

Lecture 01: Introduction

The AEM-Cube certification training

Hello, and welcome to the Human Insight online AEM-Cube certification course. My name is Richard Robertson and in this course I'm going to introduce you to the AEM-Cube and show you all its elements. Take a look at these organisations, Nokia, Blackberry, Borders, Kodak, and Blockbuster, and ask yourself for a moment, what do all of them have in common? Of course, they were all massive and dominant organisations in their respective fields, but there's something else: they all collapsed just when they seemed untouchable. Right when these organisations were at their very strongest, they crashed. Situations like these raise two important questions: what is the cause of sudden strategic challenges like these, and is there anything we can do to optimally deal with them, both as organisations and as professionals? The answer to the first question lies in the strategic diversity of these organisations, and as we'll see during this certification course: yes absolutely, we can definitely deal with them and yes, the AEM-Cube can help with that.

Introduction

During this Human Insight AEM-Cube certification you will learn all about the ins and outs of the theoretical frameworks and underpinnings, the scientific concepts and the data that support the AEM-Cube and, most importantly, you will learn about and work with all its different practical applications. When you have completed the course, you will have gained all the knowledge, insights and skills you need to actually use the AEM-Cube in practice and become a fully certified AEM-Cube practitioner. About Your Host Before we get to all that, let me tell you a little bit about myself and the Human Insight team that I am working with. I am a "social and organisational" and "economic and consumer" psychologist with an extra-curricular degree in leadership. After a number of functions in executive education and leadership development, both here in the Netherlands and in the United States, I started my own small consulting company: Forward Focus, with my business partner Sebastian Hamers. Three years later, we merged with Human Insight where we both became partners, Sebastian tasked mainly with business development,

myself mainly with product and training development. Given these changes to the company over the past few years, we often refer to it as a start-up with a history, since even though a lot is happening within Human Insight, it has been around quite a bit longer.

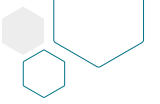
About Human Insight

It was founded originally in 2000 as a consulting and research organisation, mostly focused on the concept of organisational ecology, which focuses on studying processes and paradigms from the natural science and applying their principles to organisational settings. These concepts made it a strong consulting agency with a unique piece of intellectual property. Over the years however they decided to change their business model more and more and become a real tool based organisation where the emphasis would be on researching, developing and distributing the different tools through a strong, vibrant partner network. And that is where Sebastian and I came into play, trying to help develop the concepts and tools further and wanting to share them with more and more professionals who truly want to make an impact. Having built an energetic, youthful team we are excited about all the developments and products that the future holds, one of which is this very certification course.

Structure of the Course

So how does this online course work exactly? You are going to see me mostly as I will be guiding you through all the theoretical workings and the practical applications of the tool and its frameworks. For some modules, you'll meet up with my colleagues who will explain the specific areas of their expertise. Every module in this course will centre around a concise video lecture, accompanied by reading materials, exercises and business cases. All these lectures are followed by a short test to assess how much of that material you have actually understood. When you have completed these tests you will be allowed to move on to the next module. Once completed, the modules will always stay available to you, even when they are updated or renewed (to be notified by these updates subscribe to the Human Insight newsletter at human-





insight.com or check the Human Insight Academy from time to time. This way, they can always serve as reference materials should you ever want to refresh your memory or have specific questions that you need answered. The additional content is not mandatory to complete the course, but it will prove to be very helpful and engaging as we will be regularly uploading interviews with business partners, researchers, consultants, coaches, etc. to really deepen the material and provide you with sample real-life cases, stories, scenarios, view-points and anecdotes.

Content of the Course

Initially, a lot of these lectures will be focused on theory: We will be looking at the concept of the Growth-Curve, the three different dimensions within the AEM-Cube, the scientific underpinnings of the tool, and more. From this theoretical base we will gradually move on to more practical examples, business cases, and applications where you will be given a certain context and then asked to answer different types of questions to learn how to interpret the results and come to the correct conclusions. As stated, we will present you with all kinds of interviews with very different people to give you more insight into all the different applications, viewpoints, and additional thoughts and tips they might be able to share. Now probably during this course you will run into questions on the content or have additional comments that you would like to share with us or the rest of the community. And you can do this by using the message board underneath each of the lectures. Please feel free to use that at any time and either one of us or other practitioners will respond to that as soon as possible.

Completing the Course

Once you have gone through all the lectures and completed all the tests, there will be a final exam at the end to assess how well you have taken in and integrated all the knowledge that we have offered you here to ensure both us from Human Insight and you yourself that you have the knowledge necessary to correctly administer the AEM-Cube in practice. After this exam, we will ask you to work with the tool itself. What we are going to ask you to do to fully complete the course is to plan in your first real-life team-session with the AEM-Cube within six months of taking the exam. When you have done this, we would like to ask you to contact us

and plan in an online Skype call so we can take a look at the results together, reflect on how the session went, give you some final pointers and answer any questions you might have. If we are happy with the outcome, you are then officially certified as an AEM-cube practitioner, will receive the official certificate and become an official member of the Human Insight network, meaning that you will be invited to the complimentary practitioner workshops and be added to the database so companies interested in doing AEM-Cube sessions will be able to find you.

Next lecture

For now, on behalf of the entire Human Insight team, I would like to express our sincere thank you for your interest in using the AEM-Cube and following this certification course. We all wish you the best of luck in completing the course and of course hope you will find it a fun, engaging and rewarding experience. We will be delighted to meet you in person and welcome you to our network. With that said, let's kick things off with our very first theoretical lecture: the Growth-Curve. And don't forget, should you have any questions or comments, please share them below this video!

