



Impact Learning Partners
Capability That Stays

Impact Learning Partners presents:

OCL™

Operational Character Leadership

*From Reactive Manager to Authentic,
High-Impact Leader*

Lead With Character. Inspire With
Confidence. Perform With Purpose.

Meet your Instructor:



Björn Vikard

Co-Founder & Lead Facilitator, OCL™
Amazon Best Selling Author

Request In-House Delivery

Tell us your team size, seniority level, and the leadership gap you are addressing. We will propose the right delivery format, programme depth, and timeline.

OCL is delivered as:

- Corporate in-house programmes
- Executive development tracks
- Leadership pipeline initiatives



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The Leadership Gap Most Organisations Face

Capable professionals are promoted every day – intelligent, experienced, technically strong.

Yet many struggle when responsibility shifts from managing tasks to leading people. Teams disengage. Difficult conversations are avoided. Change initiatives stall.

The issue is rarely competence. It is foundation. Sustainable leadership performance requires character, self-awareness, and behavioral courage – not authority alone.

OCL™ was created to address this gap.



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Contact us: info@impactlearningpartners.org

Which Leadership Gap Is Costing You Most Right Now?

Each question maps to one of the four OCL™ pillars.

Pillar 1 – Character Foundation:

[] Do you have technically strong leaders who are avoided, feared, or simply not trusted by their teams?

Pillar 2 – Courageous Communication:

[] Are important conversations being delayed, softened, or not happening at all – and everyone knows it?

Pillar 3 – Adaptive Influence:

[] Are your best people leaving – not because of pay, but because they feel managed rather than led?

Pillar 4 – Transformational Execution:

[] Have change initiatives failed to embed in the last two years – even when the strategy was correct?

Every yes answer identifies a specific gap OCL™ is designed to close.

What is OCL™?

OCL™ (Operational Character Leadership) is a structured leadership development framework that helps experienced professionals evolve into authentic, high-impact leaders.

it integrates:

- Character development and emotional intelligence
- Courageous communication and trust-building
- Adaptive leadership and motivational psychology
- Transformational change frameworks, including ADKAR
- Optional structured coaching support

OCL™ develops identity – not just skill.



The Transformation

Before OCL™:

- Reactive under pressure
- Avoids difficult conversations
- Relies mainly on technical credibility
- Struggles to motivate diverse personalities

After OCL™, your leaders will:

- Apply self-awareness as a deliberate leadership instrument - not a personality trait
- Navigate conflict and difficult conversations with a structured method, not avoidance or aggression
- Adapt leadership approach to individual motivational profiles – diagnosing what each person needs
- Demonstrate the behaviours that build trust, and recognise when they are undermining it
- Evaluate the health of their team's culture and propose specific interventions when it deteriorates
- Design change plans that account for human resistance – not just process logic

This is the shift from manager to authentic leader.

The OCL™ 4-Pillar Model - Delivered Across 6 Modules

1. Character Foundation

Lead Yourself First

Build emotional intelligence, values alignment, and character strength under pressure.

- *Demonstrate values-aligned decisions under pressure and analyse patterns in your own leadership behaviour that limit team performance*

2. Courageous Communication

Lead Conversations with Clarity

Master difficult discussions, listening, feedback, and trust-building.

- *Apply a structured framework for difficult conversations and distinguish between feedback that builds performance and feedback that triggers defensiveness*

3. Adaptive Influence

Lead People, Not Positions

Apply motivational psychology and situational leadership to meet each person where they are

- *Categorise team members by motivational profile and adapt leadership style - moving from one-size management to individualised influence*

4. Transformational Execution

Lead Through Complexity

Drive change using structured frameworks, including ADKAR - with human resistance planned from day one.

- *Design a change initiative, anticipate resistance points, and formulate targeted interventions before resistance becomes failure*



The 4.5 Day Program Journey - 6 Modules

Day 1 - Module 1: Build Your Leadership Foundation

Self-awareness assessment, values clarification, character under pressure, leadership identity vs. leadership behaviour.

Day 2 - Module 2 & 3: Communication and Influence

Difficult conversations framework, feedback models, listening disciplines, motivational profiles, situational leadership application.

Day 3 - Module 4: Energise High-Performance Teams

Team dynamics, accountability structures, engagement diagnostics, coaching conversations, performance culture design.

Day 4 - Module 5 & 6: Change Leadership and Integration

ADKAR change framework, resistance mapping, transformational execution, leadership under ambiguity, 90-day personal leadership plan.

Day 4.5 (Half Day) - Program Close & Commitment

Personal leadership commitment presentations, accountability partner pairing, management briefing, certificates.

Who OCL™ Is For

- Professionals with 5+ years of experience
- Emerging and mid-level leaders
- Project leaders stepping into greater responsibility
- Organizations building leadership pipelines

OCL™ is especially powerful during growth, restructuring, or transformation; when identity under pressure matters most.



The Business Impact

Organisations using OCL™ develop leaders who:

- Increase engagement
- Strengthen accountability
- Reduce internal conflict
- Lead change more effectively
- Build performance cultures grounded in character

Why OCL™ Is Different From Leadership Development You Have Tried Before

Most programmes teach frameworks. OCL™ builds the identity that makes frameworks work. When the pressure comes, and it always does, identity holds. Frameworks are forgotten.

Most programmes end with a certificate. OCL™ ends with a leader your organisation can rely on - especially when conditions are difficult, ambiguous, or high-stakes.

If your previous investment in leadership development did not change behaviour under pressure, the issue was not the people. It was the programme.

What Your Leadership Culture Looks Like in 90 Days

Within 90 days of OCL™ programme completion:

- The difficult conversations that were being avoided are now happening - with structure, not confrontation.
- Your people do not just follow your leaders. They trust them.
- This is not aspirational language. This is the measurable shift OCL™ is designed to produce - and the outcome we plan toward from the first programme session.



Request In-House Delivery

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