# The 10-second leader

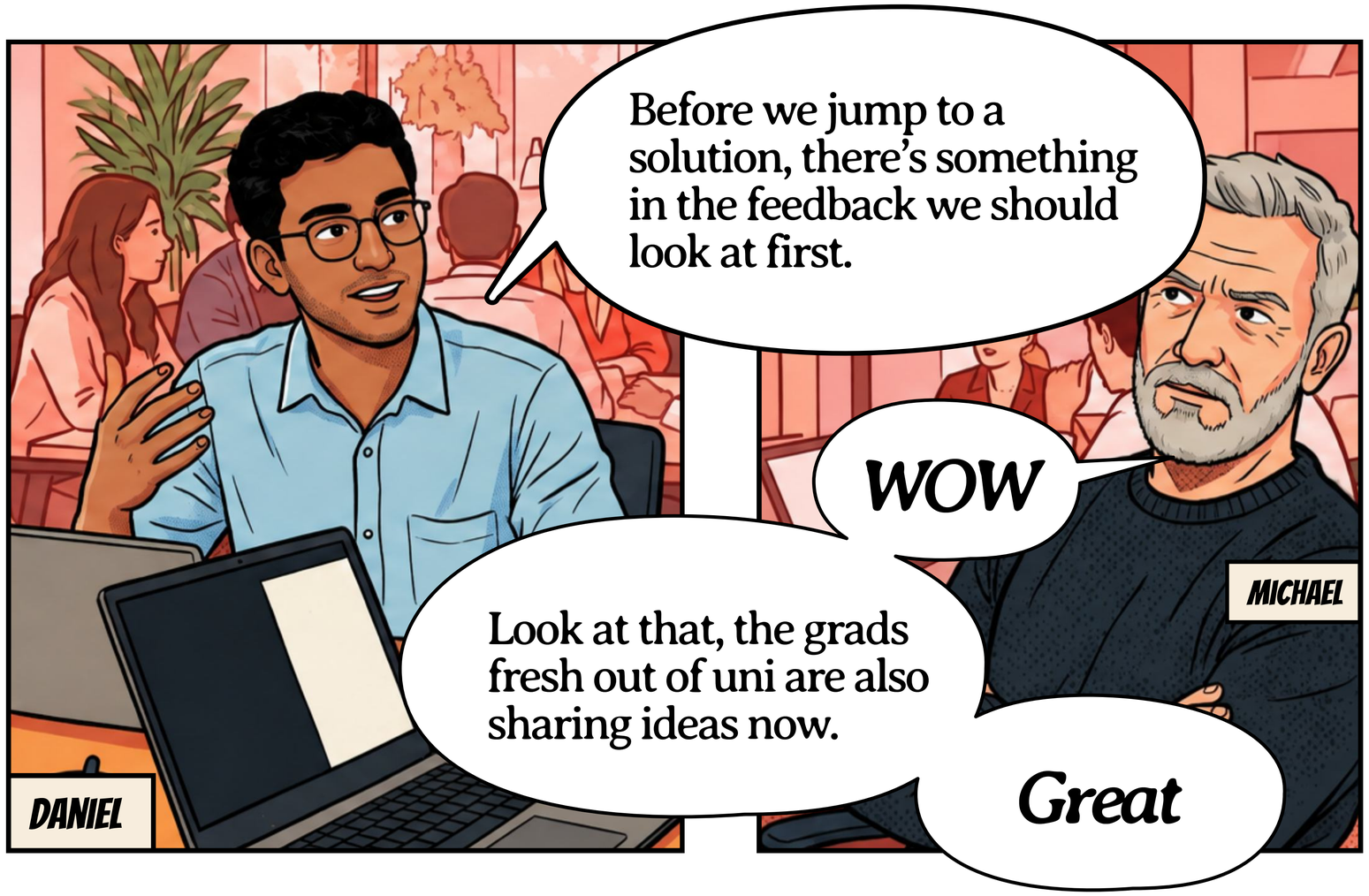
Dr. Ishani Roy,
Founder & CEO | Serein Inc.



*Monday morning. The team meets*



Customers keep getting passed from one team to another. Rachel, the team lead brings everyone together to work out what's going wrong.



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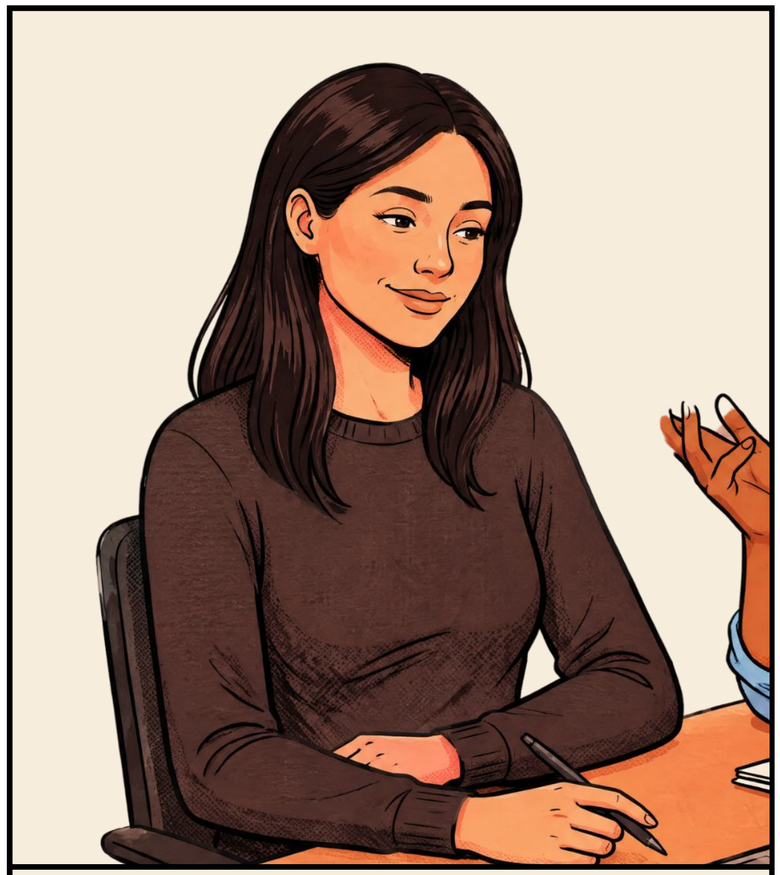
# Decide in 10 seconds

