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FORWARD

ENABLING EXCELLENCE



We live in a world of enormous technological progress, the rise of new generations characterized by distinct viewpoints, and ongoing shifts in socio-political dynamics. This combination creates an environment where anticipating what lies ahead is becoming increasingly complex every day. Within this context, overseeing companies, teams, projects, and even personal endeavors poses a significant hurdle.

FORWARD Consulting focuses on developing the leadership skills of top management to attain the capacity to effectively address future challenges and achieve their fullest potential in all circumstances beyond their control. This strategic approach ensures stable and continuous company growth, as these leaders possess the necessary skills to respond to both internal and external challenges.

More than 90% of our clients evaluate our programs and their real-world applicability, consistently awarding them an average rating of 4.7. They express that the experience is transformative, noting a shift in perspective towards their roles and work. This demonstrates that FORWARD lives its mission - Unleashing the leadership potential within individuals and organizations, equipping them to navigate and thrive in a dynamic world.

Most FORWARD trainings are based on or inspired by the leadership frameworks developed by Professors Marshall Ganz and Ronald Heifetz from Harvard University, alongside other frameworks developed and taught at Harvard and MIT.

We operate across continents in over 15 countries with over 1,000 clients.

We invite you to join our leadership tribe and unlock your full potential.

What make us **unique**

TAILOR-MADE APPROACH

“One size fits all” doesn’t really fit anyone; all our services are customized to meet the unique needs of each client.

WE LIKE TO SEE OUR CLIENTS GO

Our goal is that our clients won’t need us in the future, so we focus on developing their skills to handle the challenges of the future on their own. However, our commitment to excellence means supporting them until the inner leader is primed and ready to take the following steps.

WE DON'T DELIVER SOLUTIONS

Rather than presenting solutions on a platter, we focus on enabling and supporting our clients to develop these solutions.

OUR CLIENTS CREATED US

All we do grew out of our clients’ needs and challenges; our business was developed as a response to people coming to us asking for help in learning how to do things they saw us do in our work.

The skills developed through our training programs:

ADAPTIVE LEADERSHIP

PUBLIC NARRATIVE

EXECUTIVE PRESENCE

PUBLIC SPEAKING

MESSAGE FRAMING

PERSUASION

BUILDING ORGANIZATIONAL
CULTURE

NEGOTIATIONS

RELATIONSHIP BUILDING

TEAM BUILDING

STRATEGIC PLANNING

STRATEGY EXECUTION



OUR **CURRICULUM**

01

Adaptive Leadership & Decision Making

Most organizations face immense pressure to adapt to rapid and uncertain changes in the market and world. In such a business environment, the leadership practice of mobilizing people to progress despite challenges is crucial. What is required from real leadership is to address real problems, confront themselves and their teams with obstacles to progress, engage in difficult conversations on challenging issues, and create space for the growth of the entire team and organization.

In this training, we apply theory to practice and develop both diagnostic tools for analyzing the complexity of change and strategies of action. These action strategies include using authority and power, mobilizing responsibility across boundaries, managing economies of attention, generating innovation, building trust, orchestrating multi-party conflict, regulating disequilibrium, and building a culture of adaptability for the long term. In addition, we begin to explore the challenge of managing the inevitable personal stresses and dangers of leading change.

In this program, participants learn to:

- Distinguish among different types of leadership challenges, which will lead to better judgment on the intervention needed;
- Understand system dynamics that will help them design the intervention needed to onboard their teams to lead innovation and change;
- Build their formal and informal authority to influence and lead change;
- Distinguish themselves from the role so that they can lead without fear for their personal relationships;
- Take risks and make decisions despite the fear of failure or inadequacy.

