

QUESTIONS & ANSWERS

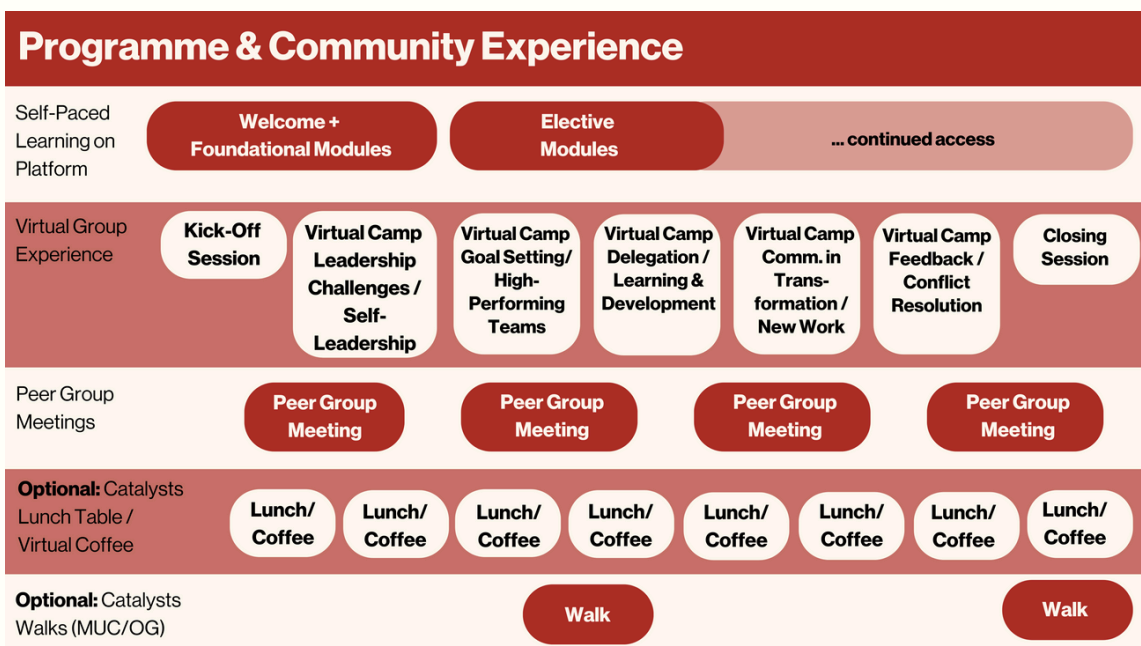
1) PROGRAMME AND COMMUNITY EXPERIENCE

What does the overall Catalysts Programme look like?

Burda Catalysts consists of three essential building blocks:

1. Self-Paced Learning
2. Peer Group Workshops
3. Networking and Community Meetings

More details



1) PROGRAMME AND COMMUNITY EXPERIENCE

Is it mandatory to take part in Burda Catalysts?

Yes. The Executive Board of Burda expects you to take part in Burda Catalysts. The mandatory programme components include...

- **Self-Paced Learning:** Complete the Welcome Module and the two Foundational Modules (“Identifying Leadership Challenges” and “Self-Leadership”) on the Burda Catalysts Platform
- **Virtual Group Experience:** Register for a virtual cohort (consisting of three virtual workshops: Kick-Off Session, Virtual Camp and Closing Session) and attend all sessions
- **Peer Group Meetings:** You will be assigned to a peer group of 5-6 leaders meeting monthly throughout the programme.

What are the elective programme components of Burda Catalysts?

There are several components of Catalysts that are elective for you, but highly recommended:

- **Self-Paced Learning:** There are eight Elective Modules available for selection on the Burda Catalysts Platform. You are encouraged to choose three based on your individual and business/ team needs.
- **Virtual Group Experience:** Virtual Camps will be available alongside the Elective Modules. We recommend registering for the Virtual Camps that correspond to the modules you have chosen. These camps will provide targeted support, deeper insights, and practical applications related to the content of your selected modules, enhancing your learning experience.
- **Networking Opportunities:** We will offer several networking opportunities, such as Catalysts lunches, virtual coffees and walks. Please feel free to register for as many as you would like!

