development programmes have over 300,000 executive alumni. Methodologies are based on more than 100 corporate turnarounds and performance acceleration assignments in FTSE 100 and Fortune 500 companies.

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About us



Overview

Oxford Leadership™ is a global leadership consultancy that aligns people with purpose & strategy - driving socially responsible transformation in global organisations.

Our international network includes 215 partners, consultants, and coaches in 28 countries throughout Europe, North America, Latin America, Asia, and Africa. We transform leaders, align teams and create fierce resolve and passion to win. Typical interventions are to accelerate performance, execute strategy and embed capability and change.

1+ mil

lives touched and
bettered around
the world

100+

multinationals
impacted by 200+
consultants

28+

countries + the
many languages
we work in

17+

years of experience
Transforming Leaders
for Good



We're unique...

Niche specialists in leadership



We occupy a unique position at the intersection of strategy and HR consulting, business school executive development and coaching institutes. Our holistic approach results in transformational change and unprecedented performance.

Inside-out approach to change



Knowing and leading self is the prerequisite for leading others. Our approach is based on scientific research of how the brain creates habits and patterns, how it feels, senses, synthesises, makes connections and choices.

Our...



Purpose

Our purpose is pure & simple...

Bring about transformation and change in organizations and leaders to become purpose-driven beyond profit, so they make choices and act in alignment with the greater good.



Vision

To be the world's leading Leadership Consultancy that brings about positive change in individuals and organizations for the greater good. In manifesting our vision, we contribute to transforming people to become purpose-driven, and as a result, this contributes to building a better world.



Mission

Transform the world's most influential organizations, institutions, and leaders to become purpose-driven, as they have the greatest influence on our world and society. Our mission focus is to transform the influential and, in so doing, have the most significant impact on contributing to a better world.

Our values...

We work with a Spirit of Service:

We are driven by what we can give, not by what we can get; by making a positive difference to others we receive all we need for ourselves.

We are

Rigorous

When you choose to engage us, we will have done our homework. We will start with the facts. Search for evidence. Be structured and planned. Go deep. And we will follow through for you.

We are

Curious

You will discover that we like to challenge our assumptions. That we look beyond the obvious. That we are prepared to zoom out to see the whole picture. And that we succeed in turning conflict into a conversation.

We are

Generous

You will find that we are kind. Open-hearted. Collaborative. You will see that we work with love. That we share. And that we are surprisingly cooperative.

We are

Vigorous

You can always expect our team to be fierce in our resolve. Be passionate and powerful. Be intensely upbeat. Be humble and helpful.

Our value...

Brand Essence

The essence & heart of what we do

Transforming leaders for good

Oxford Leadership is bigger than an organisation or place – we have been at the forefront of individual and organisational transformation for more than 17 years transforming leaders for good and driving change for the greater good.

Brand Promise

What we promise to deliver

Purpose-driven leadership

Our programmes, interventions and solutions bring about purpose-driven leadership and purpose-driven performance in individuals, teams and organisations. Unpacking, unlocking and unleashing purpose is what we do.

Value Proposition

The results & benefits our clients gain

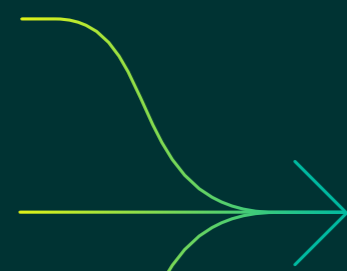
Growth, performance & transformation

Growth, performance and transformation at the individual, team and organisational level is what our clients gain from working with us. This is the value that we endeavor to and ensure that we bring about for our clients.

Putting it together...

Our What & Why

Purpose
Vision
Mission



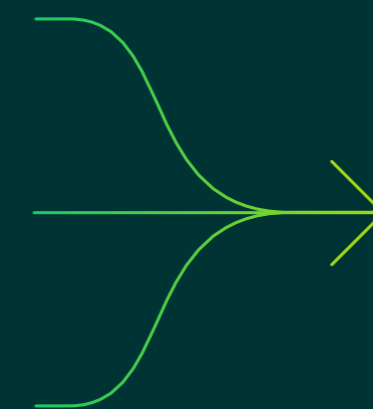
How We Work

Values



Our Essence, Value & Proposition

Brand Essence
Brand Promise
Value Proposition



Our Impact *(purpose fulfilled)*

**Steering leaders &
big business toward
the greater good.**

BrandBook

Our brand identity



Logomark

The Oxford Leadership Chevron

The logomark is symbolic of and aligned with our value proposition – growth, performance and transformation.

Various conscious and sub-conscious associations can be made with the symbol which reflects the value & benefits that organisations and individuals gain through working with us.



Leadership
Transformation
Performance
Growth
Acceleration
Alignment
Direction
Purpose
Progression
Leading the Way
Moving Forward

Logos

There are 4 possible applications of the logo.

NB.

NEVER take a logo artwork and change it from a dark to light version or vice versa.

Logos for dark or light backgrounds have different thickness of type and logomark artwork to make them appear consistent.

Make sure you use the original logo artwork asset for which ever version of the logo you are implementing.

Full Colour Light BG



One Colour Light BG



Full Colour Dark BG



One Colour Dark BG



Logo Construction



Logo Misuse

Do not alter the Oxford Leadership logo in any way. Always use approved logo asset files.

The following are some examples of situations to avoid. Note that these examples apply to all versions and constructions of the logo



Do not place the logo on top of a busy or dark image. It should always be clear and legible



Do not position the logo within a white box overprinted on a busy or dark background



Do not apply any drop shadows or glows



Do not stretch or distort the logo



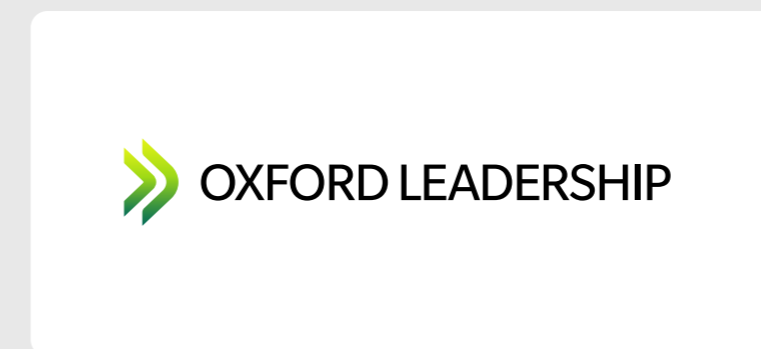
Do not rotate or alter the axis of the logo



Do not use the logo as part of a sentence or add to it in any way



Do not alter the colouring of the logo



Do not recreate the logo using any other typeface

Primary Colour Palette

<div>CHARTREUSE</div> <div>PANTONE - 388 C C 22 - M 0 - Y 92 - B 0 R 224 - G 242 - B 24 HEX - #E0F218</div>	<div>SAGE</div> <div>PANTONE - 339 C C 74 - M 0 - Y 59 - B 0 R 0 - G 184 - B 138 HEX - #00B88A</div>	<div>CHARCOAL</div> <div>PANTONE - 5395 C C 0 - M 0 - Y 0 - B 89 R 52 - G 52 - B 52 HEX - #343434</div>
<div>SEAWEED GREEN</div> <div>PANTONE - 627 C C 93 - M 53 - Y 62 - B 70 R 0 - G 51 - B 51 HEX - #003333</div>	<div>JUNGLE GREEN</div> <div>PANTONE - 3308 C C 91 - M 44 - Y 65 - B 54 R 0 - G 69 - B 62 HEX - #00453E</div>	<div>FOREST GREEN</div> <div>PANTONE - 561 C C 89 - M 36 - Y 64 - B 33 R 0 - G 94 - B 82 HEX - #005E52</div>

Secondary Colour Palette

<div>SEEDLING GREEN</div> <div>PANTONE - 375 C C 47 - M 0 - Y 97 - B 0 R 158 - G 217 - B 22 HEX - #9ED916</div>	<div>MINT GREEN</div> <div>PANTONE - 7479 C C 71 - M 0 - Y 76 - B 0 R 30 - G 199 - B 100 HEX - #1EC764</div>	<div>GOLDEN YELLOW</div> <div>PANTONE - 143 C C 1 - M 33 - Y 86 - B 0 R 245 - G 189 - B 49 HEX - #F7B531</div>	<div>RICH CORAL</div> <div>Pantone - 7416 C C 3 - M 73 - Y 61 - B 0 R 232 - G 100 - B 88 HEX - #e86458</div>	<div>SKY BLUE</div> <div>Pantone - 284 C C 65 - M 28 - Y 0 - B 0 R 89 - G 158 - B 227 HEX - #599ee3</div>
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Color Palette

Consistent use colour plays an important part of the cohesive & harmonious look of our brand.

Refer to our website, social media platforms and marketing collateral for guidance on how we use our colour palette.

Typography

Typography plays an important role in the Oxford Leadership brand. Careful use of typography reinforces our personality and ensures clarity and harmony in all communications.

Playfair Display and Neue Haas Unica Pro are the brands primary fonts. These fonts should be used in all branding and marketing communications.

Playfair Display

Playfair Display is a transitional, serif typeface. A display typeface is a typeface that is intended for use at large sizes for headings, rather than for extended passages of body text.

Playfair Display
AaBbCc01234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco in voluptate velit esse cillum dolore eu fugiat nulla pariatur excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Neue Haas Unica Pro

Neue Haas Unica is a neo-grotesque sans-serif typeface appropriate for a wide range of applications, possessing a delicate gradation of weights and clear character shapes.

Neue Haas Unica Pro
AaBbCc01234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Typography Cont.

Secondary fonts for use in PPT, Word, Excel

Times

For applications where custom brand fonts cannot be used Times is used as a replacement for Playfair Display.

Arial

For applications where custom brand fonts cannot be used Arial is used as a replacement for Neue Haas Unica.

Times

Times is a popular and widely-used serif font family that is highly versatile allowing it to be used in a wide range of applications effectively.

Times Bold AaBbCc01234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco in voluptate velit esse cillum dolore eu fugiat nulla pariatur excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Arial

Arial is a popular and widely-used neo-grotesque sans serif font family that is highly versatile allowing it to be used in a wide range of applications effectively.

Arial Bold AaBbCc01234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco in voluptate velit esse cillum dolore eu fugiat nulla pariatur excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Typography Cont.

Refer to our website, social media platforms and marketing collateral to for guidance on appropriate application of typography.

An example of our fonts in context.



Grow your practice & your network.

We are growing all the time, as more and more individuals and organizations from many different fields in many different countries are calling for our help. So now we're offering highly qualified and experienced coaches the opportunity to gain accreditation to deliver Oxford Leadership training and programmes – including our flagship Self-managing Leadership and Leading with Purpose programmes.

Grow as a person and as a professional

Our programs bring leading thought and practice – and right from the moment you sign up, you also become a Member of the Oxford Leadership Network, which means you get access to leadership groups, resources, etc. Accredited coaches can provide a digital journey to transform individuals from the inside out with Oxford Leadership's online Self-Managing Leadership® program.

