



Jhonson Robert  
University



# LEADER A4H

Leadership program reserved for  
**TOP MANAGERS AND ENTREPRENEURS**

# Who is an A4H Leader

## Never before has there been a need to be Leader A4H

Crisis, market problems, difficulties in competitive contexts. For companies, the last few years have been characterized by increasing turbulence. And the world to come will be even more turbulent and requires a radical change at the top of the primary companies.

It is now clear, it seems clear, if they ever existed, those quiet days when leaders could sleep on their laurels, confident that their superiority and their strength on the market would protect them from any attack.



## THE DIFFERENCE THAT MAKES THE DIFFERENCE

Every day at the JRU MBA, students plant seeds for a bright future, learn how to solve complex problems, expand their perspectives, and collaborate with people very different from themselves.

We call that the JRU MBA difference.

You will call it the opportunity of a lifetime.

# For 16 weeks I will be your personal trainer to guide you in this wonderful metamorphosis

In my analysis of future scenarios, I have selected a series of indicators that go beyond the horizon of many leading global organizations. Indicators that concern us and involve everyone collectively. Above all, they care about people's quality of life. Some indicators are alarming, others full of hope; the way many of them evolve can be corrected or accelerated, depending on the decisions we make both as organizations and as individuals.

With our A4H program you can build your future and the future of humanity, I am determined to prepare leaders for the turbulent world that awaits us. In A4H, you spend equal time learning the fundamentals of management and practicing in the field. The program is unique, stimulating, rigorous and absolutely the right preparation for your future success. The A4H program includes coaching sessions, which offer the opportunity for self-reflection and a deeper understanding of leadership needs and personal development. These sessions are led by me and by professional coaches trained by me, you will leave the program with a baggage of action that will guide your decisions as soon as you return to your organization.



# You will learn

## Awareness

The A4H program begins with Me, Inc., an intense work that raises questions through group interaction and active exchange with Robert Jhonson to understand yourself and the world. A guided and in-depth introspection that will accompany you throughout your life. Awareness that the rules of yesterday are no longer valid for playing in the new world: in this part you will examine more closely the main macroeconomic trends (for example, the rise of emerging economies; unstable political economy); macro-social trends (e.g. trust deficit; diversity; income inequality); and trends related to our ecosystem (which explain the growing importance of sustainability). In an era of information overload, how to distinguish the signal from the noise? And how to exercise a better judgment in an ambiguous and uncertain world?



## Head

Having defined the scenario in the first part of the program, it is time to re-imagine the business! As the saying goes, "The future is already here, but it's a bit unevenly distributed." Together with Robert you can re-imagine a new business world. You will free yourself from the past! Including past successes! For the new world, bold visionaries are needed who can re-imagine the world. This part of the program will allow you to inspire your organization, performance and attract financial, intellectual and human capital resources. In the new world you will play as a protagonist and you will not remain a spectator. Robert has the ability to motivate, inspire and re-imagine the world that will be. Together you will be able to develop future-proof strategies, to think outside the box and create alternative business models. The exploration carried out in the first part (awareness) will help you evaluate and adapt the vision, mission and strategy of your organization. You can be more confident that your organization's resource allocation fits our changing world.

**ME, INC.**

*I am the master of my own destiny.  
I am the captain of my soul.*

# You will learn

## Heart

Working with companies around the world, when asked why do you like working for this company? The answer is unanimous: I like working here because our company has a heart. And the heart always lives in one of the senior staff members. They say positive energy filters from above, it's true. Vision, innovation and talent guide the company towards the future, towards incredible success. You may have the best product idea in the world, but if your company does not have the heart, you will have a constant turnover and a group of remaining employees who only engage in a mediocre effort and produce mediocre products. In this part of the A4H program together with Robert you will be provided with the turning tools to discover, cultivate and bear the heart of your organization.



*the key to business success lies in his heart*



*Acting is the secret sauce to get the life you love*

## Hand

Acting is the secret sauce to get the life you love. You can't simply say that you want something different or that things have to change unless you're ready to support it with an action. You will learn more by doing something rather than doing nothing. In this fourth part of the program, Robert will teach you the secrets of effective actions, that is, those that lead to concrete results. You will find that acting creates trust and trust creates revitalization. Revitalization creates optimization and optimization creates alignment, this is what you will learn in this part of the A4H program. you will learn how to break down walls between different teams, collaborate and find success as a team working towards a common goal and vision.

# You will learn

## Because health = wealth

The last H of the A4H program is Health where Robert will provide the tools to protect and strengthen your health. Health is like money. You never have a real idea of its value until you lose it. The A4H program is the only one in the world that deals with health issues within a leadership project, the reason is more than obvious: what is wealth, fame, power, strategies, assets, relationships for ... if you don't have health to enjoy them.

Once it's gone or the damage is done, it can be next to impossible to get it back to the same level you previously experienced.