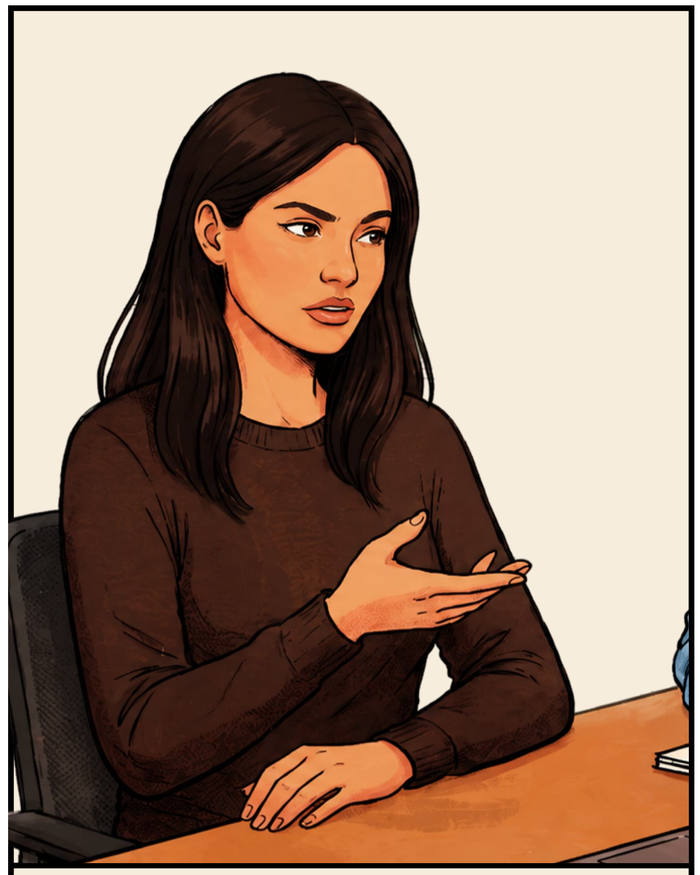
# WHAT SHOULD RACHEL DO?



The room’s ready to move on, but Daniel hasn’t finished his point.



**LET IT GO**



**JUMP IN**

# LET IT GO

The team agrees on a fix before Daniel explains what he's found.