Tone of Voice

Tone of voice isn't what we say, but how we say it. It's the language we use, the way we construct sentences, the sound of our words, and the personality we communicate. Adhering to the Oxford Leadership voice and tone keeps our content consistent with our overall brand.

Our tone of voice is:

- **Positive and action oriented**
- **Simple and to the point**
- **Direct and candid**
- **Personable and personal**
- **Friendly and approachable**
- **Clear and consistent**
- **Honest and accurate**
- **Inspirational, yet credible**
- **Professional and authoritative**

Six basic principles of good communication

- 1 Use everyday language** It's always better to use the simple everyday term – the word or phrase that an intelligent, articulate person would use in conversation – than a longer word with the same meaning.
- 2 Keep it personal** Good writing sets out to create a relationship and a rapport with the reader. One of the most important ways it does this is by addressing the reader directly and personally, using the first person (I or we) whenever possible, and even more important addressing the reader as “you”.
- 3 Be engaging** Here, we're talking about going further than keeping it personal; we're talking about the critical importance of making your readers feel that you understand their point of view, and are addressing their interests and priorities.
- 4 Assume intelligence** There's no easier way to alienate readers than by patronising them, or by writing in a way that insults their intelligence. However little knowledge your audience may have of the subject in question, always assume that you are addressing intelligent individuals.
- 5 Make it easy** These days, everyone has too much to do and too little time. So, whatever you're writing, you should always assume that your readers are busy, and have other things they could or should be doing. It follows that you should do everything you can to make it easy for them to get what they need out of what they are reading.
- 6 Less is more** Never tell your audience more than they need (or may be interested) to know. Is everything relevant from the reader's point of view? And, if so, do they need to know it now (or could it wait until a later stage in our business relationship)?

Copy guidelines

Clear: Say what you mean, and never sacrifice clarity for creativity.

Client-centric: We sell solutions. From CEO's to HR managers, always remember your audience.

Compelling: We encourage engagement and action at every level. There should be no dead ends. From the home page to white papers to sales contacts, we want to connect our clients to an Oxford Leadership solution.

Payoff Line

Our payoff line is used in selected instances with footer style application.

Transforming Leaders for Good

Social media snapshot

Social media channels offer a window into Oxford Leadership’s culture. By giving Oxford Leadership a human voice, we strengthen relationships and provide greater visibility into our work. The chart below provides a snapshot of key benefits and considerations to keep in mind when developing messaging for social media.

	Blog/Articles	Facebook	Twitter	LinkedIn	Instagram
Key Strength	Builds authenticity and authority	Builds community and reach	Real time	Professional and industry-related updates	Casual, yet informative
Tone of Voice Category	Knowledgeable yet conversational	Savvy and inspiring	Active and bold	Formal and confident	Personal and inspiring
Optimal Length	500 - 2000 words	80 - 150 words	140 characters	80 - 150 words	10-50 words

Visual Language

Shapes in motion

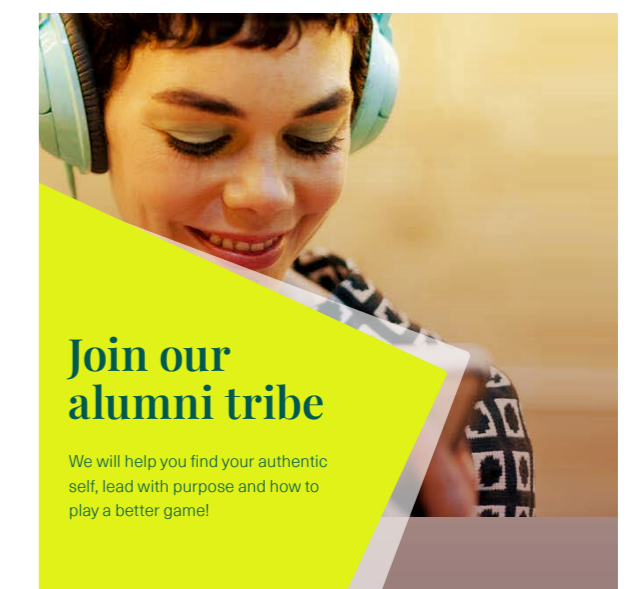
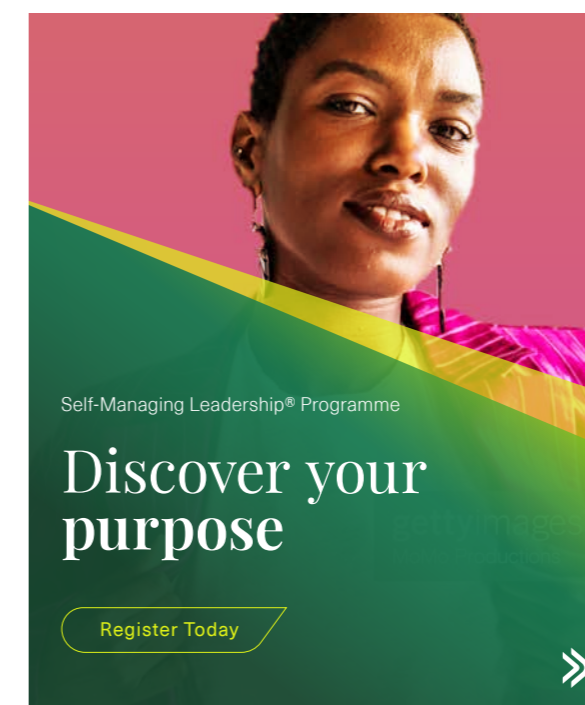
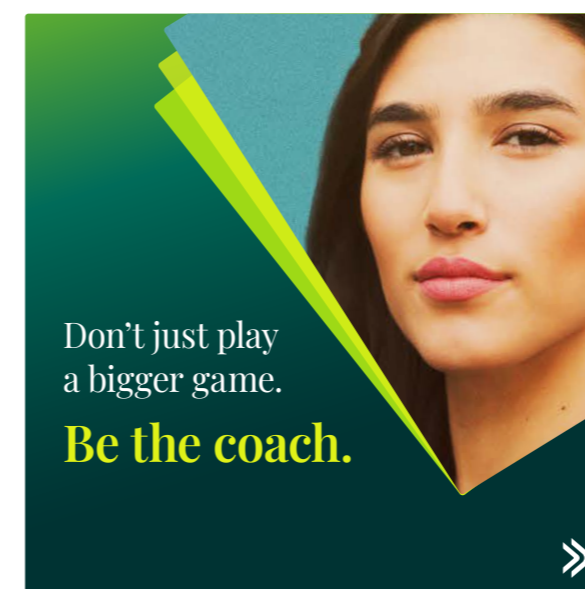
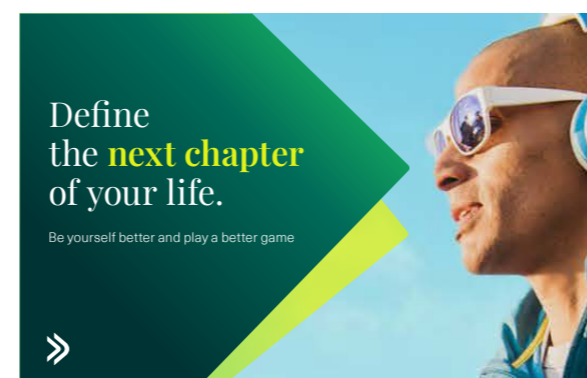
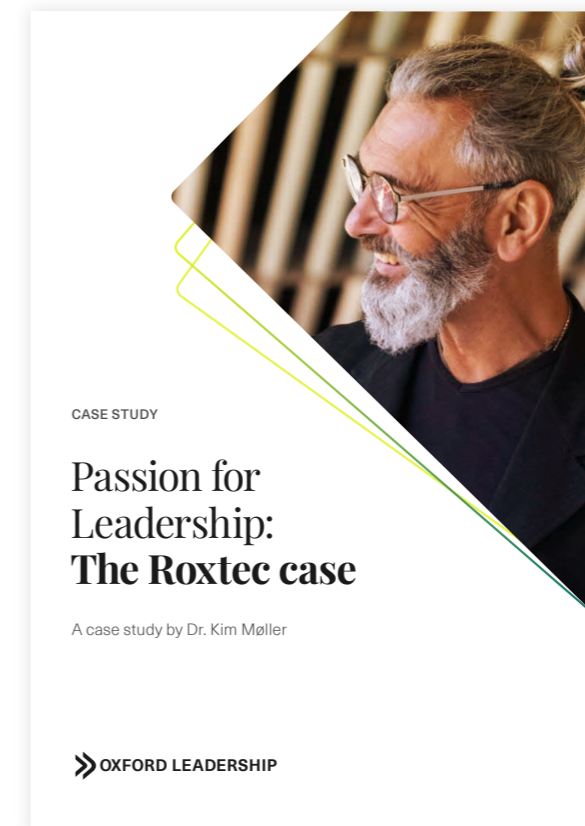
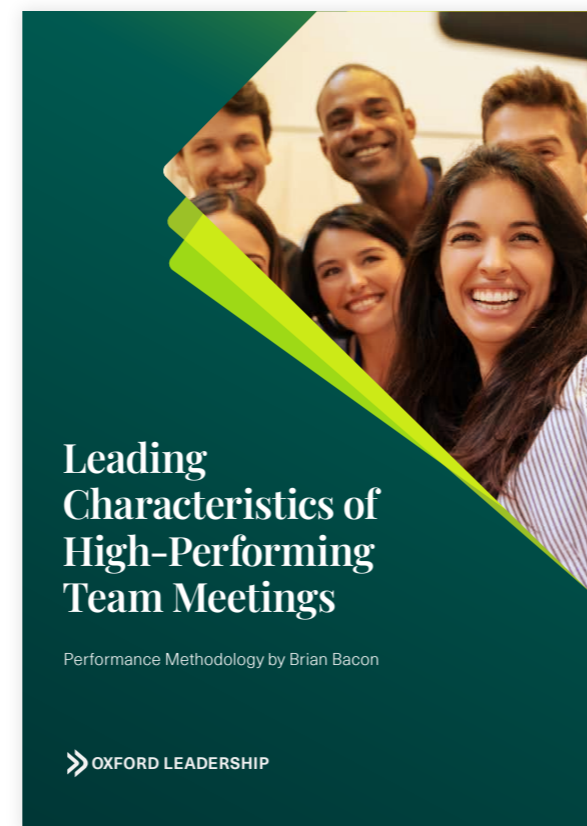
A powerful, dynamic and distinctive visual language that can be used in an endless variety of ways.

Construction

Use 2-3 squares cropped in a frame with the squares being colour panels or lines – can be combined with an image cropped inside or as a background.

NB. Use rounded corners on shapes with corners

Refer to our social media and marketing collateral for examples.



Visual Language cont.