If the day comes when you have to start thinking about your health in terms of how to try to recover it, you will find that many paths are already closed to you. At that point, you'll want more than anything else not to have made some of your previous lifestyle decisions.

Bringing wellness to your organization starts with your wellness as an A4H leader.



## Who we are seeking

Top managers and entrepreneurs, courageous and talented people who believe that a better world is possible. Your membership should reflect your skills and what you hope to achieve.

We are constantly striving to offer high-level education to people all over the world. Programs provided by Jhonson Robert University (JRU) are recognized by the U.S. state department. In order to maintain a quality immaculate, Jhonson Robert

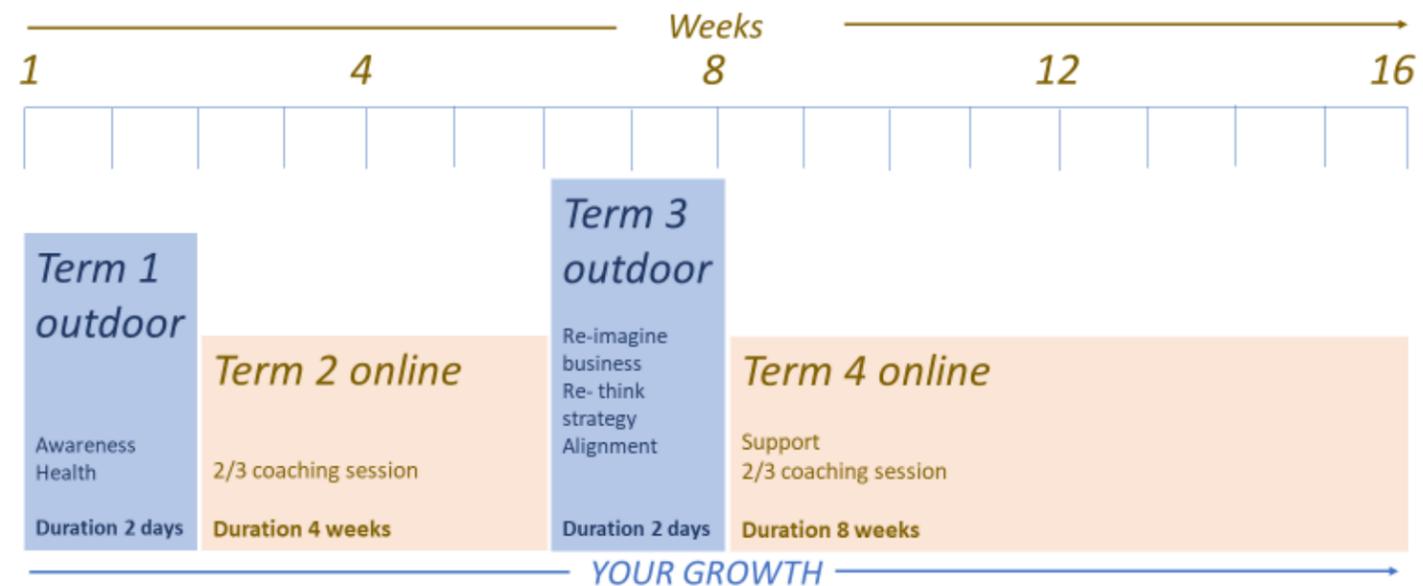
University adapts rigorous processes for selecting participants for their programs. Our customers are collaborative, curious and daring people. They come to the JRU not only to learn, but also to share their knowledge and experiences in a stimulating and supportive environment. If you are ready to prepare for a leading role in the future of business, we wish to have you among our best participants.



## Your time It is precious

The A4H is divided into two complementary parts: phases 1 and 3 are outdoor, while phases 2 and 4 are personalized online for each participant, they consist of online coaching sessions where the participant can hone his skills in his sector of activity.

The structure of the A4H program is specifically designed to help the participant obtain the maximum benefit from the lessons taught.





## Our admissions process

- The ideal candidate is a
- • Top manager or entrepreneur
- • Professional experience of at least 8 years
- • Leadership potential
- • Leading organization
- • Strong interpersonal skills

TUITION

7.800\$

## Financial aid

Financial aid is available for this program. Our financial aid advisors can help you identify funding opportunities to help you pay for your education. JRU offers financial aid in the form of meritbased scholarships, as well as scholarships based on specific criteria. Once you have been admitted to the A4H Leader program, our admissions team will guide you through the application process.

Talk to one of our Course Advisors through our Live Chat function, or complete an enquiry form and someone will be in touch.



TWO INTAKE DATES

October – April

*"The global vision  
is our richness, Heal the  
World is our goal"*

Robert Jhonson

A large black hexagonal graphic with the text 'A4H' above a horizontal line and 'Leader' below it. The graphic is set against a background of a city skyline at sunset, with the Empire State Building prominent in the center.

A4H  
Leader



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