Because they've not received a solution to their problem

# JUMPS IN

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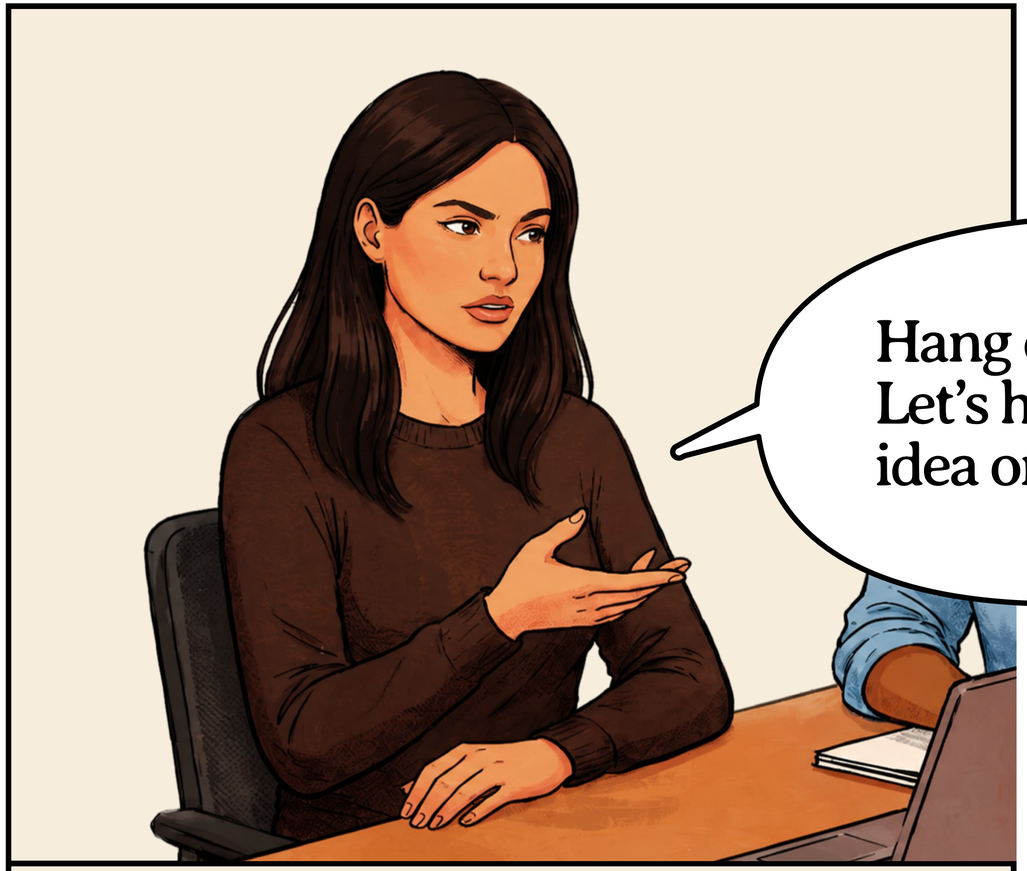
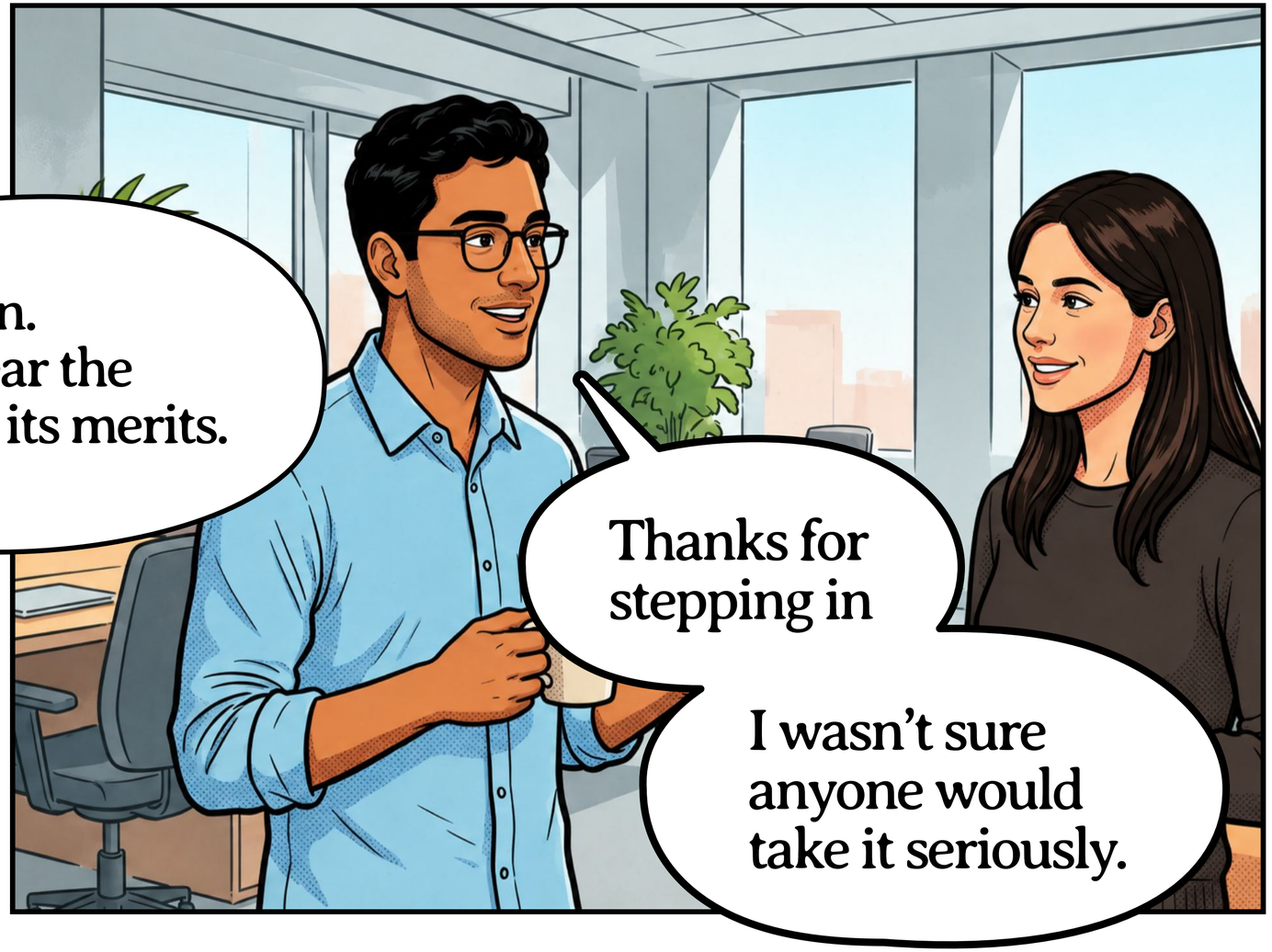



JUMP IN





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# Why did those 10 seconds matter?

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# What Daniel experienced was a biased remark.

***Ten seconds made the difference.***

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Culture accumulates through many small, high-pressure moments.