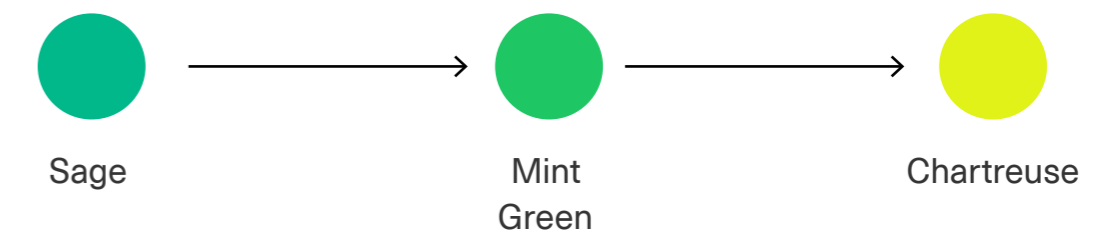
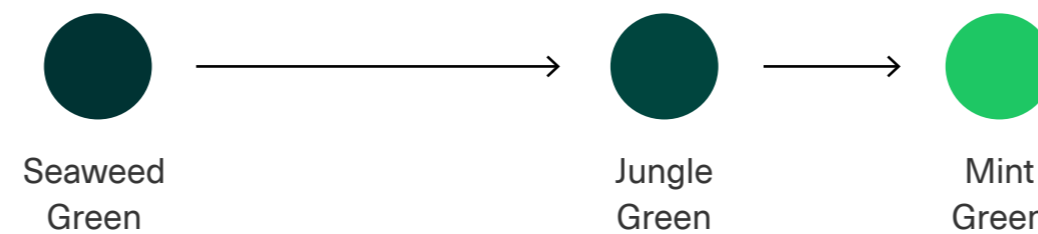
Gradients

Gradients are also used to support our value propositions of growth, performance and transformation.

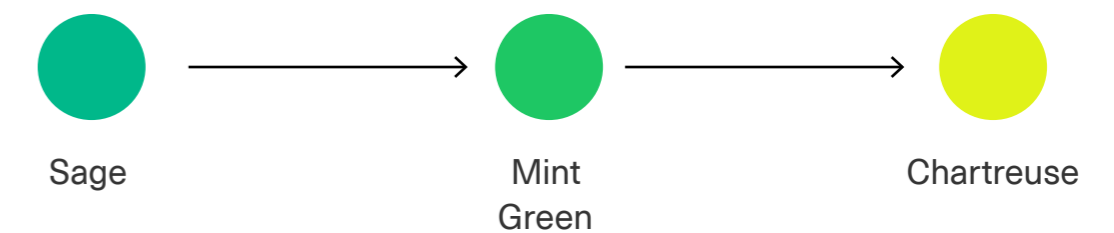
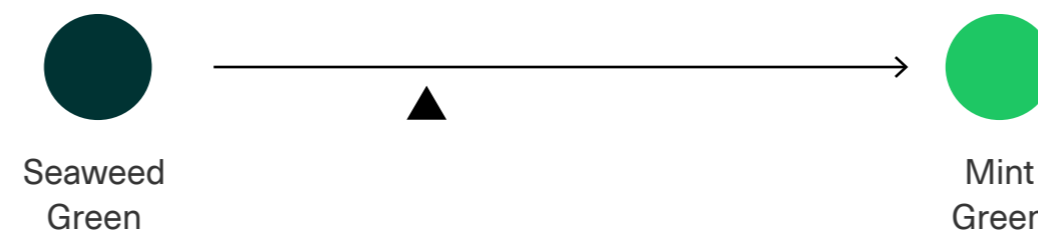
Refer to our website, social media platforms and marketing collateral to for guidance on how we use gradients.

Selectivity used on panels, backgrounds, shapes, etc.

Some examples



On lines and borders



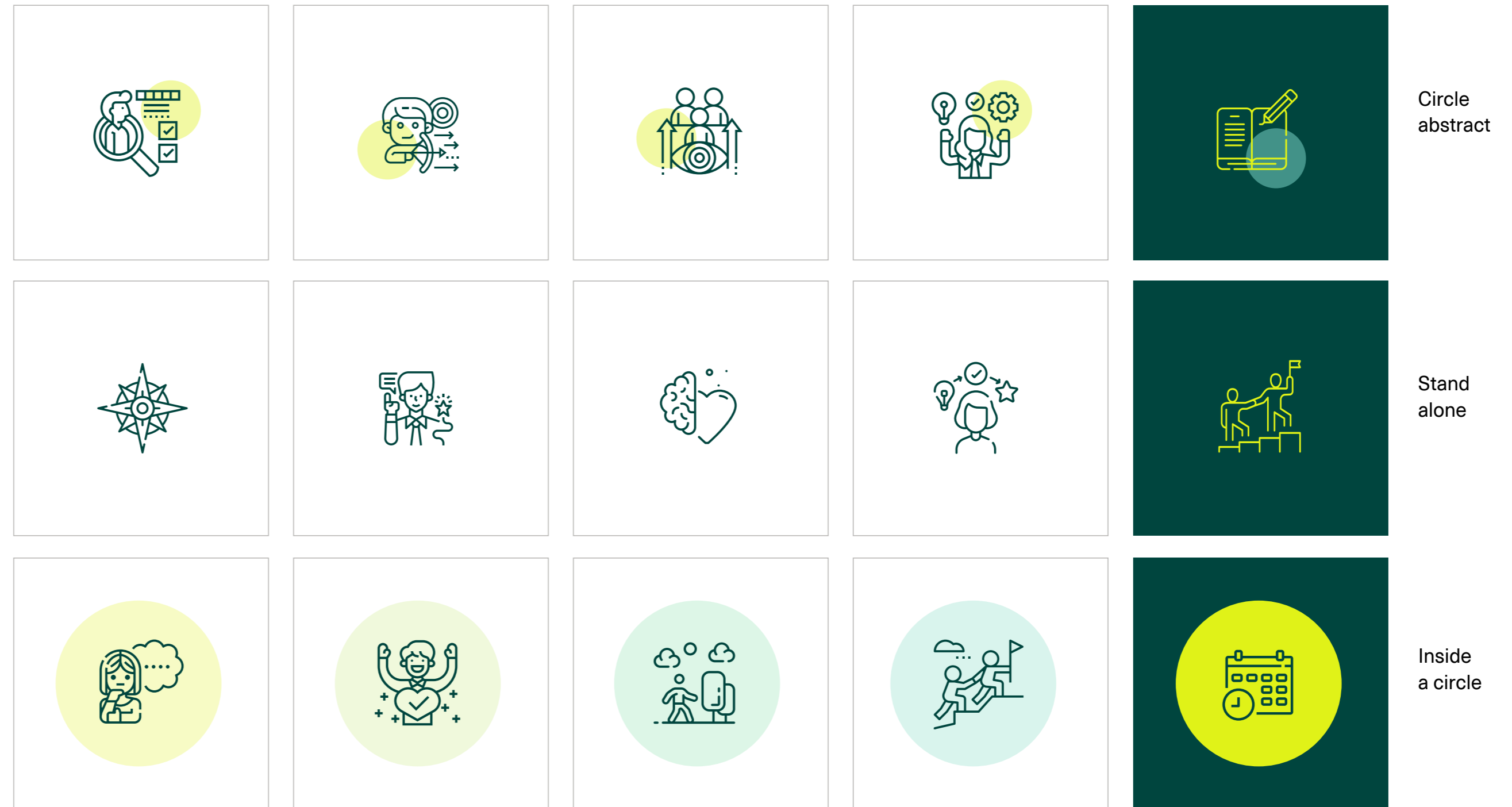
Iconography

Our icon style is a clean lineal style that is dynamic and reduces the complex to the simple.

NB.

Ensure icon lines are thin and consistent in weight.

Icons are only used in the three styles shown here.



Models

Refer to these examples, our website, social media platforms and marketing collateral for guidance on how we style and colour models and diagrams.

