

## International Executive Certificate in Transformational Leadership (IECTL)

PROGRAMME 2025

In partnership with



"Leadership is the cornerstone for the  
transformation of healthy businesses."

John C. Maxwell

### Develop a Transformative Leadership Culture in Your Organisation

In a rapidly changing world, the organisations that thrive are those that cultivate an ecosystem of **leaders capable inspiring, influencing and uniting their teams.**

The IECTL is designed to develop managers who transform, through their ability to **instil a sustainable leadership dynamic and maximise human potential.**



**In a context where**

- **employee commitment,**
- **the transformation of working models and**
- **the the environmental and social impact of companies**

**are priorities, HRD and CxOs agree on one thing:**

**"Training managers as transformational leaders is a strategic necessity".**



**The current challenges of corporate leadership**

# The cost of ineffective leadership

## 1. Employee disengagement



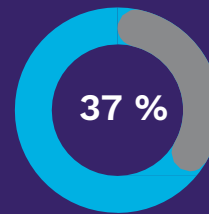
### The finding:

Only **21 %** employees are committed to work.

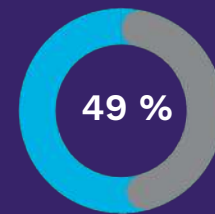


**-11%** of global GDP  
(Gallup 2022)

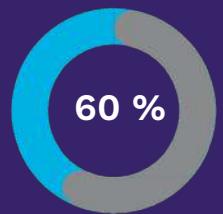
### The cost :



+ absenteeism



+ accidents



+ errors

(HBR.org, 2015)

## 2. Staff turnover



### The facts

# 34%

of employees cite poor relations with their manager as a potential reason for leaving.

# 32%

could leave their job if they felt undervalued or blocked in their progression.

(OpinionWay survey for Tellent)

### The cost

Replacing an employee can cost between

# 75 %

and

# 200 %

of his annual salary

## The cost of ineffective leadership

### 3. The failure of company initiatives

#### The finding:

**86%** of employees attribute failures within the organisation to ineffective communication  
(Dynamic Signal)

#### The cost: **\$190B**

of health costs in the United States each year linked to major problems caused increased stress at work

(BBC.com, 2018)

#### The good news:



An increase in TEAM LOYALTY bigger than

**12 %**

(Study by Harvard University and the Ross School of Business at the University of Michigan)

### 1.Impact of transformational leadership :

Teams led by **effective and engaging leaders** have almost

**21 %**

**more productivity** than those run by ineffective leaders. (Gallup)

### 2.The training in skills such as **interpersonal communication** and **problem-solving** produces:

A RETURN ON INVESTMENT of

**256 %**

on basis of an average rate of productivity

« L'entreprise qui ne développe pas son leadership en interne verra son potentiel plafonner. »



John C. Maxwell



**The IECTL responds to these challenges by developing leadership based influence, communication and human transformation.**



# Current HR issues faced by companies



## THE CONTEXT :

- Emergence of **new working models**
- Accelerating **technological change**
- Growing desire among employees for **greater meaning and commitment**

## THE CHALLENGES :

- **Attract, develop and retain talent**
- **Create a strong corporate culture**
- **Supporting change and crisis management**

These are the strategic levers for ensuring the performance and sustainability of organisations.

# 1. Recruiting and Mobilising



- Attracting and developing talent in line with the company's culture, values and strategic objectives.
- Mobilising teams around engaging projects and an inspiring vision.
- Employee commitment, cohesion and recognition.

# 2. Creating a corporate culture

Defining and sharing a strong and inspiring mission and purpose.



Aligning the company's values and activities with its environmental and social commitments (CSR)



Creating an organisational model rooted in people and innovation.



### 3. Supporting Change and Crisis Management

1. Managing organisational transformation using a structured approach (Change Management)

2. Integration of Artificial Intelligence and digitalisation in the management practices

5. Managing crises and strengthening the resilience of the teams and the company



3. Developing innovative and sustainable business and working models

4. Optimising the efficiency and productivity of the teams

💡 By using transformational leadership, the HRD not only support change, but also steer it with a strategic and human vision 🚀



A transformational leadership approach aligned with your company's culture is a powerful lever for **strengthening employee commitment** and **promoting sustainable growth.**



It's no longer enough to "manage" teams, you have to :

- 📍 inspire them
- 📍 bring them together
- 📍 give them the means to evolve



Leadership plays a key role in this dynamic by enabling managers and executives to :

- **Embodying a compelling vision**
- **Steering the transformation with agility.**



The IECTL helps to **align leadership and transformation**, by developing managers capable inspiring and driving change.