02 | **Public Narrative in Times of Disruptive Change**

How we react to disruption depends on whether we find within ourselves the capacity to deal with it. If we do not, the disruption becomes a threat, our reaction becomes one of fear, and we do all we can to get away. If we do, on the other hand, the disruption becomes a challenge, stimulating our curiosity, and enabling a response of engaging with it. So, the real question is whether we will react to these disruptive moments fearfully or respond to them agentically – and enable others to respond with agency as well.

Through this training, we teach leaders to motivate and enable their teams to view unexpected disruptions as inspiring challenges.

The most effective way to do this is through the power of storytelling. Neuroscience research has shown that emotions play a crucial role in decision-making, and that simply presenting facts isn't enough to motivate action. To truly trigger and inspire others, we need to harness the power of storytelling, create an emotional connection, and engage the audience. By sharing and conveying our call to leadership, connecting it with our shared values and purpose, we motivate people to take action toward achieving common goals.

In this program, participants will:

- Learn the craft of public narrative that will enable them to use the power of storytelling to encourage and inspire people to go above and beyond;
- Learn how to frame their speech/communication to create positive engagement and empower people to respond to challenges purposefully;
- Practice crafting their narratives as a response to concrete leadership challenges.

03

Public Speaking & Executive Presence

We are witnessing a significant change in the type of leaders we admire. Most old-fashioned, bossy bosses have been replaced by those who are more understanding and open-minded. Today, we look for leaders who are calm, confident, and approachable, yet still capable of taking charge when needed. They are the leaders that others want to follow, skilled and dependable, and most importantly, those with the potential for significant achievements. The combination of these qualities is known as executive presence, a trait now essential for anyone aiming to succeed in a leadership role.

Effective communication is a huge part of executive presence and is paramount in positioning personalities, companies, and products in the eyes of the public, both within and outside our organization. Well-crafted speech, whether formal or informal, is essential to achieving our desired outcomes.

Our message must be strategically structured, thoughtfully designed, and delivered precisely and passionately to capture and retain our audience's attention, build their trust, and persuade and motivate them to support and join us in our endeavors.

In this training, participants learn:

- How to organize thoughts in the content of the presentation that will help them exercise influence;
- How to persuade the audience and enable their engagement;
- How to overcome tremors and discomfort caused by public speaking;
- How to design a compelling presentation that supports their message;
- Techniques of executive presence that communicate confidence, expertise, and passion;
- Techniques for engaging audiences and building trust and community online.

04 | Building & Leading Strong Teams

You have undoubtedly heard the African proverb, 'If you want to go fast, go alone. If you want to go far, go together.'

Building teams of individuals capable of working together and creatively striving toward the organization's purpose is crucial for the growth and development of any organization. However, it comes with its challenges: managing a cohesive team when individuals work remotely or in hybrid setups, leading to diminished communication; high workforce turnover, frequent changes of goals and directions, and on the top frequent changes in the management further complicate the process. In today's dynamic environment, adapting to constant change is a daily reality, which can be draining, demoralizing, and overwhelming.

This training develops the capacity to address these challenges by forming teams with shared leadership, where members are interdependent and accountable to each other. As a result, a synergy effect is created where everyone feels valuable, engaged, and fulfilled. This result is vital for success.

In this training, participants learn:

- Develop skills for building and leading teams in the creation and implementation of shared vision, strategy, and action;
- Learn how to create a team structure that is based on shared purpose and commitment while making the best use of talents and enabling the growth of leadership;
- Learn how to design and develop a team culture that will break silos and achieve more effectiveness, interdependency, and trust among team members;
- Learn how to support, engage, and motivate individuals through coaching.

05 | Envisioning & Leading Change

When we want to do something new, we often think that it is enough to designate one person or team to lead it and that the change will happen in the whole company. But in fact, what is required is a comprehensive campaign that will direct the entire company towards a new idea so that the company embraces and lives that change.

Well-designed, planned, and strategically implemented campaigns are the best way to create change in the company.