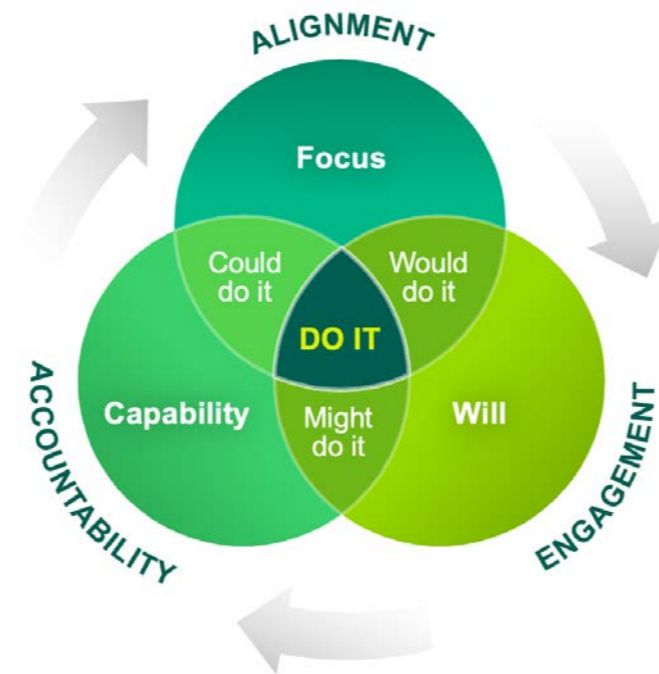
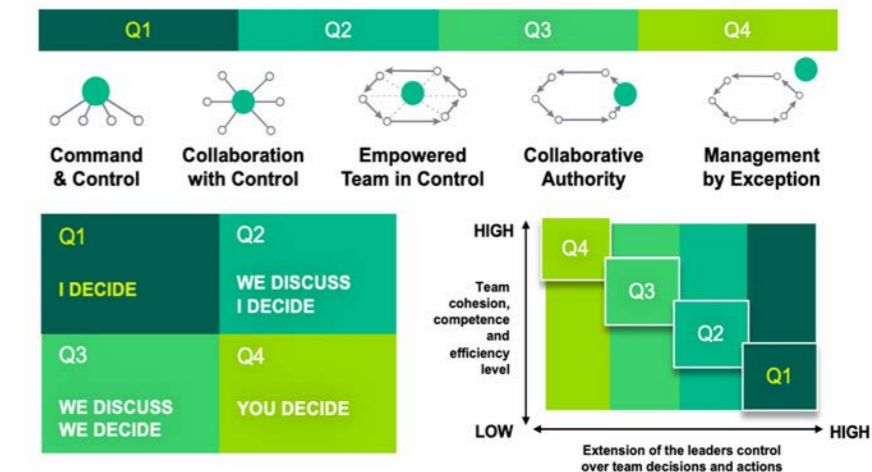
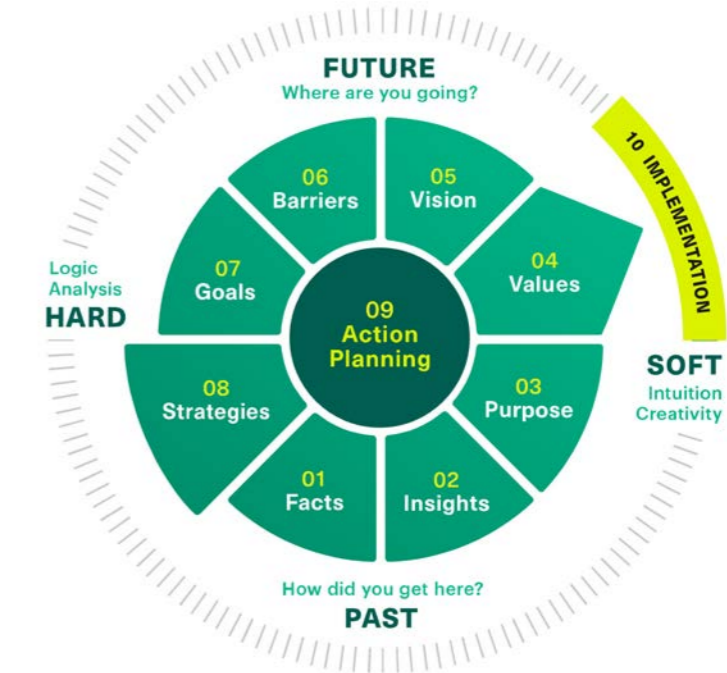
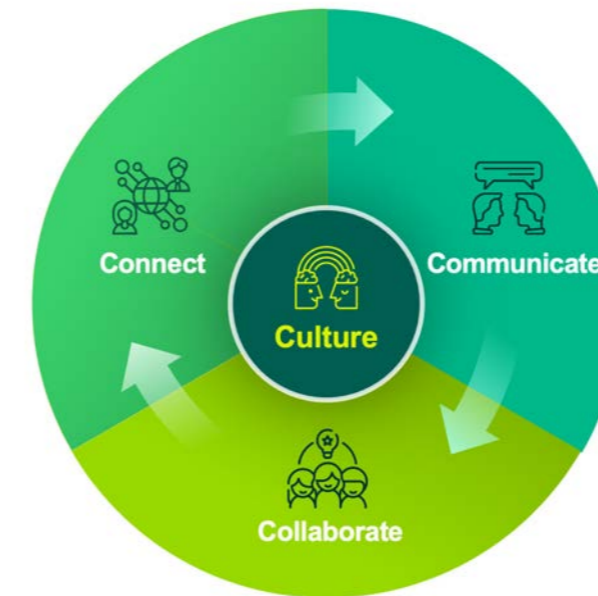
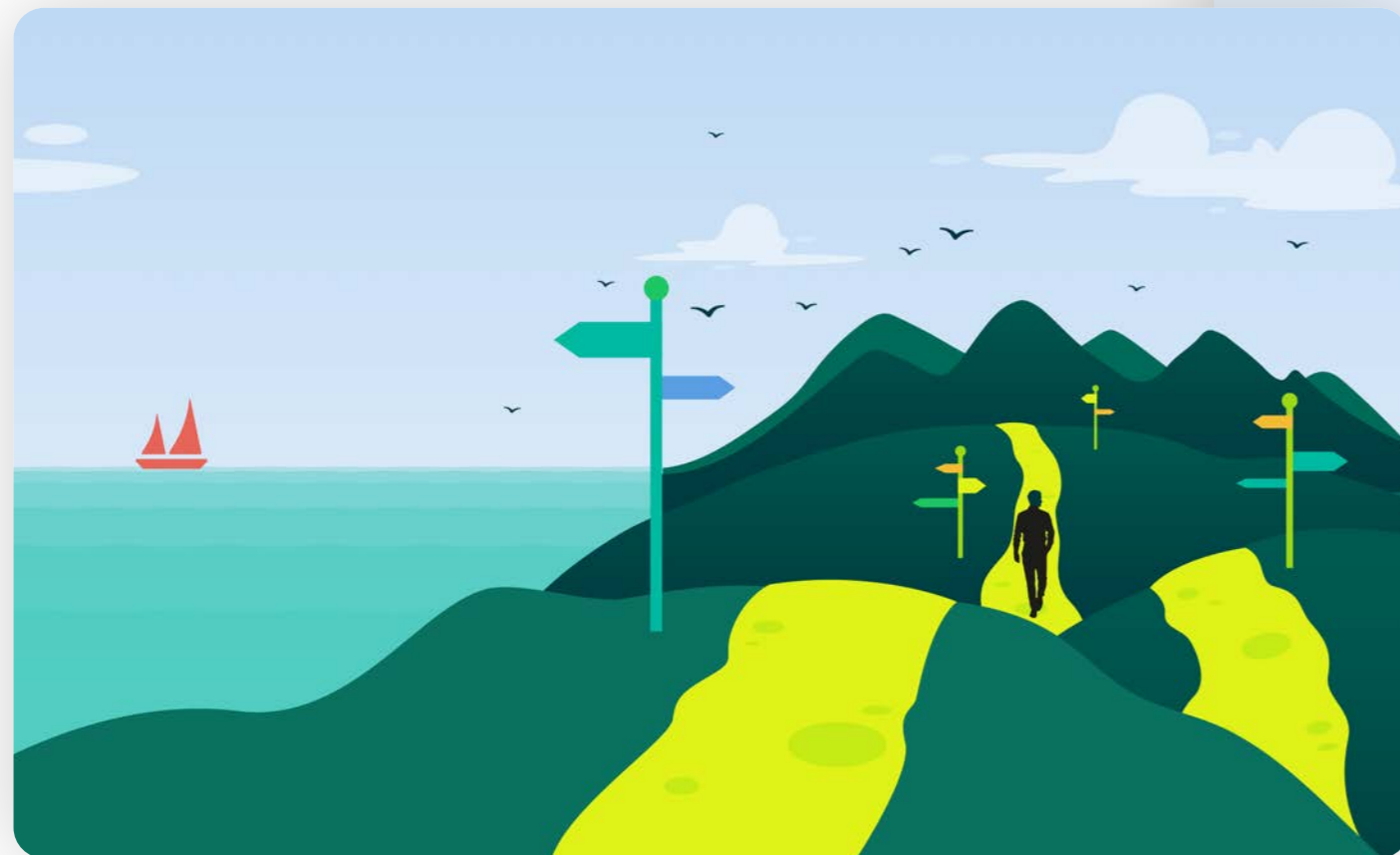


Illustration.

Refer to our social media platforms and marketing collateral for guidance on how we use illustration.



Utilise primary & secondary palette



Photography

Our brand approach to photography is that it's about people.

1. Images showing peoples individuality, Hero focus on face. Content or inspired.
2. People having conversations, working together, at a workshop, conferences, seminars, etc.
3. In general images should have a positive feeling / associations.
4. Natural looking images that feel real world and are not overly styled or have the cliched stock feeling.





Photography Cont.

5. Always try to find a balance of:

- Age diversity
- Gender diversity
- Race diversity

Refer to our website, social media platforms and marketing collateral for guidance on how we use photography.



Imagery Treatment

We use a subtle orange & teal colour grading effect to align imagery across our brand.

Camera Raw Tool Split Toning Setting

- Hue = 40+-
- Saturation = 15-25+-
- Balance = 60-80+-
- Shadows = 180+-
- Saturation = 20-50+-

Refer our website, social media platforms and marketing collateral for guidance.

Don't overdo the effect - keep it subtle.

Use Temperature, Tint, Exposure, Shadows, Highlights, etc. Tools to fine tune.

Before



After



Imagery Treatment cont.

Gradient Overlays.

There is opportunity for occasional use of gradient overlays in design execution of materials. This treatment is generally only used when you need to have clean text over image layouts.

Do not overuse gradient overlays as overuse can make the brand feel cold and distant.



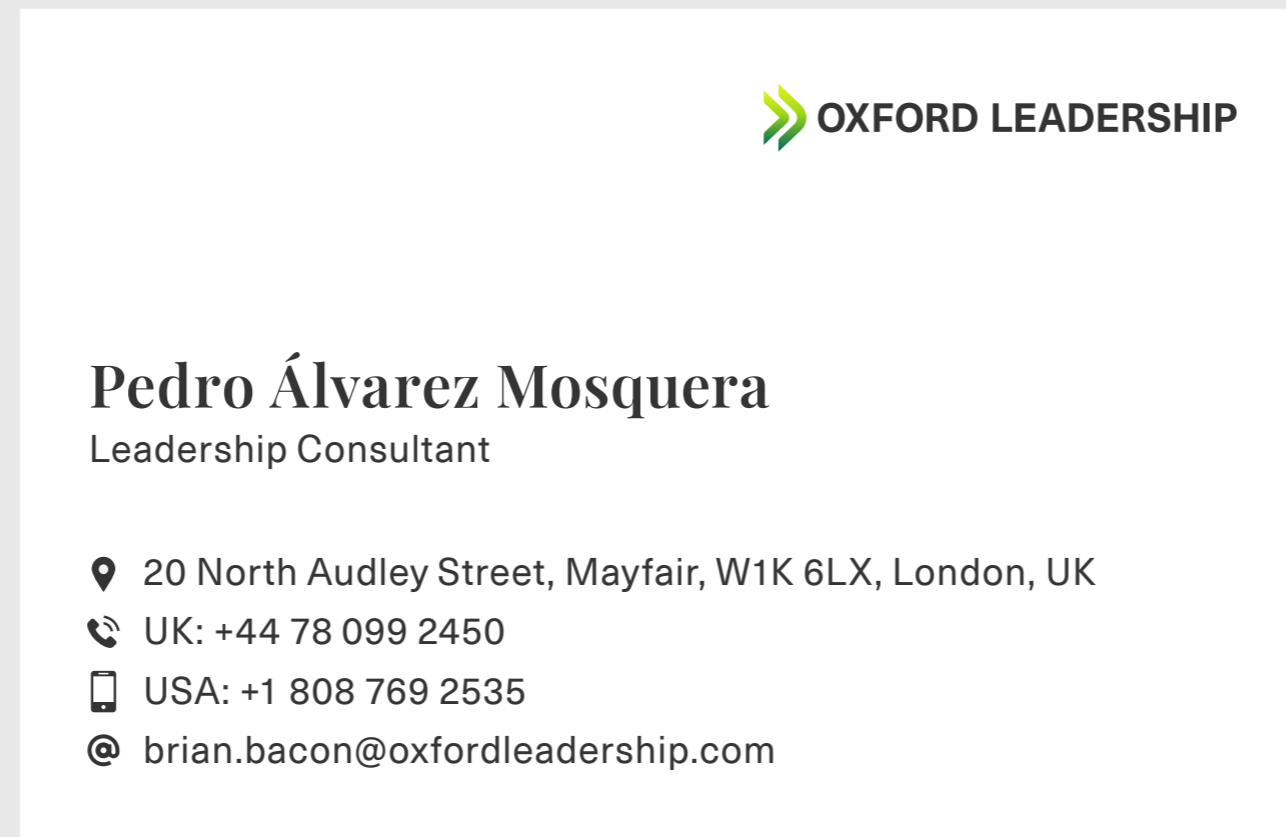
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Application



Business Cards

Use only approved templates.