## What if your managers became the architects of inspiring, inclusive and sustainable leadership?



- 01 - Develop a strong, intentional leadership culture
- 02 - Develop and retain your talent
- 03 - Aligning leadership and corporate social responsibility (CSR)
- 04 - Strengthen your managers' ability to create impact

### Maxwell Leadership Executive Education

### A unique approach to transformational leadership

1

Developing effective leadership is not just a question of technical skills, but of a genuine transformation in managerial practices.



4

Tailored to companies' strategic challenges, it comes with personalised support over 12 months, offering access to an international ecosystem of more than 54,000 leaders and exclusive resources available on an ongoing basis.

2

To support this development, the IECTL offers a programme structured around the three fundamental pillars of leadership based on John C. Maxwell's method: influencing, communicating and coaching.

3 Thanks to an immersive and interactive approach, this programme enables executives and managers to strengthen their impact, unite their teams and drive transformation with agility.



**Approximately 215 hours**  
(including 76 hours to validate your Executive Certificate)



**Price: EUR 3,500 excluding VAT**  
**Application fee: EUR 200 excluding VAT**

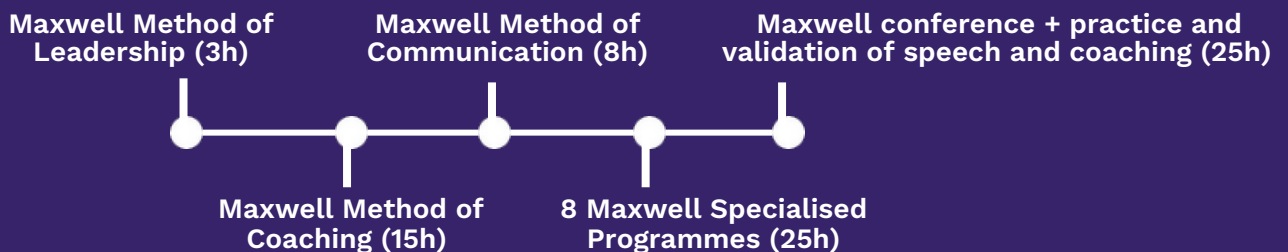
## Tailor-made support

- 12 months' structured support, with an International Executive Certificate at the end
- Live remote sessions every week, interactive and immersive, for in-depth study and hands-on practice, with on-demand replay (approx. 100 hrs)
- 24/7 access to the Maxwell Leadership online university, enabling you to immerse yourself in the Maxwell Methods and the 8 specialised programmes, and to validate what you have learnt (76 hours)
- A network of over 54,000 leaders around the world, the Maxwell Leadership® certified members



## Your roadmap to success

- Validation course for your **Executive Certificate** (76 hours, at your own pace)



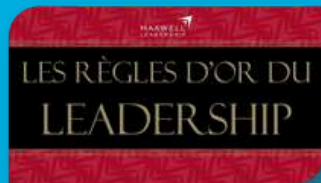
- Weekly access (for 12 months from the start date of your programme) to live zoom sessions (participation is optional but recommended). Replays available 24/7: 100h
- Recommended personal work on the university's online material to define and review your action plan: 39h
- Access (from the start of your course) to the network of certified leaders in the private community of the **Maxwell Leadership Alumni Network** and the opportunity to take part in the various face-to-face and virtual events

## The 8 Specialised Maxwell Programmes (included in your IECTL programme)

Communicate by effectively connecting with your audience (4h)



Leadership Mentoring Programme (3h)



Successful launch of a new project (2.5h)



Personal Development (8h)



Develop your power of influence (1.5h)



The 4 success keys for a manager-leader (2h)



Leadership in times of crises (3h)



Leadership and transformation through values (1h)

● These 8 programmes will enable you to apply your transformational leadership skills in concrete ways in the different situations you encounter with your teams on a daily basis.