1) PROGRAMME AND COMMUNITY EXPERIENCE

I do not have time to take part now. Can I register for a later slot?

You have been nominated to participate in Burda Catalysts by your leadership team. In case you experience capacity challenges, please talk this through with your leadership team to find a solution.

When will I receive more information on the virtual group experience?

We will soon send you an email that will allow you to register for your cohort (a series of three virtual workshops).

How do I join a cohort of leaders?

The cohort of leaders results from leaders registering for the same series of workshops. Each cohort has 25 seats.

Which languages are available for the virtual group experience?

We offer workshops in both English and German. When registering for a series of workshops, please note the language specified.

When will the leaders reporting to me have the opportunity to join Burda Catalysts?

Your Business Partner will soon approach you or your leadership team to determine which leaders should become part of the next Burda Catalysts Journey. This journey will start once your journey has finished.

I have a new leader in my team. Can she / he join as well?

New leaders can join Burda Catalysts if recommended by their leadership team. Please reach out to Catalysts@burda.com to discuss the next available opportunity to join.

2) SELF-PACED LEARNING

I am not sure how to get started with my learning journey. Do you have a tip for me?

Your entry point into your learning experience is the introductory Module “Welcome to Burda Catalysts”. Click the “Enroll Now” button to get started. After completing this course, continue with the two Foundational Modules, “Identifying Leadership Challenges” and “Self-Leadership”.

IN THE SPOTLIGHT

The screenshot displays three learning modules in a row. The first module, 'Welcome to Burda Catalysts', features a woman's portrait and a bar chart graphic. The second module, 'Identifying Leadership Challenges', features a man's portrait, blue chevrons, and a bar chart. The third module, 'Self-Leadership', features a man's portrait, a target graphic, and a bar chart. Each module card includes a clock icon for duration, a bar chart for microbite count, and a difficulty level indicator.

Module Name	Duration	Microbites	Difficulty	Status
Welcome to Burda Catalysts	-	-	-	-
Identifying Leadership Challenges	2h 51min	11	Advanced	ONGOING
Self-Leadership	2h 56min	12	Advanced	ONGOING

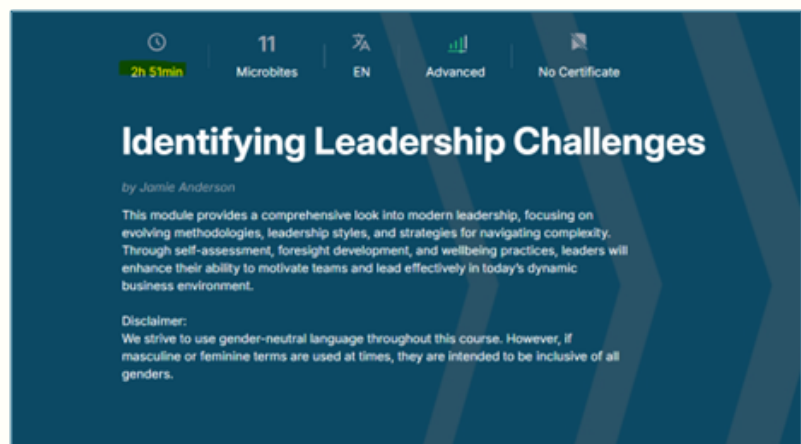
What is a Microbite?

To easily fit your schedule, each module is broken down into Microbites – small learning entities that last between 5 and 20 minutes. This way, you can work on your development in small steps, whenever it works best for you.

2) SELF-PACED LEARNING

How much time do I need to invest in my self-paced learning?

On the landing page for each Module, you will find an icon that shows its duration.



This duration includes consuming the Module content (audio, video, text), but not the additional reflection (“Leadership Journal”) and practice activities (“Daily Practice”).



This active reflection and practice is an essential component of the programme and will help you to get the maximum benefit out of it. We therefore encourage you to invest additional time for these.

