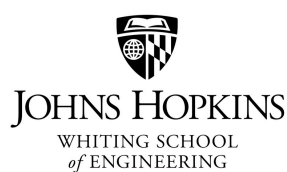




Case Study: The LEAD Program for MicroStrategy

How the Johns Hopkins Engineering Leadership Development Program transformed leaders and improved company culture at MicroStrategy



Center for
Leadership Education

Managing Technological Change

Customizable engineering leadership programming
for every organization's needs.

<https://engineering.jhu.edu/cle/techlead/>



Case Study:

The LEAD Program for MicroStrategy

JOHNS HOPKINS ENGINEERING LEADERSHIP DEVELOPMENT PROGRAM

How the Johns Hopkins Engineering Leadership Development Program transformed leaders and improved company culture at MicroStrategy

What is TechLead?

At the [Johns Hopkins Engineering Leadership Development Program](#), or TechLead, we believe that integrating technology is vital to every organization's strategy. Through a collaboration between the [Center for Leadership Education](#) and [Lifelong Learning at the Whiting School of Engineering](#), TechLead provides customized programming to organizations of all sizes who wish to develop leaders, remain on the cutting edge of innovative technologies, identify future disruptors, and encourage collaboration and effective communication across global, multicultural teams.

MicroStrategy's LEAD program

We developed LEAD, or the Leadership Excellence and Development Program, for [MicroStrategy](#), which specializes in analytics and business intelligence. Now in its second year, LEAD is a customized series of week-long sessions focusing on technological innovation, cross-cultural team management, and global perspectives in leadership. Throughout the year, leaders from MicroStrategy's various divisions meet on the Hopkins campus and at locations around the DMV area to participate in workshops and seminars led by Johns Hopkins faculty on the cutting edge of engineering and leadership education. Lauren O'Connor, senior director of education at MicroStrategy, reflects the LEAD experience below.

MicroStrategy's LEAD Experience

By Lauren O'Connor

What does it take to lead in today's tech world? At MicroStrategy, we believe that effective leadership requires a blend of managerial skills and technical expertise. On an unseasonably cool August day, we gathered at Johns Hopkins University's Homewood campus to welcome the second group of MicroStrategy LEAD students.

In collaboration with Johns Hopkins University, the Leadership Excellence and Development (LEAD) program focuses on cultivating technology leaders who excel in communication, adeptly manage cross-cultural teams, and adapt to global environments.

Week One Highlights

Participants engage in hands-on exercises and collaborative learning activities that foster candid feedback, creating a culture of openness and continuous improvement. This year, we are proud to host a diverse group from around the world. This reflects our commitment to fostering global perspectives in leadership.

Feedback from the first week shows a powerful sense of community. Attendees enjoyed enriching discussions and valuable collaborative experiences.

Our engaging instructors have been commended for their ability to connect with participants and create an enjoyable environment for teaching and learning. Many attendees expressed that the program exceeded their expectations—thanks in part to the skilled presenters who brought the material to life.

Integrating Leadership & Technology

In addition to leadership skills, students delve into technical training, exploring AI (Artificial Intelligence), and cloud technologies. The course content is highly relevant for our MicroStrategy leaders, sparking meaningful dialogues and insights. They draw inspiration from innovative projects at the Applied Physics Lab, equipping them to navigate tomorrow's challenges. This unique integration ensures that our emerging leaders are not just skilled managers but also tech-savvy innovators.

Fostering Global Connections and Camaraderie

Team bonding is a cornerstone of the LEAD experience. This year, group members enjoyed a memorable cruise around Baltimore's Inner Harbor, where they forged friendships and built relationships across our global teams. The networking opportunities were invaluable, enhancing the sense of community among leaders from various departments. This supportive atmosphere, bolstered by dedicated program leadership, allowed participants to focus on their learning process without distractions.

The Ripple Effect: Reflections on the Impact of LEAD

Looking back at our first group, the class of 2024, we are happy to share some good news. Many participants have used their new skills in leadership roles at the company. They have led projects that improved our operations and made our company culture better. Their journeys illustrate the difference that dedicated leadership training can make.

Collaborating with the Center for Leadership Education (CLE) at Hopkins has been an absolute joy and privilege. The professors' engaging style and deep expertise make each session not only impactful but genuinely enjoyable. Their adaptability to the unique needs of each class is truly remarkable.

Personally, I've gained invaluable insights that have significantly enhanced my leadership at MicroStrategy. Moreover, I've forged meaningful connections and friendships that will last far beyond this program. The CLE partnership has broadened my perspective and equipped me with the skills to inspire and lead effectively, both within MicroStrategy and in any future endeavor.

The Personal Touch: The Author's Perspective

I'm excited to see the new leaders in the LEAD program. I want to see how they will use their skills. They have knowledge of management and technical areas. I look forward to this year. To keep pace with the ever-changing tech landscape, consider exploring the [MicroStrategy Education offerings](#) and discover how it can empower you and your teams to lead with confidence and innovation.

I invite you to follow our journey and think through what effective leadership means to you and your organization. The future of leadership is bright, and with programs like LEAD, we are preparing the next generation to thrive in an increasingly complex world.

Create a customized program for your current and future leaders

TechLead is excited to develop customized programming for your organization's leaders. Whether your organization needs assistance with innovating to succeed in a dynamic, technology-driven market, keeping pace with revolutionary new technologies or disruptive business models, communicating with non-technical audiences, or managing international teams, we can create a bespoke program to improve your operational strategy or company culture. Visit [our website](#) to tell us more about your organization's needs today.