In this training, we enable our clients with skills to develop a campaign for change and learn three key leadership practices:

1. CAMPAIGN STORY

Telling a story that both inspires them to take the risk and lead change and others to join them in it;

2. CAMPAIGN STRUCTURE

Designing dynamic structures and teams that enable people in the campaign and organization to work together;

3. CAMPAIGN STRATEGY

Teaching people how to strategize creative use of their own resources to achieve clear objectives.

This way, the desire for change becomes the goal, gaining focus and an added dose of energy to shift things from a standstill.

In this training, participants will:

- Learn the tools for strategic planning of innovative change;
- Develop a personal and a campaign narrative that will help them engage stakeholders needed for the success of the change initiative;
- Learn Relationship Building skills that will allow them to get the commitment of all relevant stakeholders;
- Build team and campaign structure, allowing for the growth of both individual and organizational capacity while achieving the results;
- Develop the strategy and tactics, achieving their goals and building resources for their campaign throughout.

SOME EXTRAS:

Building trust (online)

The public health crisis caused by COVID-19, coupled with the technological advancements of our time, has allowed an enormous shift to take place, and fast. Although the pandemic is over, what remains is the reality - remote work and online meetings are here to stay. With the hope that more people will be given the flexibility of choosing to work remotely, we also must figure out the challenges this type of work poses.

One of the biggest challenges is how we make up for all the elements that we lack with the absence of physical presence in the room, like eye contact, facial expressions, building community, and maintaining trust, managing individuals and teams, and team dynamics—all of it from behind computer screens?

In this training, we share tips and practice skills that help manage the above-mentioned challenges.

In this training, participants learn techniques for:

- Effective online communication and online presence;
- Designing avenues, spaces & cultures that help build and maintain trust online;
- Managing teams and team dynamics online;
- Building community online;
- Interacting with the audience in online spaces

Managing difficult conversations

We usually think that to make the other side do what we want them to do, to influence them, to convince them, they just need to hear our point of view, and when that happens, they will, of course, do what we suggest. This often leads to a difficult conversation in which two sides cannot be aligned because people don't like to be told "This is what you should think".

So, influencing is not about that. What is it about then? Influencing others starts with understanding the person/group that you're trying to influence. Where are they? What do they think about the issue? What are their experiences and concerns? Once we spend time doing that, we can craft a message that has a better chance of actually working for them. So, the starting point is not focusing on us in our own case that we're trying to make, but focusing on the people we're trying to influence and understanding them better, which is not our natural way of going about it.

In this training, participants will:

- Learn what makes conversations difficult and how not dealing with it properly leads to divisions and difficulties in achieving shared goals;
- Gain insights and guidance on managing difficult conversations effectively;
- Practice listening and inquiring skills;
- Practice managing difficult conversations;
- Learn and practice persuasion skills.

A close-up photograph of several hands of different skin tones stacked together in a circle, with fingers pointing towards the center. The hands are positioned in a way that suggests a team huddle or a gesture of solidarity. The background is a soft, out-of-focus grey. The text 'FORWARD's TRAINING PEDAGOGY' is overlaid on the lower-left portion of the image.

FORWARD's TRAINING PEDAGOGY

All our trainings are based on a four-stage PEDAGOGY:

EXPLAIN:

Introduction of theoretical concepts.

MODEL:

Observation of examples demonstrating how these practices are applied in real life.

PRACTICE:

Immediate application of the learning in small groups with peers, with immediate coaching by an expert coach.

DEBRIEF:

Reflection on practice and drawing lessons.

This pedagogy allows for immediate learning and adoption of skills; thus, the results of the training are visible right afterward.

A group of business professionals are gathered around a table, leaning over and pointing at a large sheet of paper covered with sticky notes and hand-drawn diagrams. The scene is dimly lit, with a dark overlay. On the table, there are two coffee cups, a pen holder with several pens, and a tablet. The sticky notes are yellow and pink, and the diagrams include circles and arrows, suggesting a process flow or organizational chart. The overall atmosphere is one of collaborative work and strategic planning.

