

DEEP[®] LEAD

A C A D E M Y

*#1 MOST APPLIED TRANSFORMATIONAL
LEADERSHIP PROGRAMME IN THE WORLD*

—● www.deepleadacademy.com ●—

ABOUT US

Deep Lead® coaching program is based on more than 27 years of scientific research and 22 years of active, practical development work in cooperation with our customers.

Based on the Deep Lead® framework, our coaching gives individuals a lasting and self-directed foundation to develop and grow as a person and a leader. For the work community, it provides effective tools to bring about a change in the prevailing culture and create a leadership development strategy.

The starting point is our customer promise: the best possible effectiveness – in other words, achieving real and lasting changes.

Deep Lead Inc's active board of directors and an expert group comprising dozens of professional coaches are ready to help you and your work community achieve the desired goals and implement the necessary changes.



We use proven tools and models to build coaching solutions that are applicable in different situations.

We offer customer benefits in the form of lasting changes:

1– by modelling in a simple and applicable manner

2– by measuring change with scientifically reliable tools

3 – by enabling learning and supporting the desired changes

Deep Lead Inc

Your coach

Founded in

2002

Deep Lead® profiles

37 000

Customer companies

2 700

Deep Lead® personal profile assessments

520 000

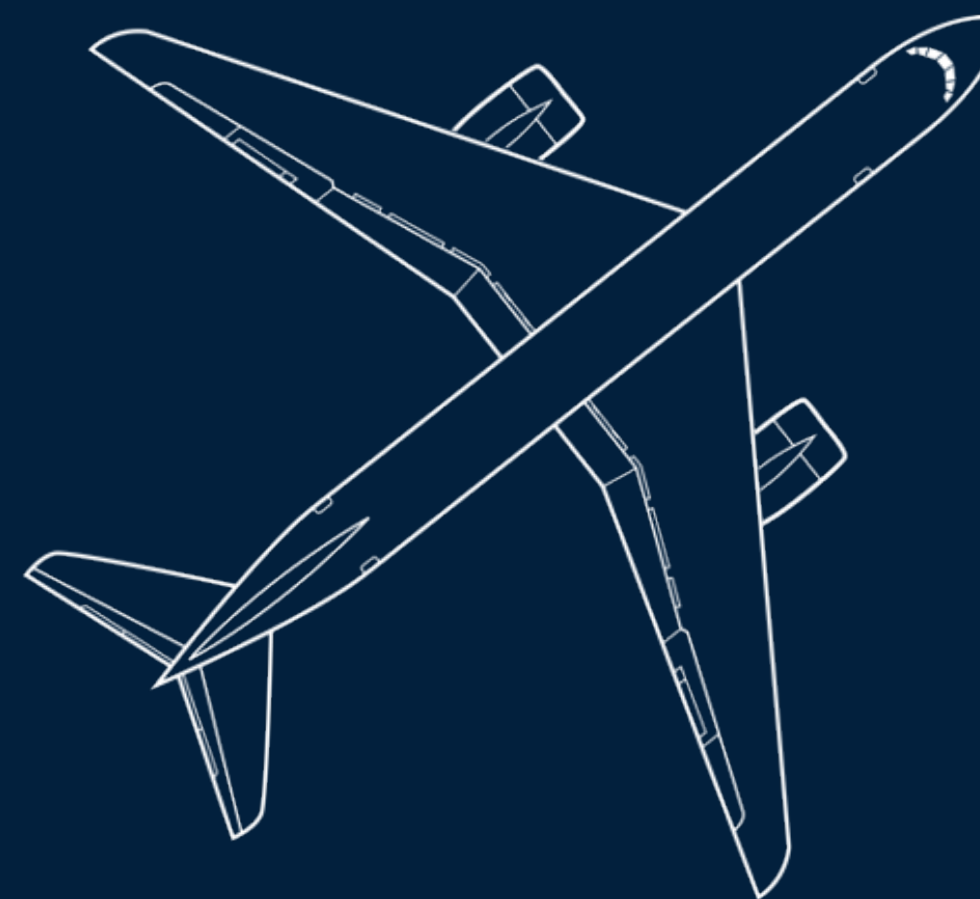
What is outstanding leadership?

Deep Lead® is an innovative coaching and learning programme, originating from Finland and grounded in rigorous scientific research. Designed for managers, team leaders, specialists, and customer-facing professionals, this program equips individuals and whole organizations with concrete models and practical tools to excel in their roles. By transforming the operational culture, Deep Lead® fosters a work environment imbued with ETLA—Enthusiasm, Trust, Learning, and Appreciation—ensuring peak performance and success across the board.