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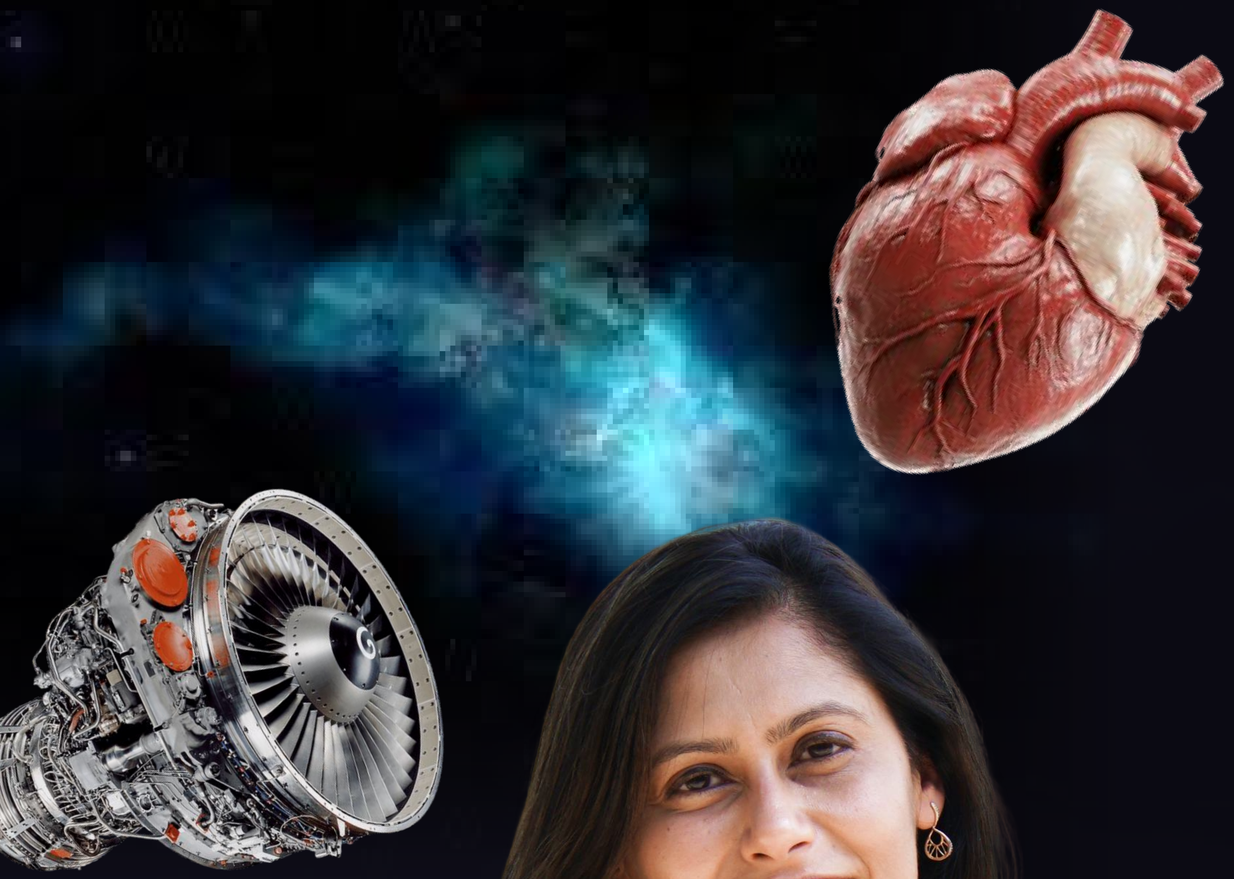

# Stars.
# Hearts.
# Jet engines.
# Then people.

But always using data to make complex systems perform better.



Los Alamos NATIONAL LABORATORY

BROWN UNIVERSITY

UNIVERSITY OF OXFORD

KING'S College LONDON

GE

Cartier WOMEN'S INITIATIVE

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Why do some complex systems perform well under pressure — while others break down?

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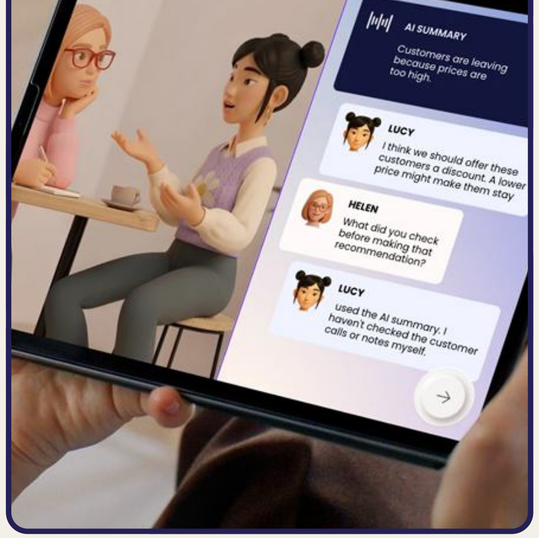
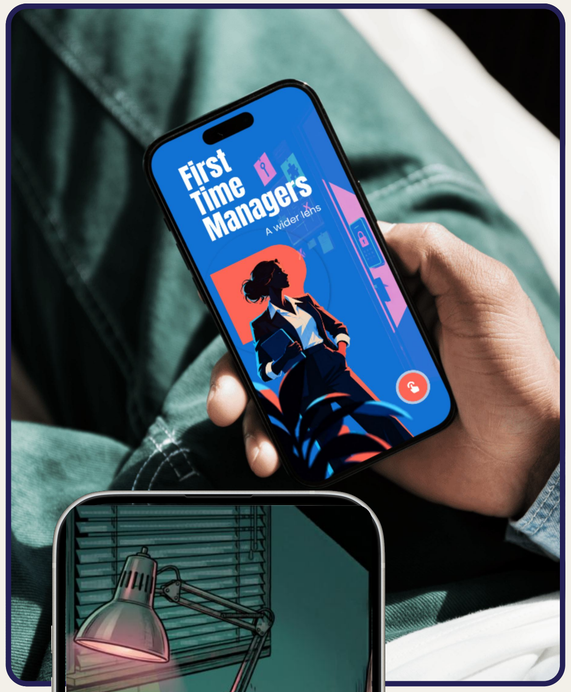
# Design principle

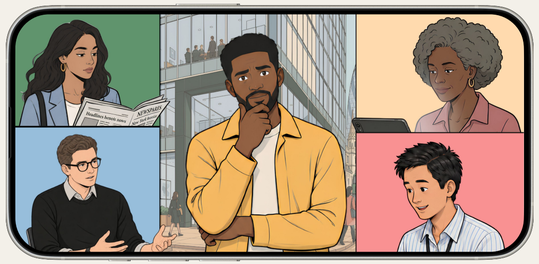
Leaders build good judgement by rehearsing the ten-second moment, repeatedly, in something close to real conditions.

