



ATAIRU AUTHENTIC LEADERSHIP

Cross-company leadership programs

Team & organizational transformations

Finding direction for young people

Discovering & developing children's talents

ABOUT ATAIRU

ATAIRU is a **purpose-driven international education company** and the No.1 leadership development company in the Czech Republic. With its comprehensive innovative methodology, ATAIRU focuses on **activating uniqueness** of children and young people by helping them discover and develop their talents and passions, and on guiding leaders and organizations towards **authentic leadership** during strategic transformational programs.

ATAIRU has also developed programs specifically designed to support high-potential and board-level women. This support is delivered in either cross-company programs for individuals or intra-company programs for teams and/or selected groups.

ATAIRU was founded in 2013 by Radka Dohnalová.

ATAIRU IN NUMBERS



11

NUMBER OF COUNTRIES WE HAVE RUN PROGRAMS IN



222

TOTAL NUMBER OF COMPANIES WE HAVE COOPERATED WITH



2342

TOTAL NUMBER OF PARTICIPANTS

ABOUT ATAIRU AUTHENTIC LEADERSHIP

ATAIRU authentic leadership is a **concept of conscious and informed decision making** across situations and contexts facing leaders in today's complex world. Combining the fruits of the latest **leadership research and our own practical experience** with leaders, the concept contributes to people's overall happiness, sustainable individual and team performance, and satisfying relationships.

It achieves that by leading people towards better awareness of their self, and optimizing collaboration within each of their ecosystems. Getting to know oneself better is covered in the **Lead Yourself** part of the program. Optimizing collaboration is addressed in **Lead to Collaborate**.

We like to think of our program in terms of a flower of sorts. The **inside is your motivators** (who you are). The petals represent the (personal and professional) **projects/contexts you are a member of**. When thinking of happiness, **we always look at the person as s/he is**, which is the same for all projects, and then at the particular petal (level of overlap with his/her own identity, and ability to collaborate with others), which may be unique to each context.



RESULTS OF CROSS-COMPANY LEADERSHIP PROGRAMS

68 % of participants said that it was one of the most beneficial leadership programs they have attended.

- **PERFORMANCE:** 71 % of participants improved in their performance
- **RESILIENCE:** 95 % of participants saw improvement in their ability to deal with stress, difficult situations or situations when under pressure
- **COLLABORATION:** 89 % of participants saw improvement in their ability to lead and engage others
- **SATISFACTION:** 95 % of participants felt calmer, more balanced and more satisfied both at work and personal life

ABOUT RADKA

Radka's purpose is reinventing education and leadership globally to activate uniqueness. Radka is the founder and CEO of ATAIRU, an international education company and No. 1 leadership development company in the Czech Republic which has worked with thousands of leaders in more than 200 companies in 14 countries across Europe, the Middle East and Asia.

Radka is also an acclaimed author of **authentic leadership programs** (including programs specifically designed to support women), video series **Leadership Games**, and an active contributor to debates on the **future of learning, in the context of educating children and leadership in exponential times** including Peter Diamandis's Abundance 360 and TEDxEducation. She has been frequently featured in media including Forbes, cover of magazine Profit, Hospodářské noviny or Marie Claire.

Radka believes in growth through partnerships. With 6D ATAIRU co-created **Disruptive Leadership Inside Out program** focusing on the delta in leadership in the digital era. ATAIRU is also a global partner of **Roger James Hamilton**, a renowned futurist and social entrepreneur, and Radka is developing products with him and is a faculty at global leadership and entrepreneurship events from South Africa to Bali.

Before founding ATAIRU Radka held various positions in business internationally including **McKinsey & Company** and the UN World Food Programme. As a McKinsey consultant, Radka supported organizational transformation programs in several Central European companies, and led the firm's work on diversity, including pro bono study [Unlocking the Full Potential of Women in Czech Business](#). As part of her MBA program at Harvard Business School, she co-authored the Authentic and Integrated Leadership Model. She lives in Prague with her husband and three children.

