



## Refuerce su aprendizaje

*Desarrolle su capacidad de gestión y su eficiencia personal con los CrossKnowledge Essentials™*

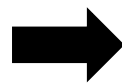
Diseñados con la ayuda de la CrossKnowledge Faculty, un grupo de expertos de prestigio internacional, procedentes de las principales escuelas de negocios de todo el mundo (Harvard, HEC, IMD, Cambridge, etc), los CrossKnowledge Essentials son documentos de 2-4 páginas que proporcionan un rápido acceso a los métodos clave de gestión, comunicación y desarrollo personal. Los títulos de los CrossKnowledge Essentials son los mismos que los de las CrossKnowledge Sessions pero, en este caso, la idea es presentar un resumen estructurado de las nociones, conceptos y herramientas desarrollados en las Sesiones.

### ***Destinatarios y objetivos***

Los Essentials están pensados para:  
usuarios de las CrossKnowledge Sessions, que deseen contar con un resumen impreso del curso; personal con experiencia que necesiten repasar conceptos clave sin tener que seguir por fuerza una CrossKnowledge Session, dentro de una formación rápida;  
personas con una agenda apretada que no tengan 30 minutos para una CrossKnowledge Session y que necesiten inmediatamente reforzar conocimientos sobre un tema determinado.

# • Management fundamentals in just a few minutes:

*Keep a summary of the Session*



*Brush up on the basics*



*Train when time is short*



*Express training whenever you need it*

CROSSKNOWLEDGE  
ESSENTIALS  
VISION AND LEADERSHIP  
WHAT IS VISION?

Vision is generally considered an essential part of leadership today. The problem is that it is used widely, and often wrongly, to describe a multitude of leadership and business aspects within the organisation. So what is vision? Before you begin to create and roll out your vision, it is essential to pinpoint exactly what vision is, how it is linked to the leadership role and how it can be effectively used.

## Leadership and vision

A first step in understanding vision is to understand how and why it is linked to the notion of leadership. The leadership focuses on leading to achieve objectives which means involving others in the process of accomplishing a goal within some larger system or environment. All its origin, the word leader comes from the old English language: *leoden* or *leodan* meaning to go, to cause to go with or to lead. Vision and leadership are therefore intrinsically linked - to help people to go somewhere.

## Leaders and vision

By studying great leaders and their visions, we can find a common set of characteristics between them. Vision is the higher purpose beyond actions which motivate people towards successfully carrying out their mission. It is not the capacity or the way to carry out things, but the ability to actually see, show and tell people where they or the organisation will go and what it will look like. For leaders are people committed to 'seeing a world to which people want to belong' and the world they know as the path to it described and explained in their vision.

## Clarifying the meaning of vision

Vision is often, misleadingly, used to describe a number of aspects to leadership and business within an organisation. Notable difficulties arise when speaking of strategy, goals and objectives, not in the least because they are all closely tied within the system or vision.

## Vision, ambition and mission

**Vision** is outwardly oriented. This means that you are aiming for something on the horizon for your team and/or your customers. It relates to purpose and the wider principle, system or environment.

## Vision, strategy, goals and objectives

**Vision** appeals to the wider perspective or system. It is both inspirational and motivating and deals with the very long term and is personal in nature.

**Strategy** is used as a means for achieving a result and constitutes a plan usually involving a combination of resources and methods.

**Goals and objectives** are very specific things that we aim for. They constitute a distinctive quality containing steps, steps and deliverable names.

**Ambition** is inwardly directed. It concentrates on what you or your team want to do, what role you uniquely play and who you want to be with respect to the customers and the vision.

**Mission** is what you do (uniquely) to help reach the vision. It is your (or your team/organisation's) specific commitment.

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## Consulta

Los CrossKnowledge Essentials se pueden consultar e imprimir desde la pestaña Recursos de una CrossKnowledge Session.

Se trata de Learning Objects autónomos que se pueden visualizar en el reproductor CrossKnowledge Player y que también cabe utilizar en itinerarios formativos preliminares, antes de un curso.

## Ventajas

Gracias a los Essentials, los alumnos pueden:

- obtener un resumen del curso que acaban de seguir.
- repasar rápidamente los conceptos, métodos y herramientas clave presentados en el curso.
- recopilar el curso de formación en una ficha

Si se utilizan solos, los Essentials son ideales para personas experimentadas que no necesitan seguir todo el curso (por ej., en el curso sobre liderazgo, los principios de gestión se pueden consultar en los Essentials) o como recordatorio para quienes hayan seguido ya una formación (por ej., como seguimiento del curso en las evaluaciones anuales). Cuando se utilizan junto con los CrossKnowledge Action Tips y Videocasts, el formato resulta interesante para líderes con alto potencial, ya que es totalmente portátil y resume las ideas clave en un formato de fácil lectura.

## Especificaciones técnicas

Los CrossKnowledge Essentials son Learning Objects completos que se pueden consultar con el reproductor CrossKnowledge Player. El sistema indica el tiempo invertido por cada usuario, que no superará los 15 min. por Essential. El único programa utilizado es FlashPaper, por lo que no es necesario ningún tipo de plug-in para PDF. Además, los Essentials se pueden imprimir.

## Idiomas Disponibles

Francés  
Inglés  
Español  
Alemán  
Italiano  
Polaco  
Finlandés  
Neerlandés  
Chino  
Japonés  
Checo  
Portugués  
brasileño  
Ruso  
Árabe  
Sueco