Overall, we recommend investing approximately 5 hours of self-paced learning for each module.

2) SELF-PACED LEARNING

Where can I take notes on the “Leadership Journal” and “Daily Practice” activities on the platform?

By the beginning of your virtual workshop series, we will provide you with a Leadership Journal (option 1 – physical; option 2 – editable pdf) that will have space for your notes.

What else is the Leadership Journal for?

Besides providing you with a space for self-reflection and behavior change, the Leadership Journal also reminds you of the most important frameworks from our modules. Moreover, it connects you to your Leadership-Self, i.e. the creative and emotional parts of your brain.

What does the label “advanced” next to the Modules on the platform mean?

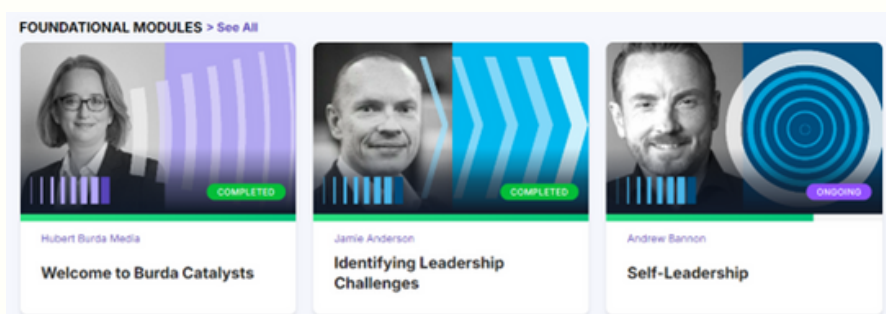
Advanced means that this content builds upon your experience as a leader.

Why is the platform in English?

To foster a global leadership community, the language of our self-paced learning platform is English. To make the programme content as easily comprehensible as possible, there are English subtitles for all videos and audio files.

Are there any mandatory Modules on the Platform?

Yes. The three modules depicted in the “Foundational Modules” Section are mandatory for all leaders.



2) SELF-PACED LEARNING

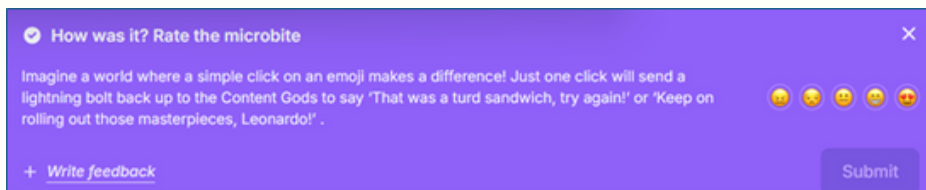
What are the Burda Voices and Bridges?

The Burda Voices and Bridges connect the External Experts' content to the internal wisdom at Burda. Burda Voices is a podcast format in which two leaders talk about the leadership topic of our Modules. The Burda Bridges highlight successful leadership cases and examples from within the Burda universe.

For all available Burda Voices at a glance, please look out for the Module "Burda Voices Podcast: Leadership Conversations".

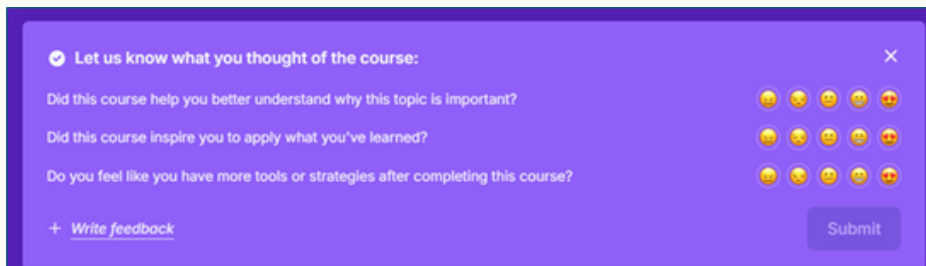
How do I give feedback on the content?