Letterhead

Use only approved templates.



20 North Audley Street, Mayfair, W1K 6LX, London, UK

info@oxfordleadership.com | www.oxfordleadership.com

Name & Title of addressee

Name of company

Street address

Date: xx/xx/xxxx

Subject: XXXXXXXXXXXX XXXX XXXXXXXXXXXXXXXX

Salutation Here,

Stationery items that follow a precise and attractive typing format compliment the person and company behind them. The format should work with and enhance the design of the letterhead.

the flush left typing format for correspondence using A4 letterhead. Skip one line between the address information and the date. Skip two lines after salutation and start the text of the letter. Paragraphs are typed with a single space between them; do not indent. icimaximus que eosape dio tem int.Ebitis exerore nullaute sunt labo. Ibus, te non comnitia quae cus. us perem

Evelectaspere nim volores erchic temquo endant voluptaes aut ex es simillaccum libusda epelecte acc us perem quiam et optas valoribeate ne eiciumq uodipiet ea non poremol uptiore stecto dessi qui que molorporit oditatem unti il magnis pario. Nam fugita nis eatempo reiur? Ucil est quo blabore icimaximus que eosape dio tem int.Ebitis exerore nullaute sunt labo. Ibus, te non comnitia quae cus. us perem quiam et optas valoribeate ne eiciumq

Evelectaspere nim volores erchic temquo endant voluptaes aut ex es simillaccum libusda epelecte acc us perem quiam et optas valoribeate ne eiciumq uodipiet ea non poremol uptiore stecto dessi qui que molorporit oditatem unti il magnis pario. Nam fugita nis eatempo reiur? Ucil est quo blabore icimaximus que eosape dio tem int.Ebitis exerore nullaute sunt labo. Ibus, te non comnitia quae cus. us perem quiam et optas valoribeate ne eiciumq uodipiet ea non poremol uptiore stecto dessi qui que molorporit oditatem unti il magnis pario. Nam fugita nis eatempo reiur?

Company Reg No: 04481220 | VAT Reg No: 883 9295 63

Transforming Leaders for Good

Ucil est quo blabore icimaximus que eosape dio tem int.Ebitis exerore nullaute sunt labo. Ibus, te non comnitia quae cus. us perem quiam et optas valoribeate ne eicctaspere nim volores erchic temquo endant voluptaes aut ex es simillaccum libusda epelecte acc us perem quiam et optas valoribeate ne eiciumq uodipiet ea non poremol uptiore stecto dessi qui que molorporit oditatem unti il magnis pario. Nam fugita nis eatempo reiur? magnis pario. Nam fugita nis eatempo reiur? Ucil est quo blabore icimaximus que eosape dio tem int. Ebitis exerore nullaute sunt labo. Ibus, te non comnitia quae cus. us perem quiam et optas valoribeate ne eiciumq.

Complimentary close,

Senders' Name


Senders' Title

Company Reg No: 04481220 | VAT Reg No: 883 9295 63



Word Document

Use only approved templates.



Word Document Cover Title in Here

Subtitle of document here if required

Prepared For:

Joe Smith, Alex Garming and Michael Lonestone
Akzonobel, Germany


Prepared By:

Heiko Hutmacher, John Steinbeck

Date:

14th January 2022

Transforming Leaders for Good



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Leadership Development | Team & Exec Coaching | Mentoring | Performance Consulting

Oxford Leadership™ is a global leadership consultancy that aligns people with purpose & strategy - driving socially responsible transformation in global organisations. Our international network includes 215 partners, consultants, and coaches in 24 countries throughout Europe, North America, Latin America, Asia, and Africa. We transform leaders, align teams and create fierce resolve and passion to win. Typical interventions are to accelerate performance, execute strategy and embed capability and change. Our programs are part of the core curriculum in many of our client's corporate universities, and our leadership development programs have over 1,000,000 executive alumni. Methodologies are based on more than 100 corporate turnarounds and performance acceleration assignments in FTSE 100 and Fortune 500 companies.

Austria, Belgium, Brazil, Canada, China, Colombia, Denmark, Finland, France, Germany, Italy, Mexico, Norway, Poland, Portugal, Russia, Serbia, South Africa, Spain, Sweden, The Netherlands, UK, Uruguay, and the USA.

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OXFORD LEADERSHIP

Word Document

Cover Title in Here

Subtitle of document here if required

Prepared For:

Joe Smith, Alex Garning and Michael Lonestone
Akzonobel, Germany

Prepared By:

Heiko Hutmacher, John Steinbeck

Date:

14th January 2022

Transforming Leaders for Good

OXFORD LEADERSHIP

Heading 1 Style

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Austria, Belgium, Brazil, Canada, China, Colombia, Denmark, Finland, France, Germany, Italy, Mexico, Norway, Poland, Portugal, Russia, Serbia, South Africa, Spain, Sweden, The Netherlands, UK, Uruguay, and the USA.

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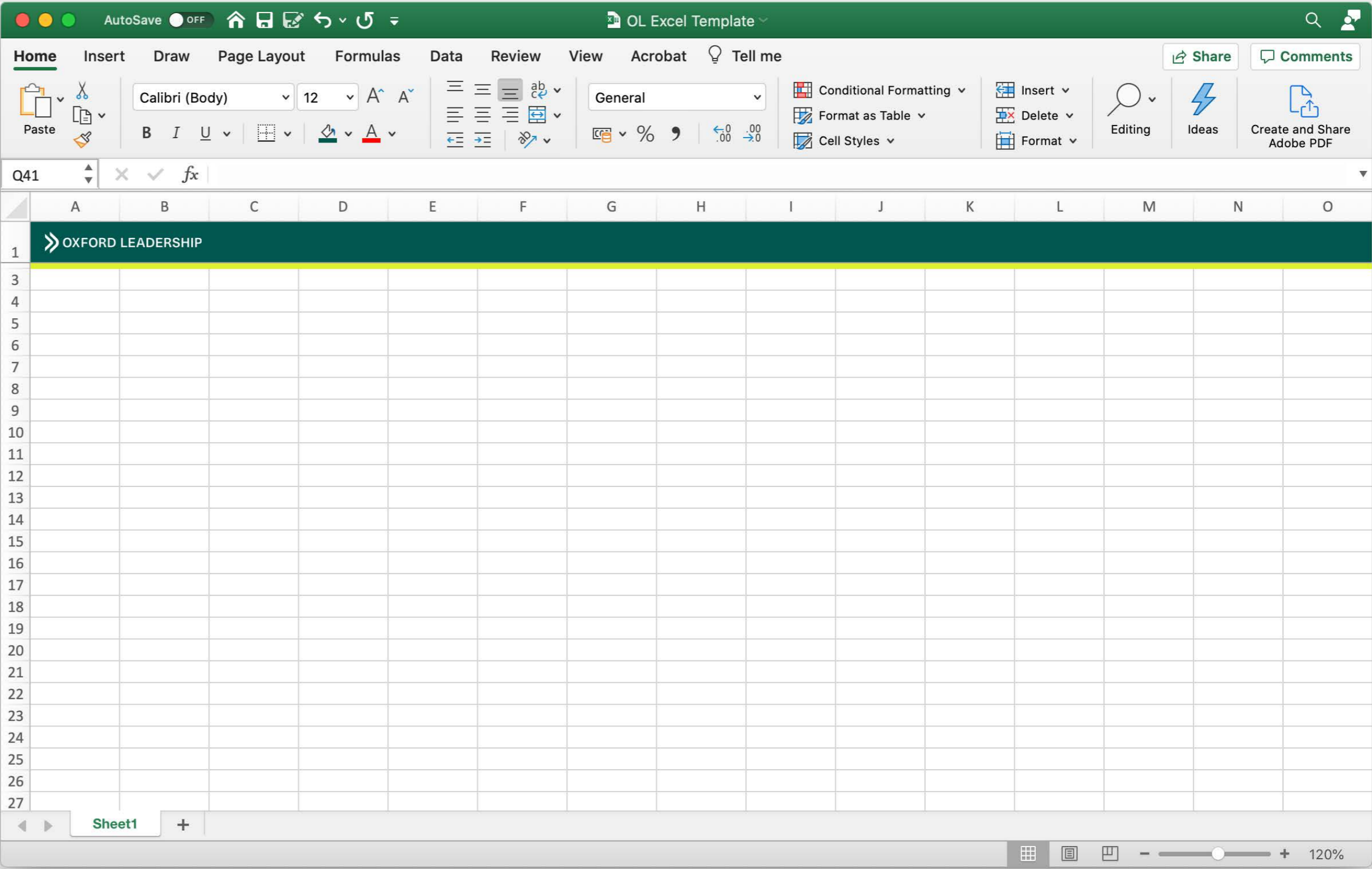
Presentation Folder

Use only approved artwork for printing folders.

