



**ELITE Innovation College Cambridge**  
Creating Global O2O Innovation University Alliance

EICC EXECUTIVE DEVELOPMENT PROGRAMME (EDP)

# Transformational Leadership Embraces Innovation (TLEI)

SHAPING THE WORLD  
WITH INNOVATION AND LEADERHP

# Background



Why do we need transformational leaders in the 21st Century?

In the 21st century, we understand that political and business leaders in the East and the West face different challenges. For example, there is still slow economic recovery and a strong demand for job creation and social stability in the West, while in the East the need is for the delivery of economic and environmental sustainability.

Our philosophy is that transformational leadership is that which embraces innovation, and can bring about strategic change that delivers growth, effectiveness and sustainability. This approach in turn expands the capacity of individuals to perform in leadership roles within institutions. Leadership roles are those that translate the vision and mission of the organisation into deliverable and measurable objectives and goals, develop and implement corporate strategy and facilitate the execution of an organisation's strategy by

- Building alignment
- Winning minds by sharing the vision of the organisation and
- Expanding the capabilities of others

Leaders have to understand that in general people like to be led, not managed.

# Transformational Leadership Embraces Innovation

A transformational leader is a facilitator who manages change by encouraging people to a higher level of motivation, engagement, empowerment and morality. The process of transformational leadership aims at delivering changes through influencing people in attitudes, behaviour and assumptions held by staff and employees, as well as building alignment and commitment for the achievement of organisational goals and objectives. Traditionally, leadership development has focused on bringing out the leadership abilities and attitudes of individuals. However, we aim to do things differently.

We acknowledge that different personal traits and characteristics can help or hinder a person's leadership effectiveness, and then encourage these leaders to break their shackles with innovative insights. This can help inspire people's critical thinking, discover their own ability to problem solve and reveal their individual strengths.

## What does Embracing Innovation mean?

"China Embracing Innovation" is a strategic model of the wise who are seeking common development, sharing resources and win-win solutions. It is social innovation with strong features and characteristics. It refers to a novel and innovative solution to a complicated problem. The solution is more distinctive, equitable and sustainable than the existing approach. At the same time, it creates value for the benefit of society and/or organisation as a whole. The essential elements, also regarded as the four pillars of the innovation, are:

- Embracing contradictions
- Moving with the times
- Seeking common ground while maintaining differences
- Creating harmony and tolerance. These four pillars support and complement each other





# EICC TLEI Benefit and Outcomes

## Benefits

- This is a bespoke TLEI Executive Leadership Development Programme designed specifically for Senior Managers, Top Executives and Business Professionals around the globe.
- The programme, which consists of three core themes / modules and invited speakers, will run for 5 full days via online and offline delivery.
- This can be adapted accordingly as per the requirement from the client. The modules which have been chosen reflect the current times and the challenges leaders face in running organisations and businesses.

## Learning Outcomes

- We develop leadership capacity at every level, building self-awareness, confidence and initiative; we work with the talent that is an organisation's future leadership and we support the development of an embracing culture.
- We enable established role-holders and managers to find their natural authority, broaden horizons and develop skills for collaboration, good at strategic management, innovation and entrepreneurship, awareness of the challenges and opportunities of globalization and sustainability.
- For the most senior managers, we support the development of resilience, political awareness, West Meets East – Western management with Eastern philosophy, increase skills for scanning and critical thinking and deepen understanding of governance, CSR and of the widest social, environmental and economic context of leadership to enable them to become a global responsible leader and full-fledged global competitor.
- Our Executive Leadership Development Programme not only focuses on leadership of organisations in the West but also draws experiences of successful organisations from the East. This will give the delegates an insight of the leadership skills from the best of both sides, enabling them to refer what is suitable for their organisation.
- Our faculty for delivering this training have several years of experience in leadership not only as academics in reputable Universities but also have lead and delivered leadership at various organisations throughout their career. Delegates will also listen to a specific selection of Guest Speakers, who have been in prominent roles in the industry and have lead these organisations from the front.







# About EICC

ELITE is an acronym of **E**-Learning of **I**nnovation, **T**echnology and **E**ntrepreneurship.

It was during the COVID-19 pandemic that ELITE Innovation College Cambridge (EICC) was consolidated and re-created. Still, its history can be traced back to 2006, when a group of outstanding management scholars launched China Association for Management of Technology (CAMOT) during International Association for Management of Technology (IAMOT) International Conference in Tsinghua University.

The four colleges: *Innovation College, Technology College, Entrepreneurship College and Global Leadership College* that we have established based upon the 15 years of accumulation of global academic resources provide an academic arm of EICC and extra liberal arts curriculum to our degree and non-degree programmes and qualifications that we deliver for the enhancement of student journey which delivers alongside our degree awarding power universities.

Further, an online to offline (O2O) structure pioneering education platform that challenges the traditional ways of learning, coupled with prestigious academic quality, global engagement, and strategic collaboration with worldwide partners, is what differentiates EICC from conventional higher education.