You have an opportunity to give feedback after each Microbite if you would like to do so:



A screenshot of a feedback form with a purple background. The title is "How was it? Rate the microbite" with a close button (X) in the top right. Below the title is a paragraph: "Imagine a world where a simple click on an emoji makes a difference! Just one click will send a lightning bolt back up to the Content Gods to say 'That was a turd sandwich, try again!' or 'Keep on rolling out those masterpieces, Leonardo!'". To the right of the text are five yellow emoji icons representing a rating scale. At the bottom left is a link "+ Write feedback" and at the bottom right is a "Submit" button.

Otherwise, there is also a short survey after completing the whole Module:



A screenshot of a feedback form with a purple background. The title is "Let us know what you thought of the course:" with a close button (X) in the top right. Below the title are three questions, each followed by five yellow emoji icons representing a rating scale: "Did this course help you better understand why this topic is important?", "Did this course inspire you to apply what you've learned?", and "Do you feel like you have more tools or strategies after completing this course?". At the bottom left is a link "+ Write feedback" and at the bottom right is a "Submit" button.

Any general programme feedback may be directed to the project team via **Catalysts@burda.com**.

2) SELF-PACED LEARNING

Why is it important to fill in the pre-survey?

Completing the pre-survey is a valuable step in ensuring the programme meets your needs and supports your leadership development effectively. It will help us to understand participants' view of leadership at Burda and their expectations of the Catalysts programme. The insights gathered from the pre-survey allow us to identify common themes and trends among participants, helping us design activities that address shared challenges and leverage group strengths.

What is the email address catalysts@burda.com for?

It acts as a central point for all communication related to the Catalysts programme. Please feel free to reach out with any programme-related questions, updates, or feedback. Vice versa, the project team will share programme announcements such as important updates or the opportunity to register for workshops and events via this email address.

3) CATALYSTS PLATFORM: TECHNICAL QUESTIONS

I have not received a platform invite from noreply@edubites.app. What should I do?

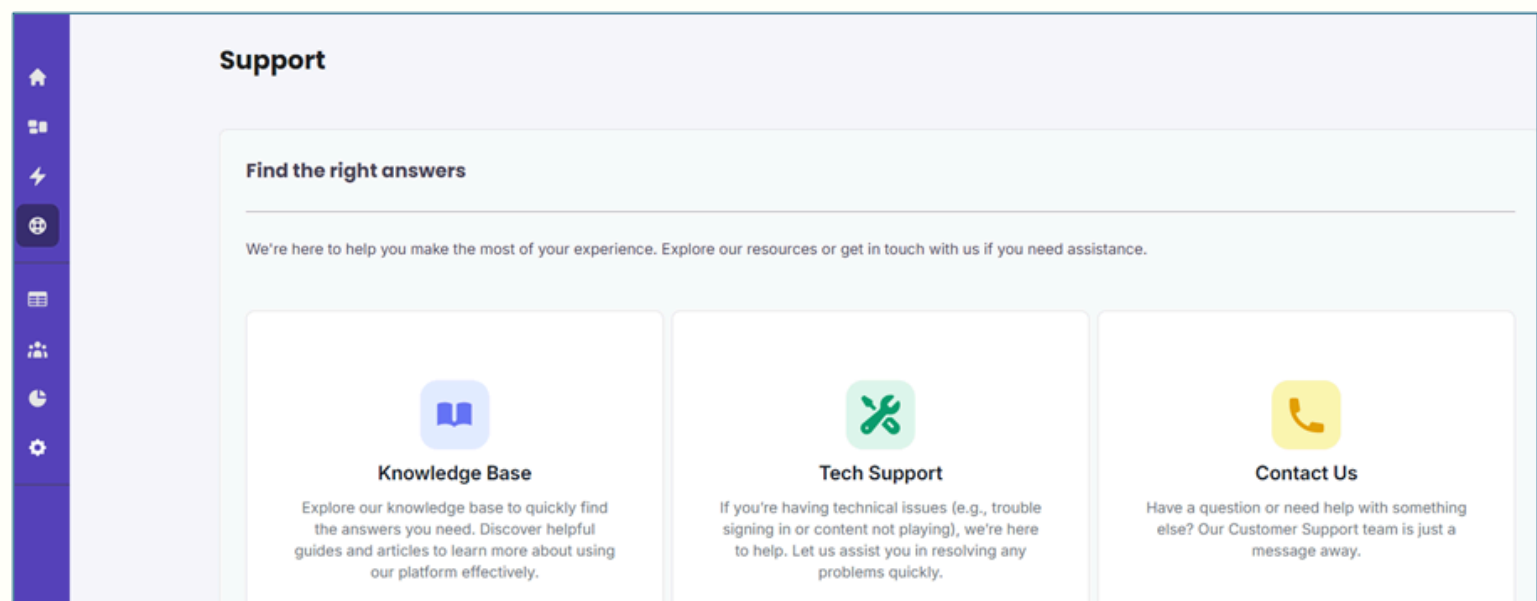
Please check your spam folder in the first step. Should the email not be there, please contact our platform provider eduBITES via support@edubites.com. They will be able to help you shortly.