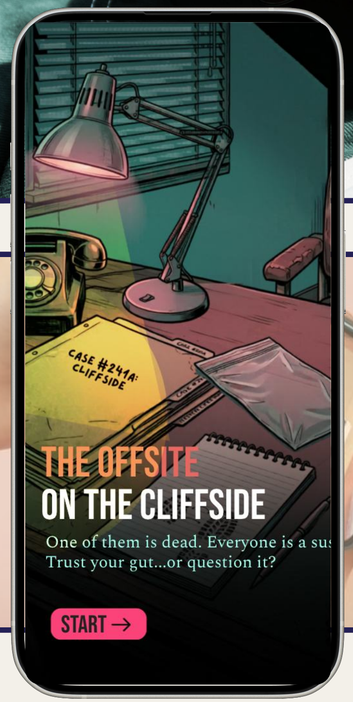
| | |
|---|---|
| 01 | Rehearse the ten-second moment |
| 02 | Do it repeatedly |
| 03 | In something close to real conditions |
| 04 | Build good judgement |

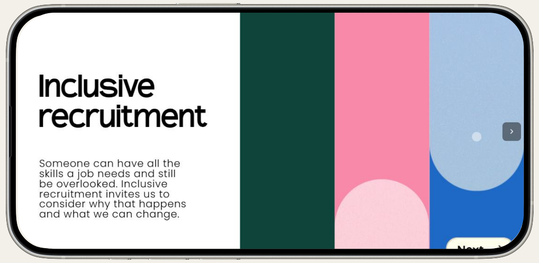





# Course OS

# Platform

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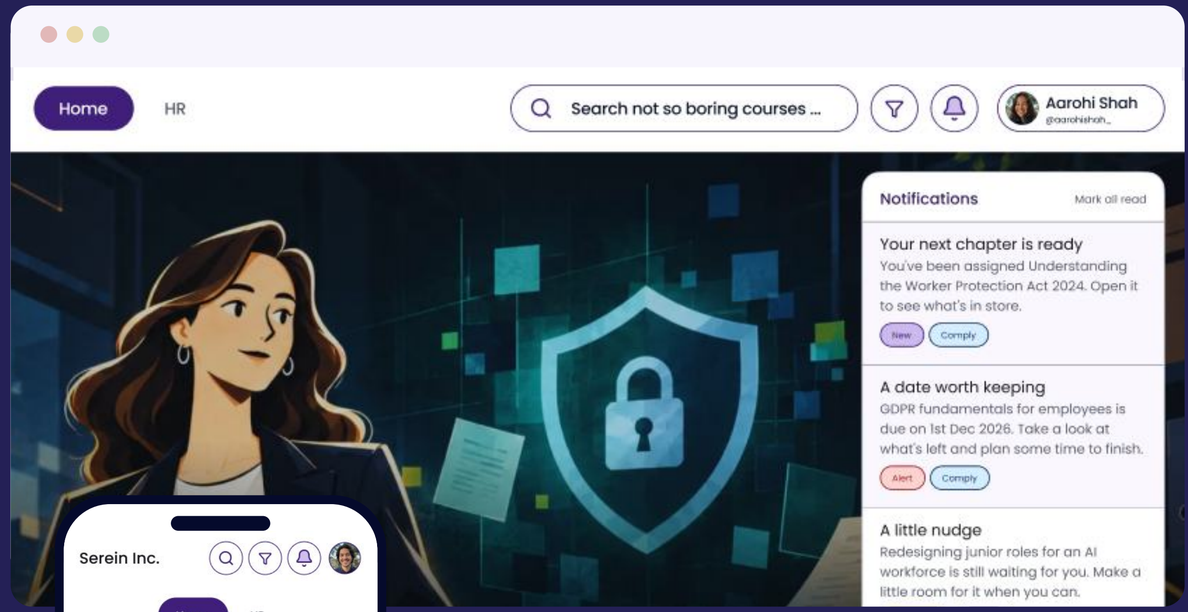
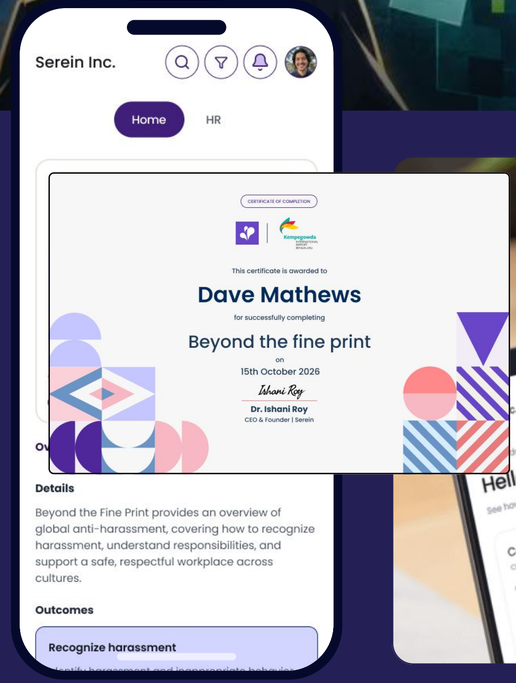
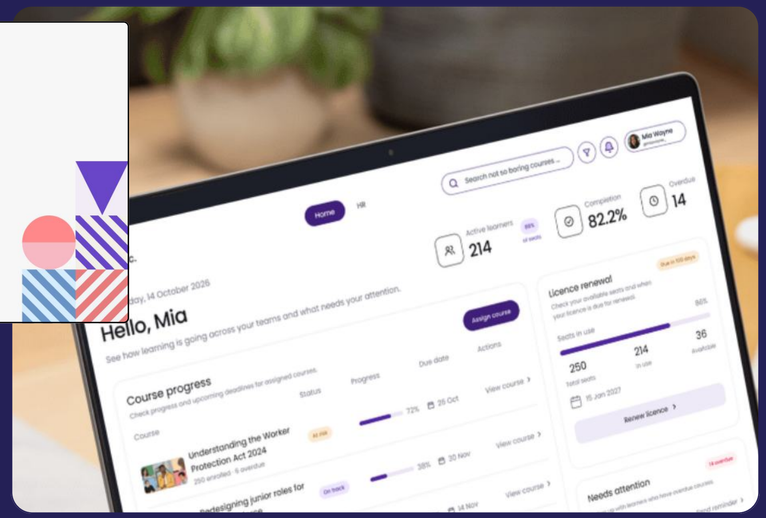