## Founder and President



### **PROFESSOR RICHARD LI-HUA**

FOUNDER AND PRESIDENT, EICC

Founder and President, China Association for Management of Technology (CAMOT)  
Honorary President of SIAS University, Zhengzhou, China  
Director General (General Convener) of Embracing Innovation Forum, UNNGO Peaceever TV

A renowned strategy and innovation expert, an advocate of technology enhanced learning and lifelong learning, Richard was Visiting Scholar at Judge Business School, Cambridge University, UK and is Strategic Advisor at Research Centre of Technology Innovation, Tsinghua University, China. He was Visiting Professor of Strategic Management & Leadership, Black School of Business, Erie, Penn State University, USA, and Henley Business School, Reading University, UK.

Richard is a transformational leader with resilience who serviced as President of SIAS University, Sino-American university in China and also as President of New Beacon Campus, a large and comprehensive campus in the UK between 2014-2020. He has a passion and strong commitment for the global higher education (GHE) with well-established global leadership experiences in both public and private education sector in the UK, US, Canada and China.

# Programmes Structure



## **MODULE 1: OUTSIDE IN: UNCERTAINTY, AMBIGUITY AND COMPLEXITY IN THE GLOBAL ENVIRONMENT**

Globalisation has changed the way people live and interact as well as how business operate in the 21st century. Leaders and senior executives are facing the challenges of making tough decisions when facing increase in uncertainty, ambiguity and complexity in the business environment. This module will provide a strategic framework of understanding the world we are in, from an external perspective.



## **MODULE 2: INSIDE OUT: TRANSFORMATIONAL LEADERSHIP IN THE POST-COVID ERA**

Balancing a persistent strategic vision and direction with an attitude of adaptable tactics and change is essential for the transformational leaders in the 21st century. Building a vision with a passion, embrace differences and create harmony, focus on the big picture whilst note details and maintain positive and resilience are the new disciplines for the transformational leaders during the post Covid era. During this block , various case studies and various models / framework on how to overcome the challenges facing the transformational leaders will be discussed among executive participants.



## **MODULE 3: EMBRACES INNOVATION AND HARMONY: INTEGRATING WISDOMS FROM THE WEST AND EAST**

Balancing a persistent strategic vision and direction with an attitude of adaptable tactics and change is essential for the transformational leaders in the 21st century. Building a vision with a passion, embrace differences and create harmony, focus on the big picture whilst note details and maintain positive and resilience are the new disciplines for the transformational leaders during the post Covid era. During this block , various case studies and various models / framework on how to overcome the challenges facing the transformational leaders will be discussed among executive participants.



## **MODULE 4: BEING A TRANSFORMATIONAL LEADER EMBRACES INNOVATION**

The final module is an action-based learning which requires students to bring their own experiences and discuss how to lead in continuous disruption and the turbulent world through embracing innovation whilst maintaining a clear and persist vision and being resilient.

# TLEI High-Profile Deliverers and Professors



**Professor Richard Li-Hua**

FOUNDER AND PRESIDENT,  
EICC

Proponent of China Embracing Innovation Theory. Professor of Strategic Management and Development



**Prof Maurits van Rooijen**

CHIEF ACADEMIC OFFICER, GLOBAL  
UNIVERSITY SYSTEM

Chief Academic Officer of Global University Systems as well as Rector of London School of Business & Finance and of GISMA (Germany). He has held senior management positions at various universities such as Leiden University, Erasmus University Rotterdam, Westminster University in London UK, Victoria University in Melbourne Australia. Previously he was Chief Executive and Rector Magnificus at Nyenrode University.



**Professor Jonathan Liu**

VICE PROVOST AND FOUNDING  
DEAN OF SCHOOL OF MANAGEMENT  
AND LEADERSHIP, EICC

Dean and Professor at Global Banking School (GBS) and based at their London Campus in Greenford. He is the Chairman of the Board at Ming-Ai. He was Professor of Global Business Management at Regent's University London, and Assistant Dean for Research, Scholarship and Engagement for the Faculty of Business and Management.



**Pinar Akkaya**

FOUNDER AND MANAGING DIRECTOR,  
SIGNATURE COMMUNICATION, UK

Pinar's experience includes prestigious positions in highly reputable companies such as Nike, Leroy Merlin and Li&Fung as a director and executive board member. Since 2011, Pinar leads Signature Communication and Collai.



**Professor John Han**

CO-FOUNDER AND HONORARY DEAN OF  
ELITE COLLEGES

currently the chairman of the Board of Governors of Davis College in the United States, the chairman of the Board of Directors of the American Education Group, the honorary chairman of the Sino-American International Education Innovation and Development Research Association, the chairman and principal of the Board of Governors of Davis College in Vancouver, Canada. Professor of Western Trinity University, and Honorary President of the Canadian Chinese Education Association.



**Dr Elli Sinikka Aaltonen**

FORMER DIRECTOR GENERAL, REGIONAL STATE  
ADMINISTRATIVE OF EASTERN FINLAND

Responsibility of leadership and management of the strategically agreements made with 8 ministries (Ministry of Finance, Ministry of Social and Health Affairs, Ministry of Education and Culture, Ministry of Justice, Ministry of Employment and Economy, Ministry of Agriculture and Forestry, Ministry of Internal Affairs and Ministry of Environment). She has direct line management for 5 departments of this territorial state agency.