RADKA ON ATAIRU



"My vision has always been to build an international purpose-driven education company that has a positive impact on society. I believe that every person is unique, and if they discover and activate their unique talents, passions and purpose, they will achieve both excellence and fulfillment, and learn to turn diversity into a competitive advantage. We at ATAIRU believe we can have impact at societal level by working with leaders who in their turn work with tens, hundreds and even thousands of people."

Radka Dohnalová, Founder & CEO

ATAIRU INSPIRATION, PHILOSOPHY & RESEARCH

AUTHENTIC AND INTEGRATED LEADERSHIP MODEL

Independent Research Study - Harvard Business School (2010-2011)

As a part of Radka's MBA at Harvard Business School (HBS), she asked herself a question: *What lies behind leaders who are not only high performing but also fulfilled and are able to operate at this level sustainably?* She found over 200 leaders meeting the characteristics and initiated a global survey looking into what is it that they have in common.

Key research findings were:

- the **importance of the inner motivation**. One of the key element which the leaders had in common was that they were clear about their talents, passions and purpose and they used them in their professional and personal lives
- critical ability in leadership to **work with inner motivation of others** and leverage this diversity in collaboration to achieve greater results

Inner motivators



Because of this research ATAIRU started to focus on the **importance of inner motivation** and **bringing this dimension into leadership and education** and defined its purpose as activating uniqueness to change society.

In addition, ATAIRU structured its programs: **Lead Yourself and Lead to Collaborate parts** and defined the key modules to cover the above inner motivators with regards to leading self and others.

Also this led to further research ATAIRU has been doing.

THE RAINFOREST AS AN INSPIRATION

ATAIRU finds inspiration in the Atlantic rainforest because of its **biodiversity** (symbol of thriving ecosystem) despite of its relative scarcity of nutrients in nature and quite few to its disposal.

In the rainforest **every organism leverages its strengths and the whole keeps growing and thriving**. The constant growth is only possible thanks to individual uniqueness, collaboration of the whole and interdependence of every living organism. Although there is competition the dominant model of operation is collaboration.

Radka saw parallels in her research at HBS and the way the Atlantic rainforest operates and decided to use it as inspiration for teams and organizations to transform themselves to thriving ecosystems.

The word ATAIRU comes from a Brazilian indigenous tribe in the Atlantic rainforest and means **partners on the path to the new.**



MCKINSEY GLOBAL WOMEN MATTER RESEARCH (2012)

In the research that Radka was doing at Harvard Business School she saw the importance of diversity in organizations in general and that there are some differences in developing female versus male leaders.

Several things were coming together at this point - one was the research Radka did at HBS, the other was the inspiration from the Atlantic Rainforest and McKinsey's involvement through its global Women Matter initiative which has been continuously researching gender diversity as a performance lever for the economy and individual corporations.

McKinsey's study identified **women's contribution to increased financial performance.** McKinsey identified, industry by industry, the top-quartile companies in terms of the proportion of women in executive committees. In each sector, they then compared the financial performance of this top-quartile group with companies with all male executive committees.

Companies with the highest proportion of women outperform companies with no women. In terms of **return on equity**, the top-quartile group **exceeds by 41 percent** the group with no women (22 vs. 15 percent), and in terms of operating results (i.e., **EBIT margin**), the more gender-diverse companies **exceed by 56 percent** the group with no women (17 vs. 11 percent). This statistically significant difference indicates that companies with a higher proportion of women in their executive committees are also the companies that have the best performance. While this link does not demonstrate causality, it does provide a strong factual basis to continue to argue in favor of greater gender diversity in corporate top management. **What could explain such a positive performance gap?** The authors found part of the answer resting with **the way women exercise leadership.**

Radka took this international research as a starting point for McKinsey's Czech Republic's own study with the largest companies in the country, and arrived at future directions to be taken that combine local and international best practices. Based on that study Radka co-authored McKinsey's report [Unlocking the Full Potential of Women in Czech Business](#). Until then it was the most quoted McKinsey report and its results were exclusively published in Forbes.