# *Our impact*

↓ 18%

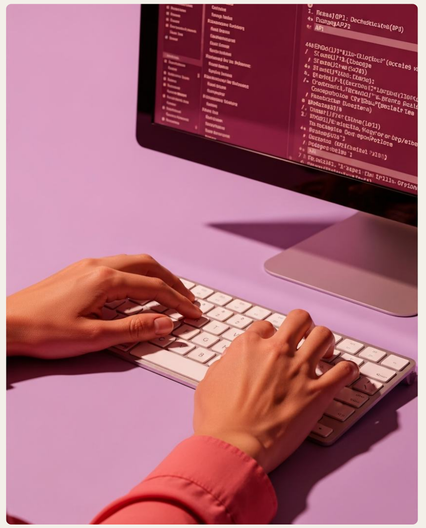
reduction in turnover of underrepresented talent

↑ 35%

increase in employee engagement and team collaboration

93%

completion rate on average for e-learning compliance



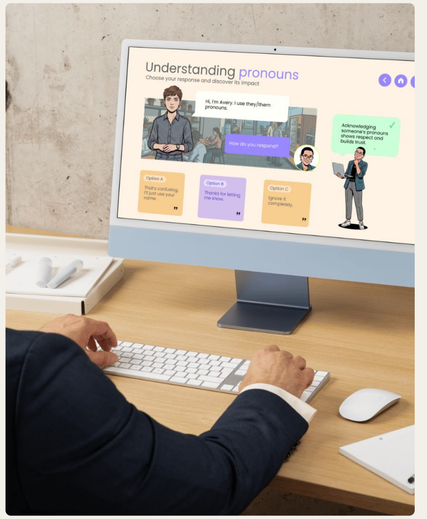
*11+ years*




*45+ countries*




*600+ companies*




*1M+ learners*

*If it is in your pocket, on your desk or part of your daily life ...*

*... we've trained the people who built it.*



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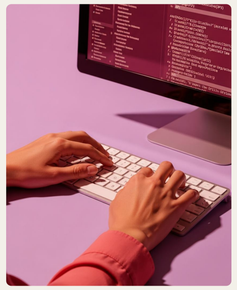
# *Trusted across industries.*

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| amazon | ByteDance | Coca-Cola | coursera | AB InBev | Continental | Medecins Sans Frontieres | Spotify | NATIXIS | DURACELL |
| gojek | intel | pepsico | HITACHI | Lenovo | Cartier | HITACHI | GALDERMA | VEOLIA | NIVEA |
| JLL | HSBC | Pernod Ricard | EssilorLuxottica | SPRINGER NATURE | dentsu | KING'S College LONDON | Piramal | Save the Children | LIPTON |
| FACTSET | KraftHeinz | Mankind Serving Life | Heineken | POSTMAN | KOHLER | BURNS McDONNELL | gain | target | zynga |



*Technology*



*Retail*



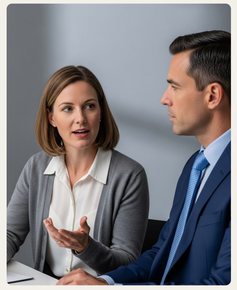
*Healthcare*



*Finance*



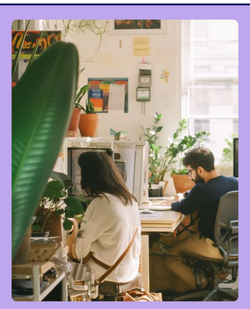
*Consulting*



*Investors*



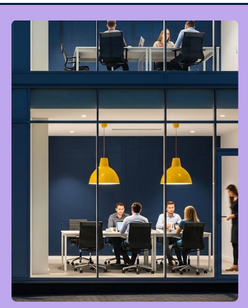
*GCCs*



*Startups*



*Mid-market*



*Enterprise*

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# From the law to the factory floor.



# What goes into building it

Organisational or legal policies

Expert knowledge from our team of lawyers, criminologists, statisticians and psychologists

Real workplaces mapped out through storyboards

Designed as a game, so it gets completed

Scale and localise

## Powered by AI, guided by responsibility.



amazon




# *Helping global leaders become more inclusive*

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| | |
|---|---|
| Inclusion and privilege | Psychological safety |
| Empathy in leadership | Leaders from 6 countries |

zynga




# *Gamified engagement to build a culture of inclusion*

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| | |
|---|---|
| A murder mystery game | Recruitment audits |

Over 600 people trained to look at systems more inclusively

Coca-Cola

# *Building culture on the factory floor*

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Every worker on the manufacturing unit trained