**Elsie N. Effange-Mbella**

MINISTER PLENIPOTENTIARY OF FOREIGN  
AFFAIRS, CAMEROON

An accomplished career Diplomat, integrated into the Cameroon Diplomatic Corps in 1979. She nearly has four decades of well-grounded experience within the United Nations System. The last 21 years of her professional career have been dedicated to peacebuilding and reconstruction efforts in Rwanda, the Democratic Republic of Congo, Mali, including technical support in combating electoral violence and conflict related sexual violence to countries in the Great Lakes and SADC sub-regions.



# Duration / Proposed Training Schedule

An Example of the Programme Delivery



\*A detailed schedule shall be provided upon approval of the programme

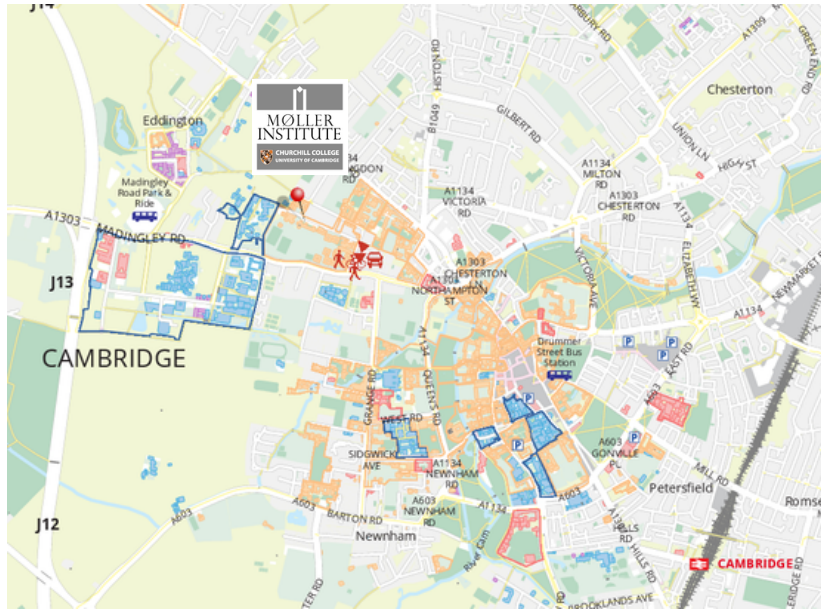
## Delivery and Experiential Learning

- Our experienced team will create an effective and proven learning model that is based on your personal reflection, job experiences, peer interaction, mentoring and blend soft and hard skills development from a diverse and multi-cultural settings.
- The Well-designed and pertinent programme content underpinned by Innovation theories such as 'Embracing Innovation' and contemporary case studies
- World-leading professors demonstrate latest development on leadership, West meets East theories and practices
- Networking and experiential learning between West and East senior leaders and executives

## Your learning is our Passion

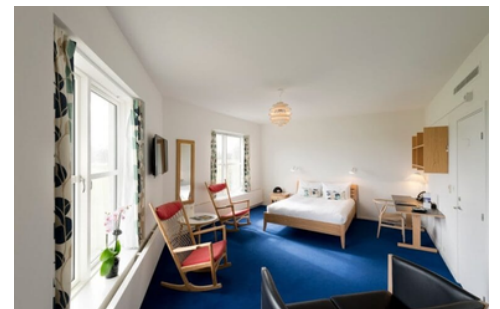
- Gain strategic insight into the latest Western and Eastern management trends and techniques
- Develop a working knowledge of Innovation strategy and concepts relevant to your profession
- Enhance your career advancement opportunities
- Network with a diverse group of academic experts and business executives within a global forum
- Learn from Global Professors with real-world business experience in executive management and innovation strategy, in an intimate, private-school environment

# EICC EDP Venue Cambridge University Campus



Møller Institute  
University of  
Cambridge

Storey's Way  
Cambridge  
United Kingdom  
CB3 0DE





*"At EICC, we understand the significance of equipping top executives and managers with the strategic tools they need to meet the growing challenges presented by the super-competition of the globalisation.*



*Our TLEI programme aims to develop, inspire and change your mindset through understanding technology and innovation and enable you to become more confident in driven firms, especially for leaders in the Middle East, Asia and Africa regions."*

**Dr Abdul Almehti**

Vice President, Global Engagement and Recruitment, EICC

## **Innovation Changes the World Innovation Leads to the Future**

For more information about our Programme  
Please email [globaloffice@eiucambridge.com](mailto:globaloffice@eiucambridge.com)

**ELITE Innovation College Cambridge (EICC)**

St John's Innovation Centre, Cowley Road, Cambridge, CB4 0WS

United Kingdom

[globaloffice@eiucambridge.com](mailto:globaloffice@eiucambridge.com)

[www.eiucambridge.com](http://www.eiucambridge.com)