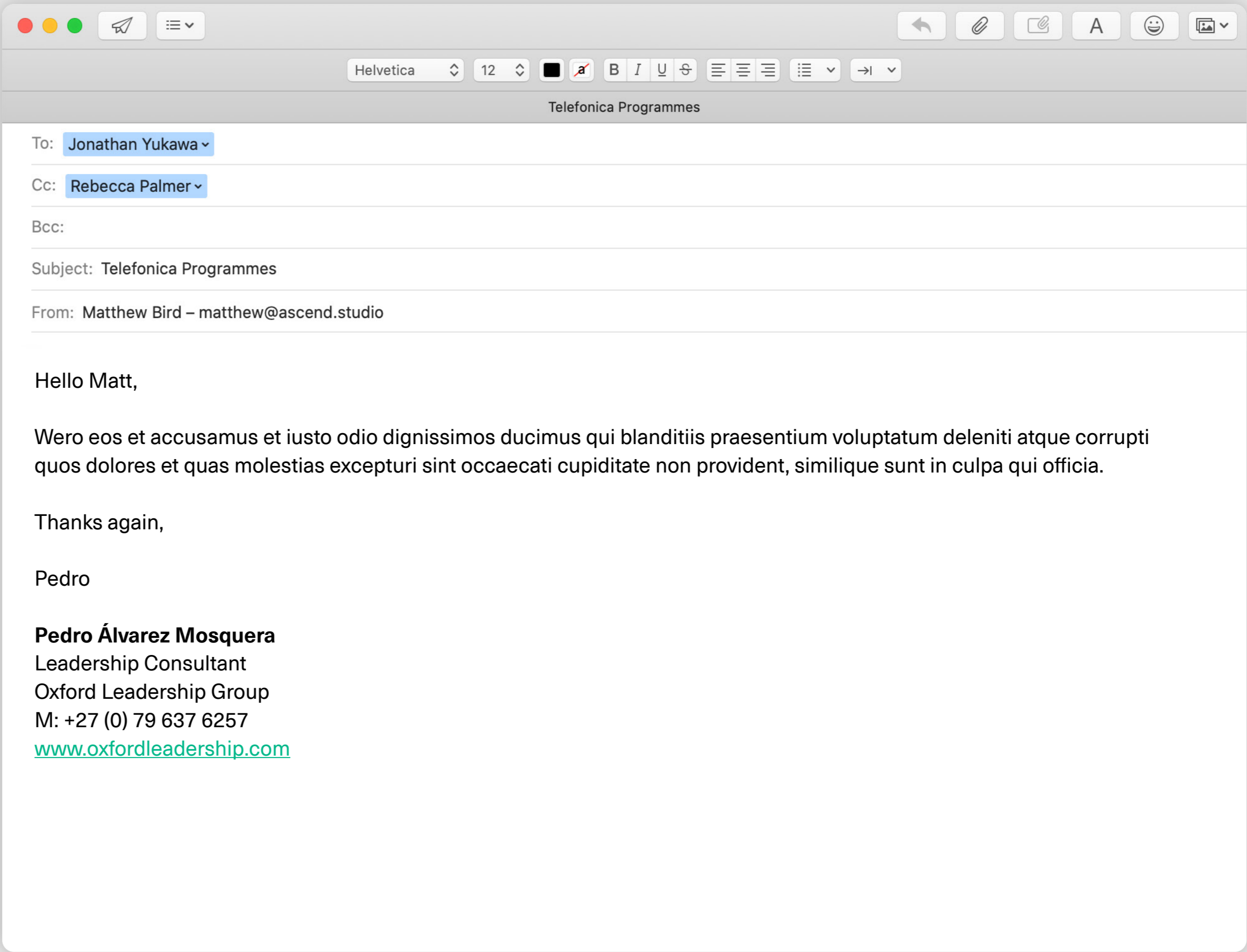


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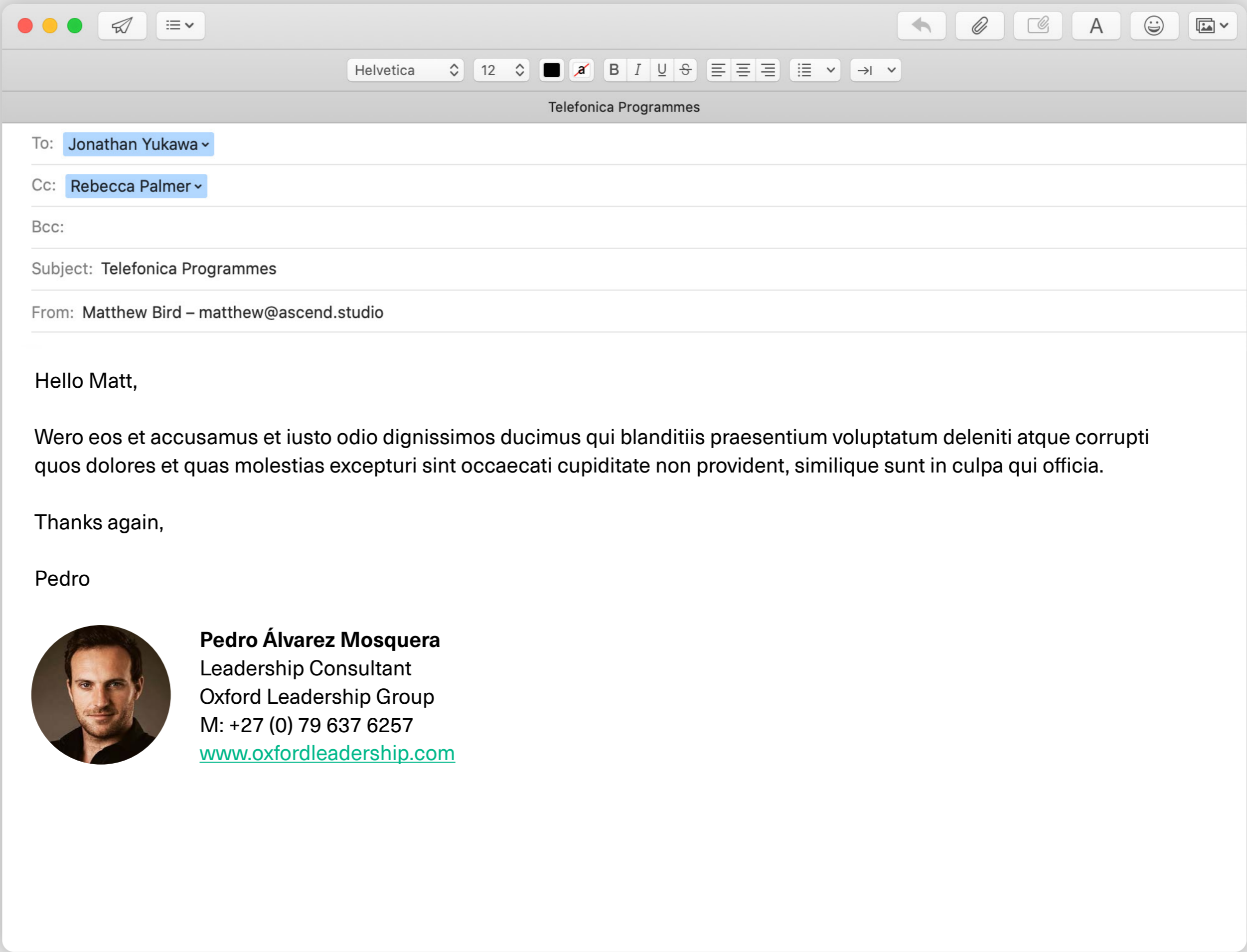
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Email Signature

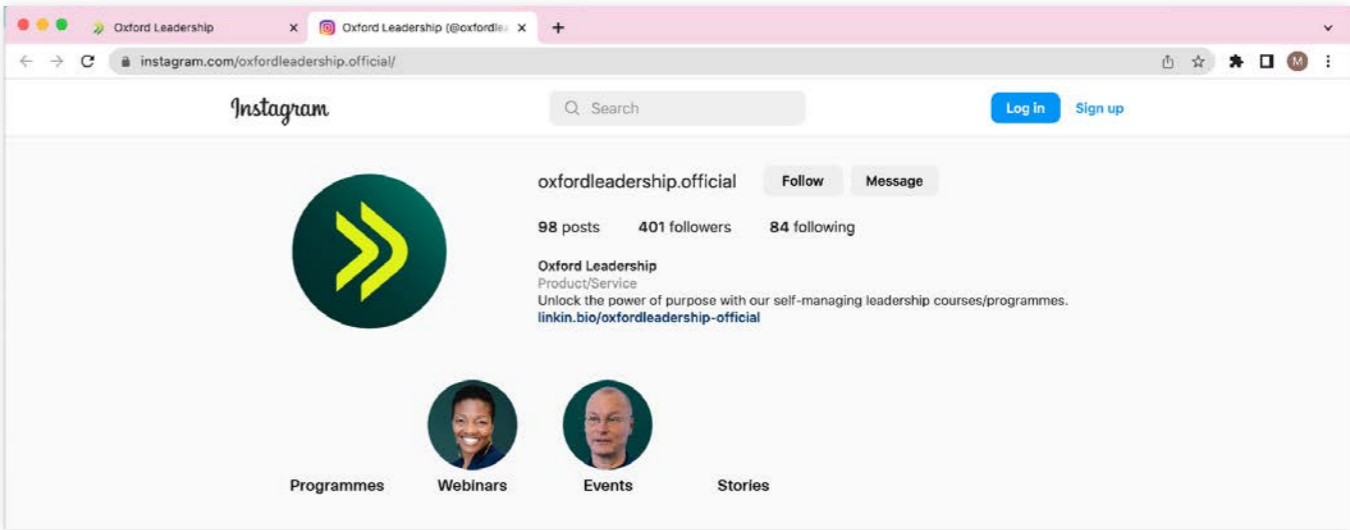
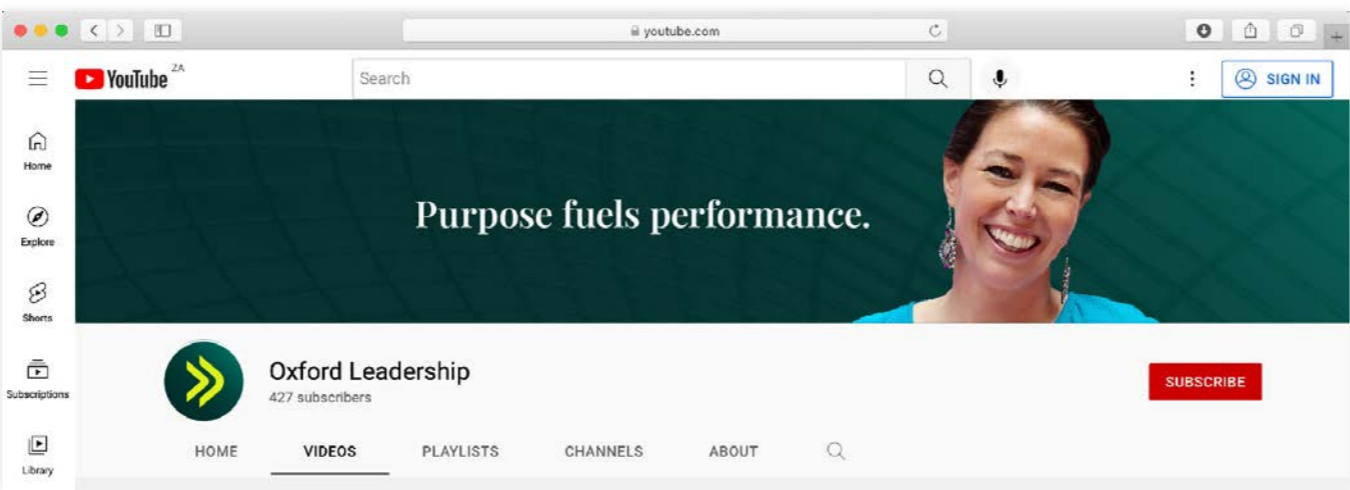
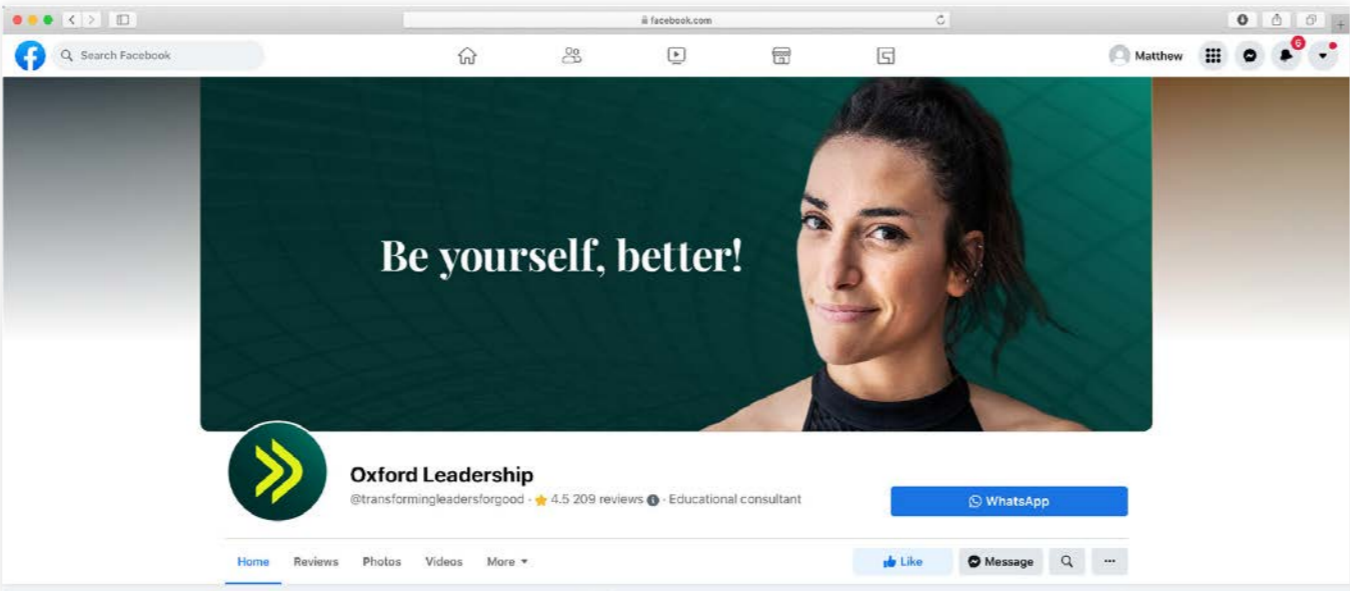
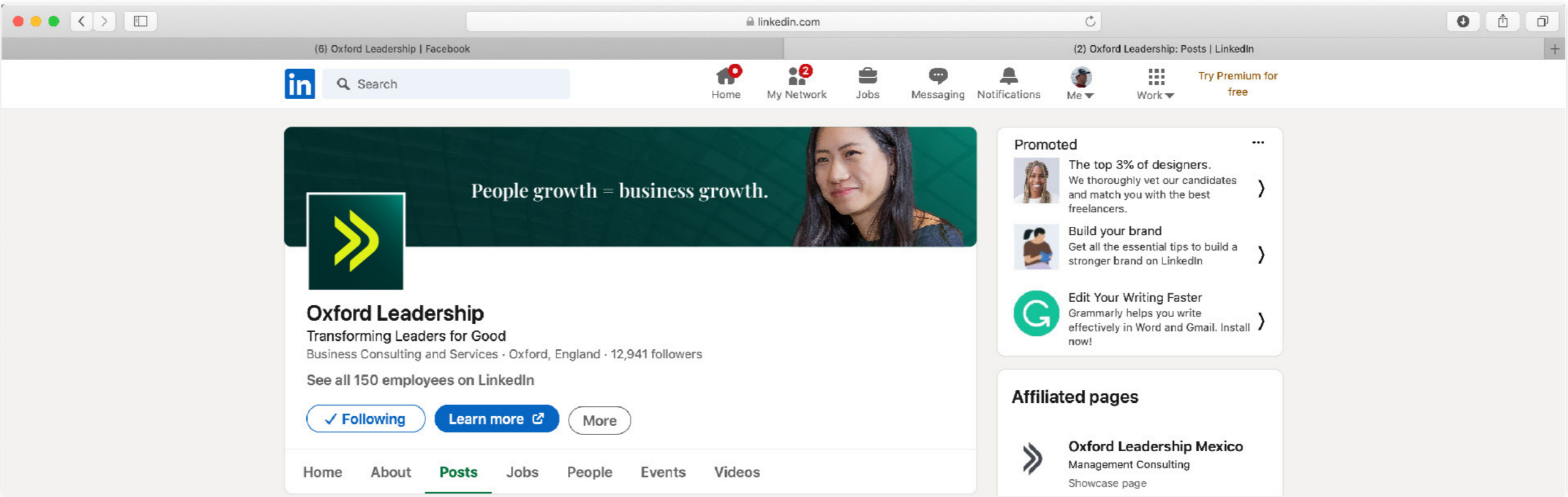