My login does not work. Whom to contact?

Please contact eduBITES via support@edubites.com and attach a screenshot of the message that you receive when trying to log in.

I have another technical question. Who is able to help?

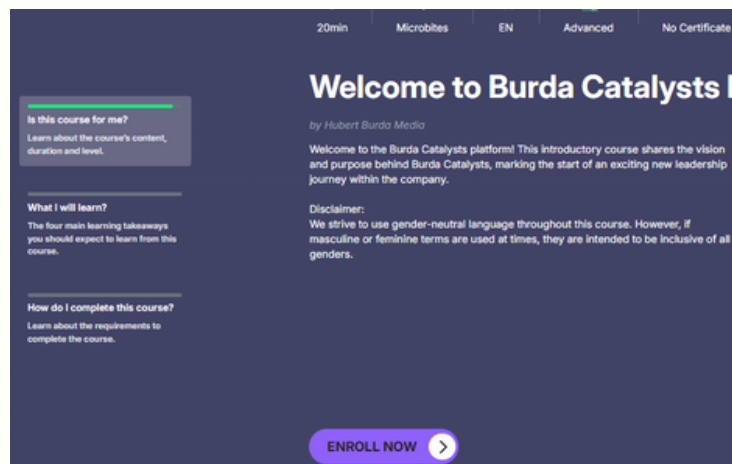
Please reach out to eduBITES via support@edubites.com. Ideally, attach a screenshot of the technical challenge you experience. Alternatively, you may want to consult the “Support” section on the platform.



3) CATALYSTS PLATFORM: TECHNICAL QUESTIONS

How do I enroll for a Module?

1. Go to the Landing Page.
2. Browse the available courses or use the search bar to find a course that interests you.
3. When you've found a course, hover over the course card to enlarge it.
4. Click on the course to be taken to the Course Information Page.
5. On this page, you'll find details about the course. Click the "Enroll now" button to sign up.
6. By clicking the "Let's get started" button next, you can start working on the Module.



I cannot log in to interactive elements such as Miro board.

In some cases, courses have interactive elements that may require an additional log in. If you're having trouble accessing Miro, please contact the eduBITES Customer Support [here](#).

Can I pause and resume a Module?

Yes, of course. Simply go to "My Courses" and click "Resume" on any course. You will resume at the same point you left off.

Can I rewatch completed Modules?

Yes, you can. Just head over to "My Courses" and click "Resume" on any course you'd like to revisit.

3) CATALYSTS PLATFORM: TECHNICAL QUESTIONS

Can I download a Module to view it offline?

No, there is no way to view material offline.

Is it possible to share Module content?

Due to copyright and data security, currently, this option is unavailable.

Shall I access the platform from my PC or can I also use my mobile for my self-paced learning?

The best user experience for Burda Catalysts comes with desktop or laptop. To consume videos and audios on the go, you can also download the eduBITES mobile app (sign-in email: burda.edubites.app; log-in with SSO or with username and password).