The study formulated **three action themes** for companies that are serious about building a successful gender-diversity ecosystem:

- **The top management involvement** to convince others of the need for change so that gender diversity is embraced throughout the organization by (i) making a compelling business case for the reasons why gender diversity is important, and (ii) leading by example by making the management's support for women visible at the executive committee and middle management levels.
- **Women specific development programs.** Implement specifically tailored mentoring and sponsorship programs to increase the visibility of, and support for, high-potential women, and leadership skill-building programs to meet women's specific needs, such as assertiveness and confidence building.
- **HR policies.** Control biases in appraisal systems (e.g., promoting people with similar leadership styles and a full-time presence in the office), ensure full implementation of flexibility measures (e.g., home office and part-time arrangements), and make the most of a woman's talent at every stage of her life (e.g., switching between line management and project work depending on the actual personal situation).

Inspired by this research which Radka led, **ATAIRU, among other things, designed leadership programs specifically to support women.**

ATAIRU IMPACT IN THE WORLD



CLIENTS TESTIMONIALS



Merck is designing a new global leadership program and was looking for new approaches to create modern, customized and continuous learning experience for their leaders in order for them to meet the most pressing business issues of today and tomorrow. ATAIRU supported us throughout the design process including challenging our thinking and helping us focus on the user experience. As we want to create a world-class program we included representation across the enterprise. With ATAIRU we also defined the essence of the program which will anchor us in our further development and decision making. I personally value ATAIRU's approach, extensive international knowledge and expertise in the future of learning.

Tivonnia Harvey, AVP, Chief Learning Officer, MSD (Merck)



The ATAIRU team has been able to unleash smoother internal flow of information and stream of energy within Schindler teams through well structured discussions and role-play situations. Their open and empathetic approach helped to identify and unclog communication blocks, ease behavioural understanding and reveal hidden talents from within. Well invested money!

Jan Fabian, CEO and the member of the Board of Directors, Schindler



"I believe we need to develop excellent leaders and support the talents we have in the Czech Republic. That's why we have been sending our people to ATAIRU programs for several years now. We have also included authentic leadership into our successful year-round program for our partners. ATAIRU knows its stuff, from soft skills to authenticity to inner motivation. And I like seeing another Czech firm play the international game."

Tania le Moigne, Regional Director Czechia, Slovakia & Hungary, Google



As a fast-growing start-up, we used to focus on business growth and thanks to ATAIRU, me and my management team have realized that our greatest barrier and opportunity is our personal and managerial growth.

Ondřej Krátký, Co-Founder & CEO, Liftago

ATAIRU CLIENTS

Since 2013 ATAIRU has worked with thousands of senior leaders and 200+ companies long-term across Europe, Middle East and Asia. Our clients include: ABB, Adexpres, Air Bank, Asahi, Bayer, Carrier, Česká Spořitelna, ČEZ, Deloitte, Danone, Dentsu, E.ON, Erste Group, Google, Heineken, Hewlett-Packard, IBM, Innogy, Johnson & Johnson Medical Devices, NN, Komerční banka, Mall Group, McKinsey, Microsoft, MSD, NN, O2, Ogilvy, Pernord Ricard, PwC, Raiffeisenbank, Santen, Sodexo, Schindler, T-mobile, Unipetrol, Vodafone and many others..



EXAMPLES OF AUTHENTIC LEADERSHIP INTRA-COMPANY PROGRAMS

Microsoft	International leadership program for European functional heads Leadership program for board of Microsoft in Slovakia	2 years 1 year
Schindler	Leadership program for board and B-1	1 year
IBM	Leadership program for talented women	1 year
Google	Leadership program for Google agencies	1 year
Asahi	Regional leadership conference with leadership development for board members and selected B-1 from CEE countries	3 months

ATAIRU HAS BEEN FEATURED IN MAGAZINES PRESENTS

Forbes



01/19

ekonom



2016/2018

HOSPODÁŘSKÉ NOVINY



2016/2018

PROFIT



12/16

marie claire



11/16

ONLINE MEDIA PRESENTS





09/18





07/18





02/18





2016





04/12





05/18

OTHER SOURCES

Magazines - Business Women, Cosmopolitan, Czech & Slovak Leaders, Žena a život

Websites - www.pragueconnect.cz, www.ekonom.cz, www.finmag.penize.cz, www.idnes.tv

ATAIRU Youtube - Video testimonial - [ATAIRU Authentic leadership for men](https://www.youtube.com/watch?v=ATAIRU)