Email Signature cont.



Social Media

Examples



»

“The difference between what we do and what we are capable of doing would suffice to solve most of the world’s problems.”

- Ghandi

»

What is your leadership style?

Share in the comments...

»

CONVERSATIONAL LEADERSHIP

Creating architectures for engagement

Collaborative Social Technologies

Purpose and Strategic Intent

Collective Intelligence and Wise Action

Critical Issues and Questions

All Key Stake Holders

Conversation as a Core Process

Innovative Leadership & Capacity Development

»

December Life Hack

If you want to move forward, look inward!

»

Retain and engage talent for high-performance.

Talent + Engagement = Performance

Capability, drive and likeability Proud, motivated and committed Productivity, OCBs and results

Committed employees present long term stability as they’re less likely to leave.

Source: Mercer

»

“Purpose driven leadership means tapping into the core of who you are and understanding yourself deeply.”

Lasse Wrennmark
Partner, Oxford Leadership

»

»

Align your focus, will & capability...

Focus

Could Do It Would Do It

DO IT

Might Do It

Capability Will

The 5 characteristics of good leaders.

01 Being flexible to evolving change

02 Ability to communicate

03 Courage, tenacity, and patience

04 Being responsible Taking ownership

05 Being humble and present

»

»

Are your people aligned with your organisations purpose?

Productive Output of Employees

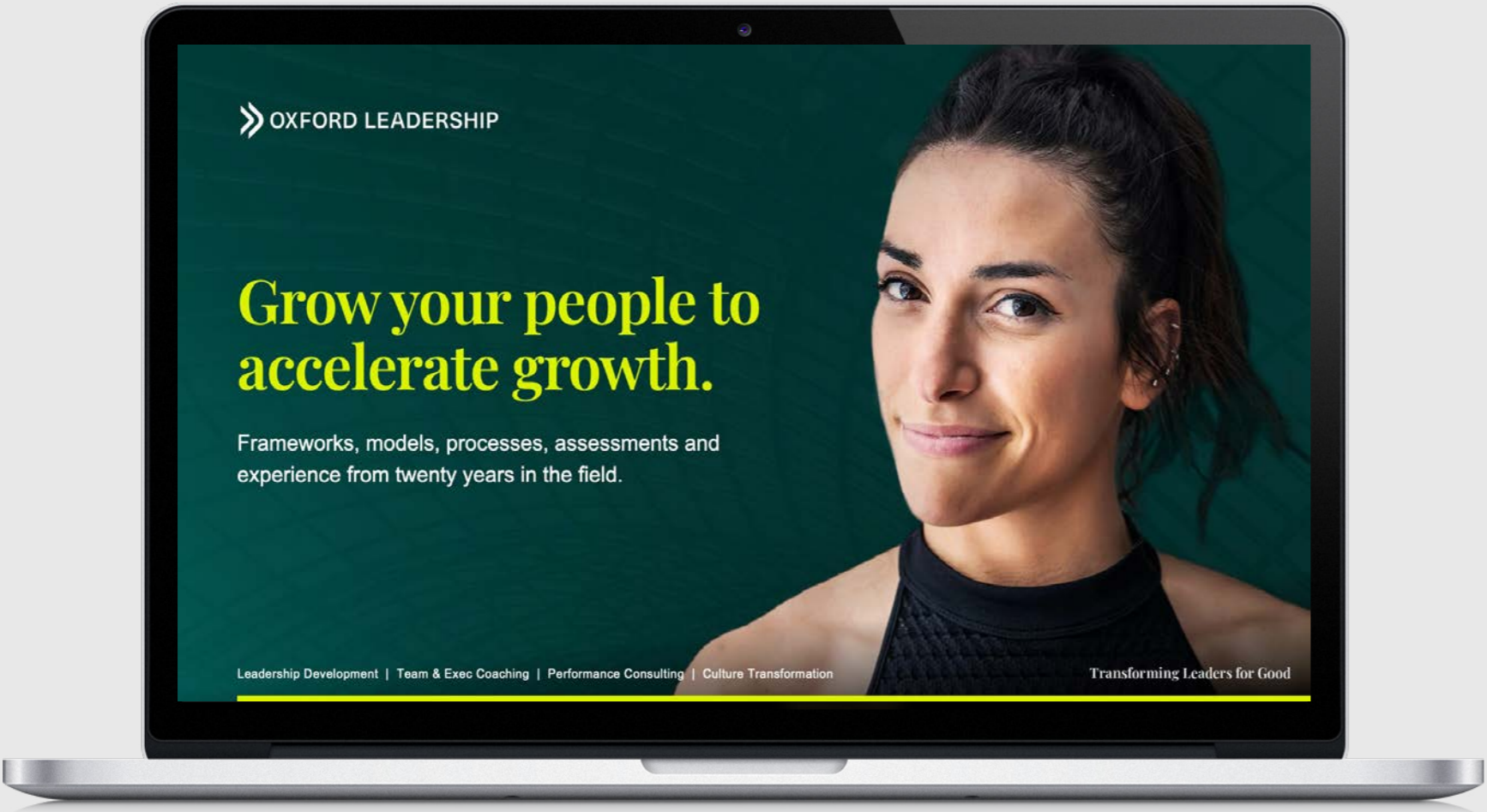
71% 100% 144% 225%

Dissatisfied Satisfied Engaged Inspired

*Source: Bain & Company and EIU Research

»

The three key mindsets required to build a culture of sustainability.



PPT Decks

Only use approved templates.

SELF-MANAGING LEADERSHIP® PROGRAMME [LEARN MORE](#)

OXFORD LEADERSHIP

SML® Programme methodology.

The SML® Model is a 'strategic' planning tool and framework for leadership development. It provides the right insights to identify strengths and weaknesses related to a leader, but more importantly, it explores the values and purpose that define a leader's character as well as his or her vision. This leads up to defining a 90-day action plan on a focused goal related to the vision and purpose in order to create the excitement and passion needed to drive change and stay focused during turbulent times.

"Oxford Leadership's SML programme was by far the most powerful and moving course I have ever attended in my entire professional career. Brian's vision and foresight has helped me deal with many difficult situations both personally and professionally."

John Mahtani
Vice President, Warner Bros

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HOW DECISIONS IN LIFE ARE SHAPING LEADERSHIP JOURNEYS WITH PURPOSE

OXFORD LEADERSHIP

22 Authentic and bold stories to inspire you to lead a life and business with purpose.

[Buy Now](#)

About the book

We're often faced with making difficult decisions in life and business – having to choose the right path for greater impact, influence and positive transformation... Purpose is the answer.

To become the kind of leaders we so urgently need, we first must look within ourselves – explore, heal and transform ourselves – to then change the outside world for the greater good.

These stories stories are here to inspire you to look deeper and find your path to living a life with purpose. These 22 authors, connected by the Oxford Leadership network, have made this purposeful journey themselves and have carried that experience into their work with thousands of leaders around the globe.