IMPLEMENTATION **& FOLLOW-UP**

FORM:

Learning happens in the most suitable form for the client. Sometimes, we go with individual coaching; other times, we opt for strategic consulting with top management or leadership teams, and sometimes we conduct training for smaller or larger groups of participants. Each program is crafted to fit the unique needs of each client. Keeping this in mind, the training mentioned above represents modules combined in different ways. After consultations with clients and based on an understanding of their needs, our team designs the program that will help participants develop the most needed skills to overcome the identified challenges.

IMPLEMENTATION:

All our training can take an online or in-person form.

DURATION:

The duration of the training depends on the form of implementation and ranges from 1 or 2 full days for in-person workshops to 3 to 4 hours of sessions for the online format.

FOLLOW-UP:

Recent research shows that leadership development programs are most effective if participants can access post-training support. Namely, efforts to develop leadership skills are often unsuccessful if not utilized in the long term. We understand this challenge, and that is why we offer after-training coaching support to our clients.

A close-up, low-angle shot of three women wearing sunglasses, looking upwards and smiling. The woman in the center has dark hair and is wearing large, dark sunglasses. The woman on the left has blonde hair and is wearing dark sunglasses. The woman on the right has long blonde hair and is wearing aviator sunglasses. The background is a clear blue sky.

MORE ABOUT FORWARD CONSULTING

We are management consulting firm with a mission of unleashing the leadership potential within individuals and organizations, enabling them to navigate and thrive in a dynamic world.

Our team of 5 dedicated experts have built their expertise in leadership positions in government, non-governmental, and business sectors.

For the past five years, we have worked with leaders to support them to progress more quickly and swiftly, achieving extremely ambitious goals.

We create leadership programs by combining real-life experience with knowledge gained at Harvard University.

More than 1,000 leaders from 20 countries across three continents have attended our programs and described them as life changing experiences.

We understand businesses and people, so we tailor unique education programs for each company, enabling employees to exit with lifelong skills.

A portrait of Ana Babović, a woman with dark hair pulled back, smiling at the camera. She is wearing a dark jacket and small hoop earrings. The background is a blurred outdoor scene with trees and a body of water.

ANA BABOVIC

OUR FOUNDER & CEO

Ana Babović is a top executive and leading expert in Leadership, Management, and Decision-making.

Her story begins when she was 23 years old. She graduated from the School of Political Science and joined the team of the Deputy Prime Minister as a junior, quickly advancing to senior leadership roles. Since then, her career has always been marked by stepping out of the comfort zone and launching initiatives that no one believed were feasible.

The first time was when she left the government to start “Serbia on the Move” - a change-making non-profit that later reformed laws, influenced public opinion, and motivated hundreds of thousands of people to create change in society. She led several campaigns engaging hundreds of volunteers and built an organization of 150 people that runs solely on volunteer effort. The second time she left her work to attend Harvard and pursue a master’s degree from Harvard Kennedy School. During her time at Harvard, she had the privilege to serve as Head of the teaching team to Professor Marshall Ganz, one of the most renowned professors of leadership in the world. The third time was launching a Leading Change Network, a global non-profit that, in three years and with minimal budget, reached 7,000 members and established 10 branches in five continents. Currently, she teaches her own Leadership class, “Building Power for Change,” at Sciences Po, Paris School of International Affairs.

As she says: None of these roles found me ready, but that’s how I learned that learning comes from action and that leaders are developed, not born”. From everything she learned from her leadership roles and education at Harvard, Forward Consulting was born. She is dedicated to helping leaders discover their true leadership drive, see what is beyond their sight, and use both to create a greater impact for the thousands of people they serve.

“The people I met along the way are now my colleagues and coaches who spread FORWARD’s mission - Unleashing the leadership potential within individuals and organizations, enabling them to thrive in a dynamic world - because this was also our path of growth too.”



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