Enthusiasm



Trust



Appreciation



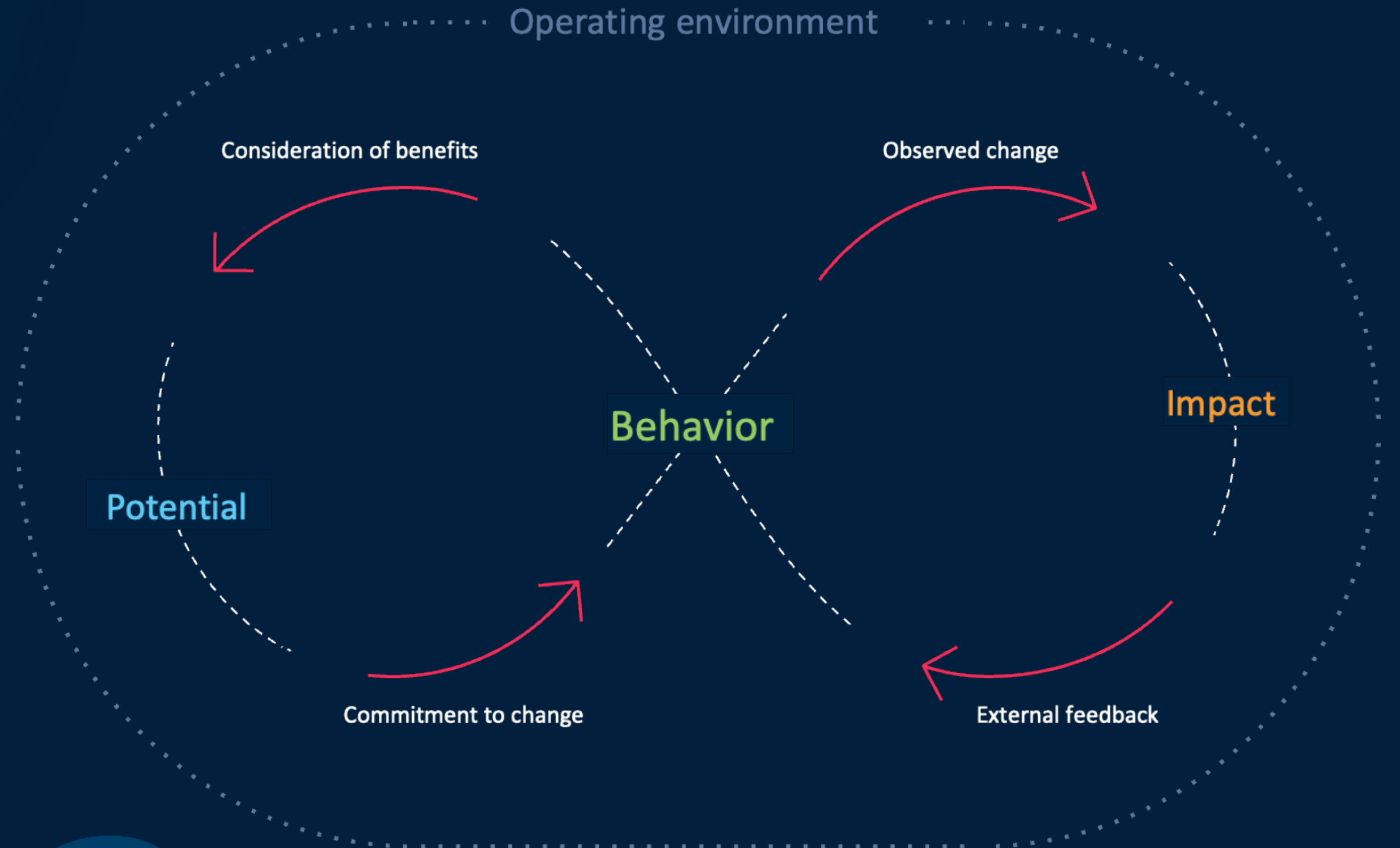
Learning



what?

We help you utilize your potential

We believe **adequate feedback is essential for personal growth**. Progress becomes more attainable when individuals gain insights into their actions and behaviors. **True transformation is underpinned by the motivation to learn**—a motivation that is strengthened by highlighting the personal benefits and impacts of one's efforts. Our approach is rooted in the ethos of **lifelong learning, transforming frameworks and tools into enduring practices** applied not just professionally, but in all social interactions.



How?

OUR COACHING SERVICES

We offer coaching in in-person, hybrid, and digital formats to meet varied learning needs. The in-person setting allows for real-time interaction, the hybrid combines on-site and online tools for adaptability, and the digital format introduces an AI virtual coach for a tailored, self-guided experience – all resulting in transformational impact for the learner.



1. IN-PERSON COACHING

2. HYBRID COACHING

3. FULLY DIGITAL COACHING

DEEP LEAD ACADEMY BENEFITS

Premier Solution

Harness the power of Deep Lead Academy's cutting-edge AI and machine learning for trustworthy and unparalleled learning outcomes.

Cost-Effective Solution

Our fully automated system empowers your entire team with self-paced coaching, optimizing your budget without sacrificing quality.

Flexible Solution

Accessible anytime, anywhere, Deep Lead Academy fits seamlessly into the dynamic schedules of today's professionals.

Scientifically-Proven Solution

Our digital coaching is scientifically validated, offering a customizable experience to meet learner's unique development needs.



DEEP LEAD IN AFRICA

The DAIA project is a dynamic initiative at the intersection of education, technology, and international collaboration.

Rooted in South Africa, our mission is two-fold: Addressing the critical shortage of skilled personnel through new forms of competence-based training and creating a competitive advantage for Finnish companies.

In DAIA, Deep Lead seeks to enhance leadership and interaction skills among learners in companies and organizations.



Funded by
**BUSINESS
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Metropolia University of Applied Sciences



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OUR CORE TEAM

An introduction to our team
who will help you make leadership a comparative advantage



VESA NISSINEN

President of Deep Lead
&
Associate Professor



TOMMI KINNUNEN

CEO of Deep Lead
&
Associate Professor



NIKO LEPPÄNEN

Director of
Digital Services

YOUR DEEP LEAD® COACH

While majority of our certified Deep Lead® coaches live in Finland, our network of partners covers five continents.

Around the globe



In Finland





Connect with us.



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FI17535212 | 2007-2023