Day and night shifts

10 languages across 14 locations

Manufacturing specific context

TikTok

# *Building a culture of respect, and fair internal investigations*

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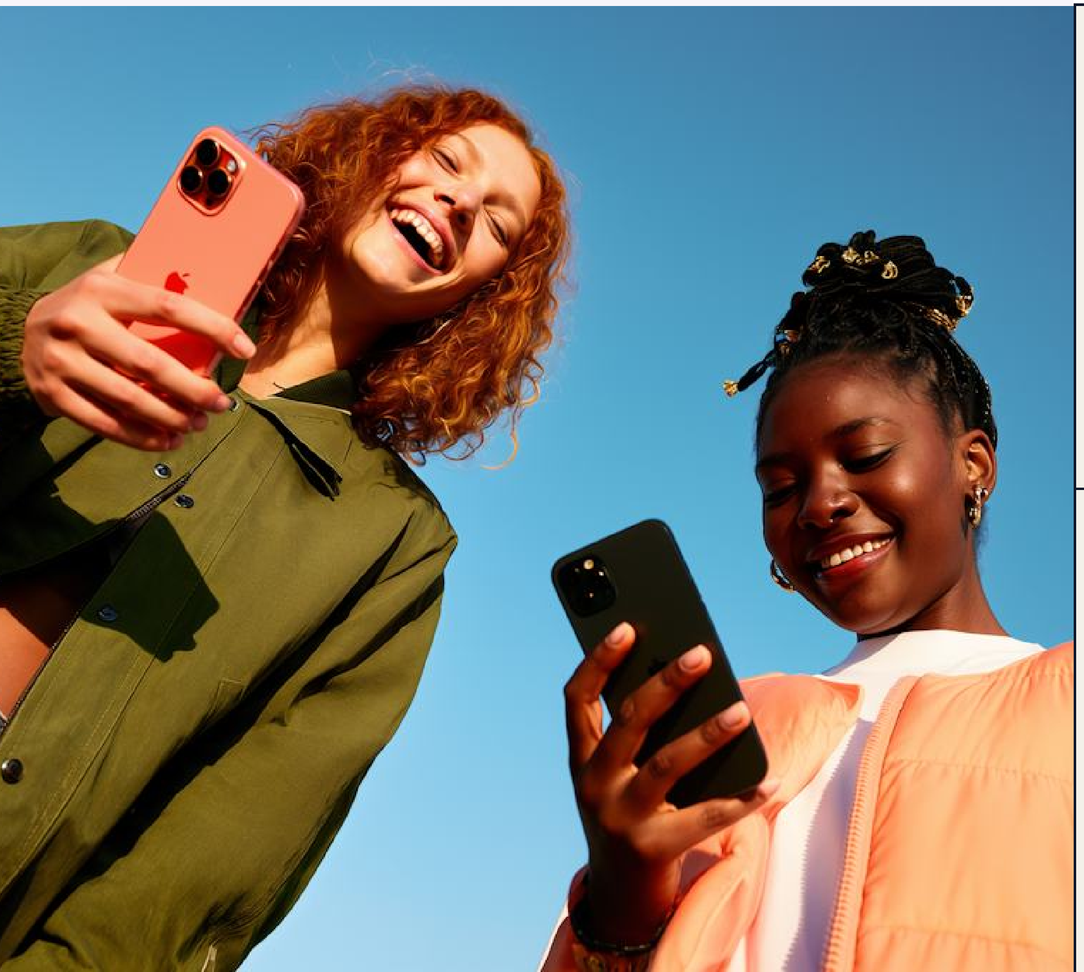

Building respect at work

Trained on handling sensitive cases of harassment

Over 200 managers trained to be culture champion

Fair, unbiased and legally sound investigations

Lenovo




# *What we did*

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Cascading company values on inclusion

Reaching over 70,000 employees across 30 countries through trainings in 8+ languages

An engagement to ensure 100% completion

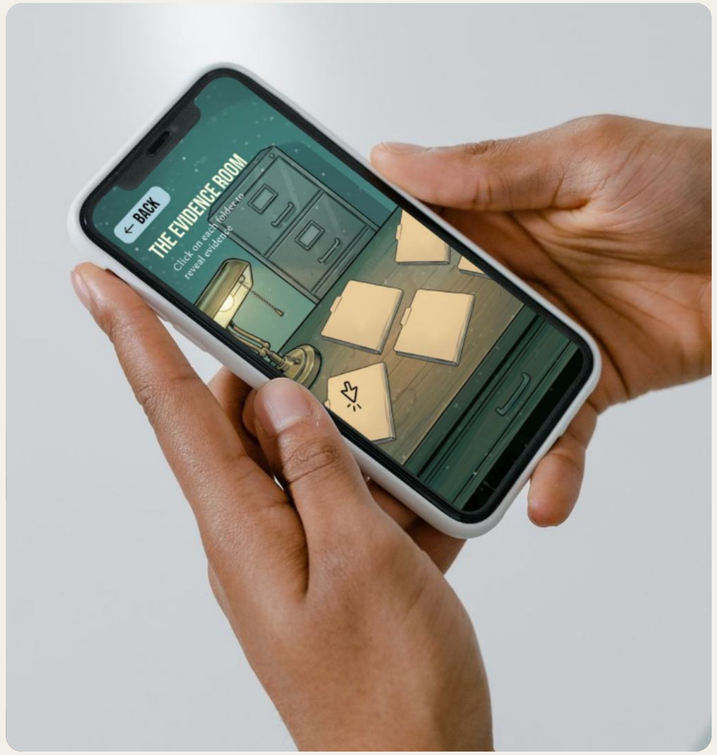
# What every solution has in common




*Grounded in workplace realities*



*Led by experts and backed by research*




*Learning through simulation*

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Somebody in your next meeting might be Daniel. How will you use your ten seconds?