## Benefits for your company:



- More engaging and transformational leadership
- A strong leadership culture aligned with CSR
- Better retention and motivation of talent




## Terms and conditions of access to the programme


### This course is for you if:

- ✓ You are a manager, HR manager or company director looking to enhance your impact.
- ✓ You want to create an intentional leadership culture within your organisation.
- ✓ You're passionate about human transformation and inspirational leadership.

 100% online, accessible 24/7

 Executive Certificate (76 hours for validation), internationally recognised





 Practical support over 12 hours month, flexible and progressive

 Weekly group zoom sessions (inter-company) and possibility of private coaching or mentoring (group or individual, please contact us)

 CONTACT US TODAY FOR A PERSONALISED STRATEGIC CONSULTATION!

### Transformational leadership at the service of the company

### Why choose the IECTL programme?

-  Develop a **leadership style that is inspiring, courageous and attentive to the needs of your team.**
-  Promote the **alignment between values, CSR commitments and performance.**
-  Adopt an integrated vision of the leader's role, where **strategic thinking, empathy and concrete action** are inseparable for authentic and effective leadership.
-  Apply proven methods that have a **lasting impact on individuals and organisations.**

"Companies that succeed in transforming their organisation rely on inspirational leaders".



+85%

of participants report an improvement in their ability to inspire and motivate their teams.

97%

recommend the programme to their colleagues and partners.

What our participants say:

“The IECTL has enabled me to transform my approach to management and the commitment of my team!” - Cécile M., HR Director

“A high-level training programme that combines strategy, communication and human transformation.” - Carine T. - Project Lead at BNP Paribas Personal Finance

“Thanks to the IECTL, I have structured my vision of leadership and strengthened my managerial stance.” - Nadine P. - Head of Credit Control at Allianz Global Corporate & Specialty (AGCS)



Recognised as the leader in student experience in France according to the Speak & Act ranking

- 2024 - #1 Specialised School in Communication
- 2025 - #1 Specialised School in Management



LIVE A MEANINGFUL LIFE AND MAKE AN IMPACT FOR FUTURE GENERATIONS!

As part of its initiative



Maxwell Leadership® Francophonie donates part of its revenue and collaborates with





Join the thousands of companies around the world that have adopted the humanistic and inclusive leadership principles of Maxwell Leadership® and put them to work for your success!



John C. Maxwell is the world's #1 author on the subject of leadership:

- 87 published books including several #1s on the NYT Best Sellers list
- 36 million copies sold
- Recipient of the Mother Teresa Prize for Global Peace and the Horatio Alger Award
- Toastmasters' Golden Gavel award
- National Speakers Association Hall of Fame
- N°1 business leader in the world by the American Management Association®
- Most influential leadership expert in the world by Business Insider and Inc. magazines

Over 6 million leaders trained in 160 countries!

"Join us and together we can transform the world!"

EZEQUIEL TEROL  
President  
Maxwell Leadership® Francophonie



Do you have the Maxwell DNA?

Then join a network, a team, a community of over 54,000 executives, managers, leaders, professionals and entrepreneurs certified in the Maxwell Leadership Methods in 160 countries.



LEYDERS  
ASSOCIATES

Communication

Leadership

Coaching

MAXWELL  
LEADERSHIP

# LEYDERS ASSOCIATES ACADEMY

A partnership to develop humanistic and inclusive  
leadership in the enterprises

Programme **2025**

Executive Certificate in  
Transformational Leadership  
(IECTL)



**Lucille  
Desjonquères**

*Founder  
Leyders Associates*

**John C. Maxwell**

*Founder  
Maxwell Leadership*

**Ezequiel Terol**

*Founder Maxwell  
Leadership Francophonie*

**'These programmes, designed to bring out the leadership in everyone, enrich the mission of Leyders Associates: to support managers and their teams in high-impact development.'**

*Lucille Desjonquères*

**'With this partnership, aligned with the values of humanist, inclusive and servant leadership, we hope to add value to more people, develop more leaders and transform more lives around the world'**

*Ezequiel Terol*



MAXWELL  
LEADERSHIP

“A leader is someone who knows the way,  
goes the way and shows the way.”

JOHN C. MAXWELL



## REGISTRATION & CONTACT



In partnership with



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ASSOCIATES



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Website: <https://www.leyders-associates.com/formations>



Transform the way you lead, inspire your teams and turn your  
leadership into a strategic asset!