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06

OXFORD LEADERSHIP

About Us

Unleashing purpose-driven performance since 2005

Jonathan Yukawa
Managing Director

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SELF-MANAGING LEADERSHIP® PROGRAMME [LEARN MORE](#)

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Leadership is personal – it's all about relationships.

With Self-Managing Leadership® you will develop a clear sense of direction, clarify your options and improve your ability to make tough choices.

An 'inside-out' approach – participants define their focus & vision for the next chapter in professional and personal life:

- Learn how to lead through influence, not authority.
- Learn how to transform bad habits and patterns into good ones.
- Learn how to make better choices by being a 'detached observer'.
- Develop and strengthen your intuitive, emotional and social intelligence.
- Identify and leverage your core strengths and qualities.
- Focus on the few things that will have the greatest impacts on your life.
- Create breakthrough goals and an action plan to execute them.

"Oxford Leadership helped our Group Management Team significantly sharpen our strategic focus, create alignment, strengthen teamwork and improve overall performance of the Electrolux Group."

Kaith McLoughlin
President and CEO, Electrolux

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DEVELOPING HIGH-PERFORMING TEAMS (LHPT) – MASTER COURSE

OXFORD LEADERSHIP

The DNA behind the high-performing team development framework.

M MEANING	A ADAPTABILITY	S SECURITY	T TRUST	E ENERGY	R RESPONSE ABILITY
 Aligning Purpose, Values & Vision Shared Purpose Shared purpose as a genetic marker that holds transformation together.	 Mastering Complexity & Ambiguity Speed & Agility The ability to pivot faster by simultaneously performing and transforming.	 Creating Psychological Safety Consistently Better Choices Made Faster Augmenting collective wisdom with big data & digital tools.	 Empowering & Devolving Authority Team Collaboration Culture Hyper-agile, connected teams empowered with authority & mandates.	 Empathy & Decisiveness Caring About Colleagues & Customer Outcomes Authentically empathetic relationships with customers and colleagues.	 Creating Focus, Will and Capability to win Fierce Resolve To Win A collaborative way of working and co-creating that creates deep personal ownership.

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INTRODUCTION TO OXFORD LEADERSHIP

OXFORD LEADERSHIP

Niche specialists in leadership

Inside-out approach to change

We occupy a unique position at the intersection of strategy and HR consulting, business school executive development and coaching institutes. Our holistic approach results in transformational change and unprecedented performance.

Knowing and leading self is the prerequisite for leading others. Our approach is based on scientific research of how the brain creates habits and patterns, how it feels, senses, synthesises, makes connections and choices.

"Oxford Leadership is a long-term partner of Telefónica's Corporate University. More than 2,000 Telefónica senior leaders have completed the Oxford Leadership courses, which consistently achieve the highest level of evaluation amongst our directors."

Rory Simpson
Chief Learning Officer, Telefónica

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SELF-MANAGING LEADERSHIP® (SML®)

OXFORD LEADERSHIP

Unlocking leadership potential.

Transform individuals from the inside-out with Oxford Leadership's Self-Managing Leadership® (SML®) Programme.

A 10-step journey to help you unlock your full potential through the Power of Purpose by using our SML® methodology that has transformed more than 800,000 business leaders, supported multiple culture transformations and is core curriculum in numerous corporate universities around the world.

"Great leadership connects people with purpose and strategy to ensure successful execution."

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PROGRAMME INTRODUCTION

OXFORD LEADERSHIP

Master your ability to lead your self.

01.3 BENEFITS

- Develop your "internal compass" to guide your actions and become more intentional, goal oriented and strategic as a leader and in decision making.
- Become the "eye of the storm": always on course, able to lead through turbulent (VUCA) times, guided by your newly defined "inner compass".
- Develop your EQ: learn how to pause, take a step back and see what's really going on to get the full picture and become more intentional in your interactions.
- Articulate the purpose that drives you and the values that define your character.
- Identify your unique contributions and strengths which define you as a leader.
- Implement and execute your personal strategy to reach your goals, aligned with your defined purpose, values and vision, with the help of a personalised 90-day action plan to kickstart the journey in your next chapter.

Sessions provide you with:

- Reflective inquiries and stories to guide your Self-Leadership journey
- Practical tools and exercises for your leadership role
- Powerful real-life stories to set the context and demonstrate the impact of concepts
- Insights into how to successfully integrate your work with your everyday life
- Exercises for identifying negative habits and root causes of barriers
- Mindfulness practice for making better, intentional decisions and developing your emotional intelligence
- Practice for understanding the context (big picture) and what's really going on

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04

What people say about SML®

The SML® programme gets a 93-97% NPS rating on average.

Krishna Mistry
Client Services Coordinator

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OXFORD ONLINE COACH – MARKETING KIT

OXFORD LEADERSHIP

Add the support of our Online coaches for a deep personalized transformation and situational based implementation.

An online coach to guide you, step-by-step throughout the journey, increasing engagement as well as supporting the cognitive process generated by questions and conversations.

Many of the great insights and "aha" moments come through interactions and dialogue with your peers. As part of the journey, the coach will share and discuss real life cases to create an interactive participatory experience.

- Get world class coaching and guidance tailored to your SML® Journey
- Personalised support in developing your internal compass
- Experience the power of asking the right questions.
- Deep dive into the work sessions to really articulate and leverage the reflections
- Develop EQ: Supporting the internal and cognitive work
- Guidance on how to successfully plan and implement the 90-day Action Plan

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INDIVIDUAL ONLINE JOURNEY

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Dynamic content features for relevant message at the right time.

Improved user interface with content display

Improved UX for a more Impactful Experience. We have extended the dashboard with 3x Content Display Widgets/Sections where content and media can be displayed.

Dynamic content display for building connections and alignment at the right time

Each widget can be programmed to display customised to allow maximum relevance and impact.

To build a personal connection with a broader audience

A company executive can share his or hers personal journey experience talking about purpose at the same time the participant will go through the same purpose module. Or a company representative can share his personal values and how it aligns with the company values at the time when the participant is to define their values.

Dynamic banner and functionality

Customised banner for each step of the participants journey. Banner can be static images or videos.

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CONTACT

OXFORD LEADERSHIP

Thank you for your attention.

Now, let's make meaningful impact together!

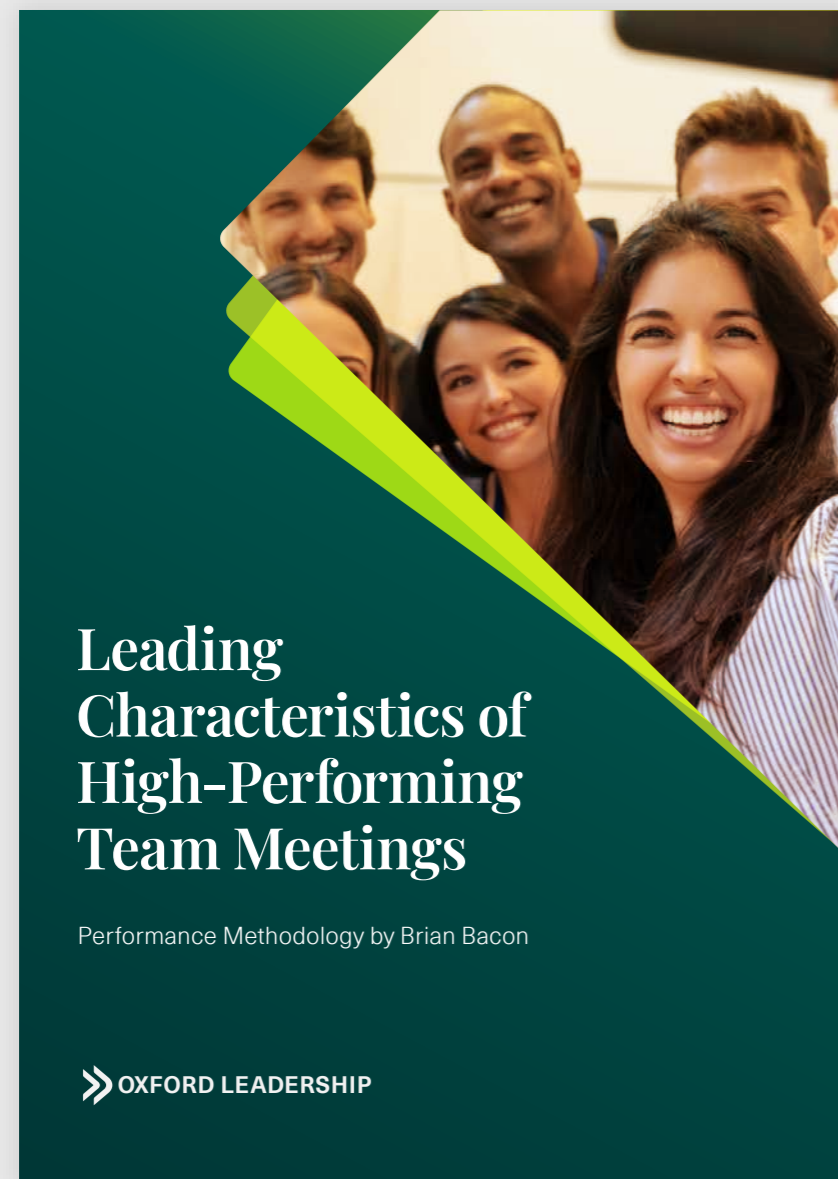
Brian Bacon
EXEC. Chairman & Founder
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Jonathan Yukawa
Managing Director
+46 (0) 73 904 1330
jonathan.yukawa@oxfordleadership.com

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Publications



Pull up banners

Only use approved templates.



Apparel



BrandBook

Notes



Don't use old branding

Bringing in the new means saying goodbye to the old. Never mix the new brand design with old brand design or materials. **It's time for change.**

Moving forward, do not use any of the legacy elements or incorporate them into the new brand.

Elements that are no longer appropriate for use include the old logo, old colour palette, old icons, old messaging and any other elements that could be directly associated with the old brand.



Checklist

Go through this checklist when executing projects.



1. The Logo

Only use logo assets supplied and use an appropriate version – do not alter logos.



2. Backgrounds

Logos and text should always appear clear and easy to read.



3. Graphics

Check that supporting graphics or graphic elements do not marginalise, obscure or misrepresent the organisation.



4. Colour

Ensure colour accuracy and colour ratio application is consistent with our guidelines, materials and collateral.



5. Typography

Check that our corporate typefaces have been used appropriately where applicable and that they follow typographical style of our guidelines, materials and collateral.



6. Design

Be sure to provide these guidelines to third parties or collaborating partners that may be assisting you with creation of marketing/branding materials and collateral.



7. A Final Thought

Our brand and all its supporting communications are valuable assets – ensure that implementation is in accordance with these guidelines.

Contact

For more information on how to apply the Oxford Leadership brand, please contact our communications team:

marketing@oxfordleadership.com





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