



Impact Learning Partners presents:

CDLM™

The Character-Driven Leadership Method

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

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

Meet your Instructor:



Björn Vikard

C-Founder & Lead Facilitator, CDLM™
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.

CDLM 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.

CDLM™ was created to address this gap.

Which Leadership Gap Is Costing You Most Right Now?

Each question maps to one of the four CDLM™ 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 CDLM™ is designed to close.

What is CDLM™?

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

CDLM™ develops identity – not just skill.

The Transformation

Before CDLM™:

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

After CDLM™, your leaders will:

- 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
- Design change plans that account for human resistance – not just process logic

This is the shift from manager to authentic leader.

The CDLM™ 4-Pillar Model

1. Character Foundation

Lead Yourself First

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

2. Courageous Communication

Lead Conversations with Clarity

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

3. Adaptive Influence

Lead People, Not Positions

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

4. Transformational Execution

Lead Through Complexity

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

Who CDLM™ Is For

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

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

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

Most programmes teach frameworks. CDLM™ 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. CDLM™ 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 CDLM™ 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 CDLM™ is designed to produce - and the outcome we plan toward from the first programme session.

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