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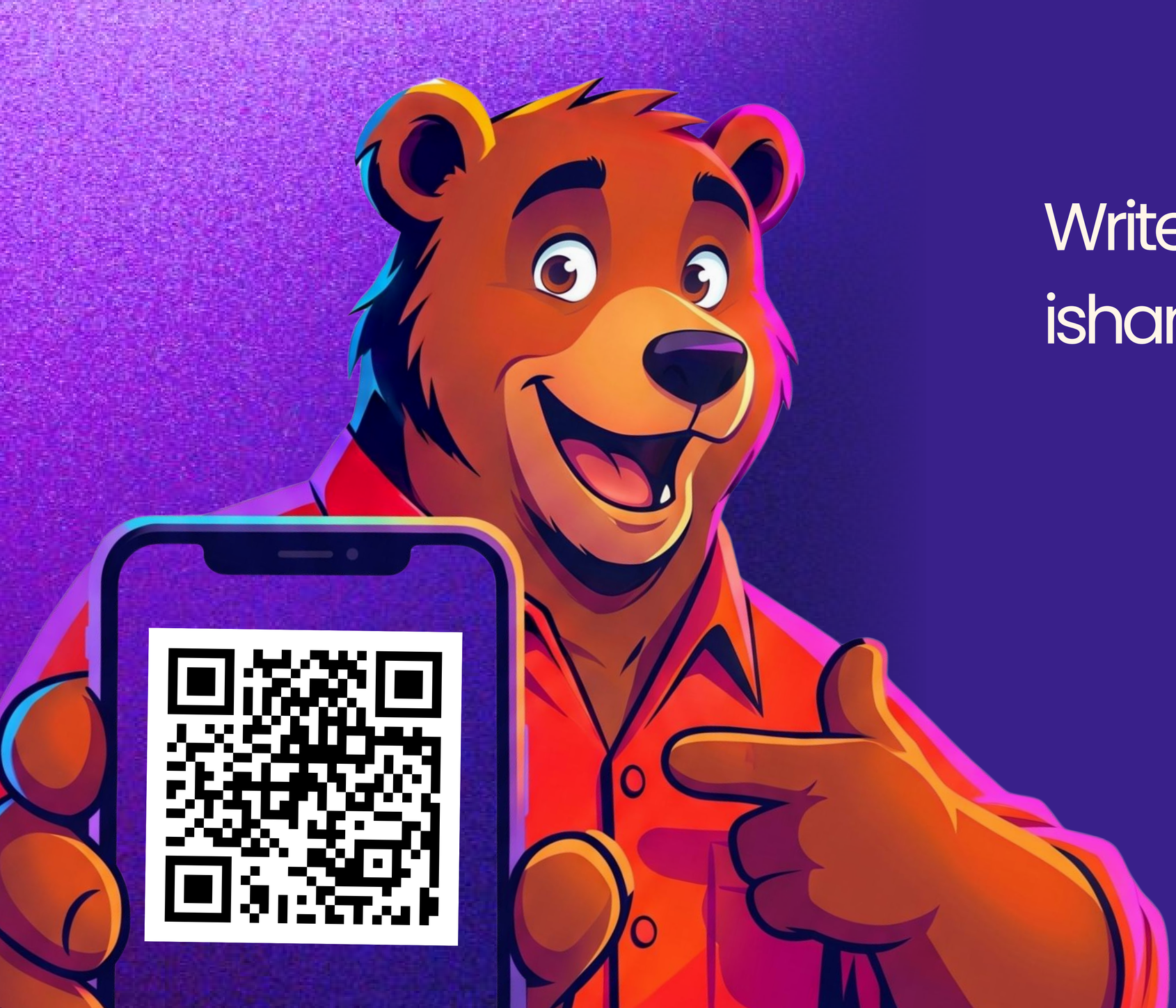

Write to me at
ishani@serein.in

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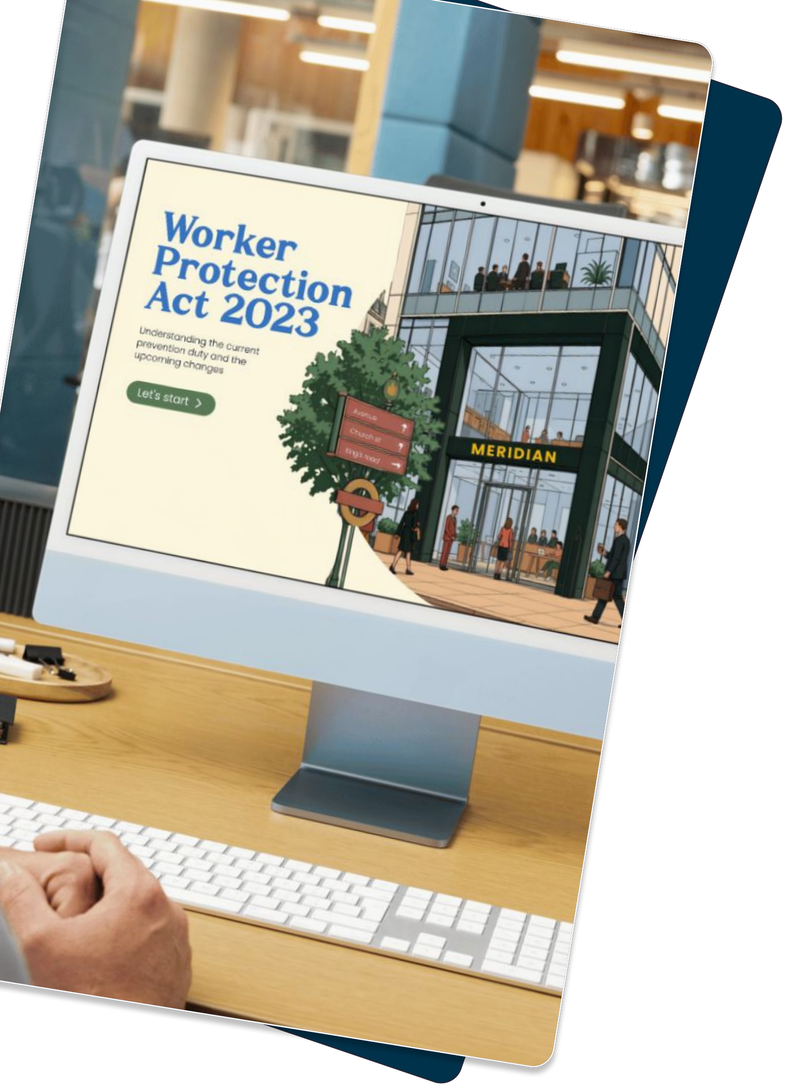


# Better learning
# Stronger teams
# *Smarter workplaces*

Enter Platform →

Website

